

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

B181

LEISURE AND TOURISM

Understanding the Leisure and Tourism Industries

TUESDAY 11 JANUARY 2011: Afternoon

DURATION: 1 hour 30 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper.

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **Read each question carefully. Make sure you know what you have to do before starting your answer.**
- **Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).**
- **Answer ALL the questions.**

INFORMATION FOR CANDIDATES

- **The number of marks is given in brackets [] at the end of each question or part question.**
- **The total number of marks for this paper is 80.**
- **The quality of written communication will be taken into account in marking your answer to the question marked with an asterisk (*).**

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2 Read the advertisement given in Fig. 1 below.

Wilson's Holiday Park is set in 30 acres of beautiful countryside and is just a short walk from some of the best beaches in Cornwall.

Wilson's Holiday Park offers up to date caravan accommodation and generously sized camping pitches. The holiday park is designed for families, offering many activities to keep the whole family occupied during their stay.

Fig. 1

(a) List FOUR activities which might be offered at Wilson's Holiday Park.

1: _____

2: _____

3: _____

4: _____ **[4]**

[8]

[Total: 20]

3 Fig. 2 (opposite) shows the organisational structure for a bowling centre.

(a) (i) Name TWO types of organisational structure.

1: _____

2: _____ [2]

(ii) Give TWO advantages to an organisation of using the type of structure shown in Fig. 2.

1: _____

2: _____

_____ [2]

(iii) Other than Head of Sales, give TWO jobs which might be included in the sales functional area of a leisure and tourism organisation.

1: _____

2: _____ [2]

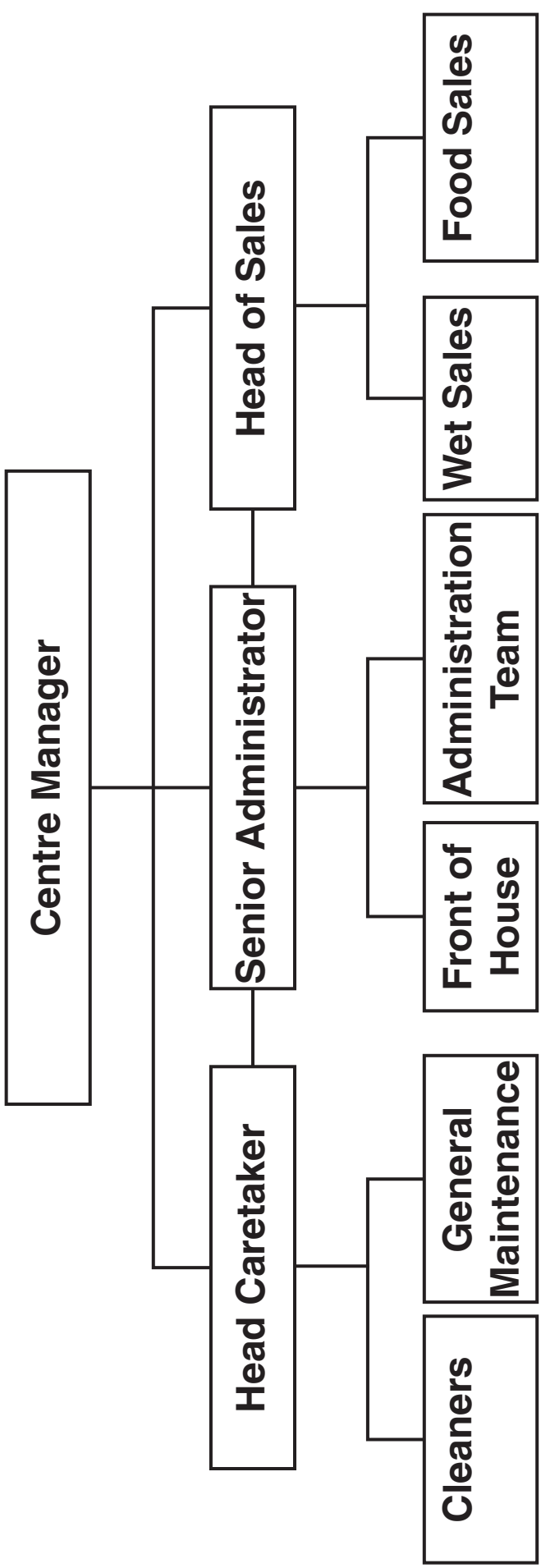


Fig. 2

(b) Describe the role of each of the following functional areas in a leisure and tourism organisation.

- **Caretaking**

- **Administration**

4 (a) (i) In which country would you find each of the following?

The Silk Road _____

Whistler _____ [2]

(ii) Identify, with an example, the main reason why tourists visit each of the following destinations.

Rio de Janeiro _____

Agra _____

_____ [4]

(b) Explain TWO reasons why a special interest group may choose to travel to Cairo for a holiday.

Reason 1 _____

Reason 2 _____

[4]

(c) A holiday cottage company would like to make its business more sustainable. Evaluate ways in which it might achieve this aim.

[10]

[Total: 20]



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