

**GENERAL CERTIFICATE OF SECONDARY EDUCATION  
LEISURE AND TOURISM**

**B181**

Understanding the Leisure and Tourism Industries

Candidates answer on the question paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**Monday 16 May 2011  
Afternoon**

**Duration: 1 hour 30 minutes**



|                       |  |                      |  |
|-----------------------|--|----------------------|--|
| Candidate<br>forename |  | Candidate<br>surname |  |
|-----------------------|--|----------------------|--|

|               |  |  |  |  |  |                  |  |  |  |  |
|---------------|--|--|--|--|--|------------------|--|--|--|--|
| Centre number |  |  |  |  |  | Candidate number |  |  |  |  |
|---------------|--|--|--|--|--|------------------|--|--|--|--|

**MODIFIED LANGUAGE**

**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. 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.
- Do **not** write in the bar codes.

**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 (\*).
- This document consists of **16** pages. Any blank pages are indicated.





2 (a) A theatre may provide toilets and car parks. Identify **four** other products/services which a theatre may provide.

- 1: .....
- 2: .....
- 3: .....
- 4: ..... [4]

(b) Describe how a theatre may provide services to the following visitors.

- Wheelchair users

.....  
.....  
.....  
.....  
.....  
.....

- Visually impaired people

.....  
.....  
.....  
.....  
.....  
..... [4]

(c) Describe **two** duties of a member of staff working in a theatre box office.

1: .....

.....

.....

.....

.....

.....

.....

2: .....

.....

.....

.....

.....

.....

.....

..... [4]



3 Fig. 1 gives information about a new stadium complex.

Hillbex Football Club has developed a new £1 billion stadium complex. The stadium has been developed as a facility which includes the following:

- an 80 000 seat multi-use sports arena;
- training grounds;
- retail outlet shopping complex;
- conference centre;
- hotel;
- sports museum.

The marketing team has the task of maximising the use of the whole complex and so maximising revenue.

**Fig. 1**

(a) Other than football, identify **four** sports which this type of complex could host.

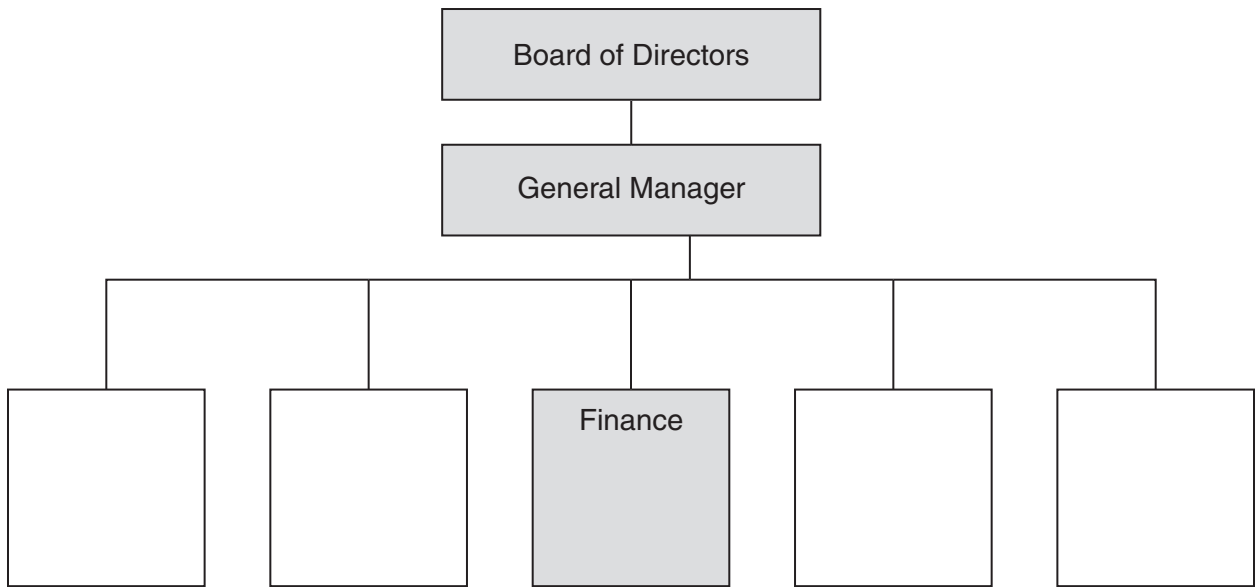
1: .....

2: .....

3: .....

4: ..... [4]

(b) Complete the management structure outlined below, by writing the name of a suitable functional area in each empty box. Finance has been done for you.



[4]

(c) Identify **four** tasks which a finance functional area might carry out.

- 1: .....
- 2: .....
- 3: .....
- 4: ..... [4]





4 Fig. 2 is a graph showing visitor numbers to and from the United Kingdom.

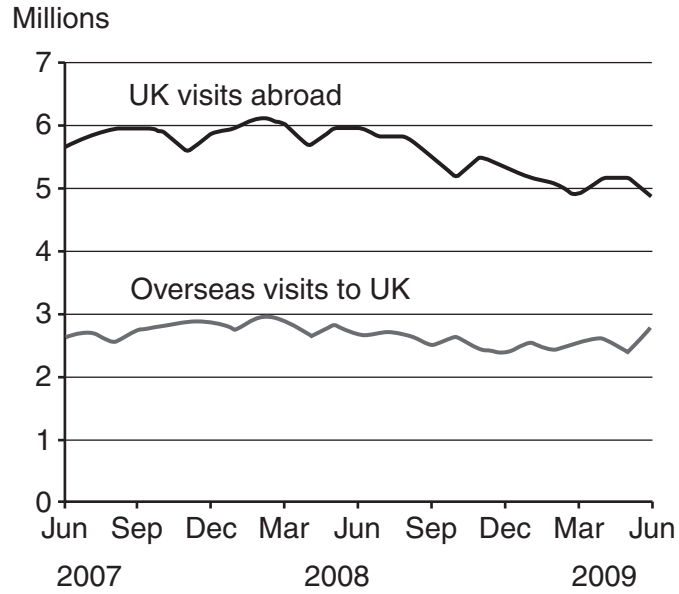


Fig. 2

(a) Refer to Fig. 2. Describe what has happened to visitor numbers for each of the following.

UK visits abroad .....  
 .....  
 .....  
 ..... [2]

Overseas visits to the UK .....  
 .....  
 .....  
 ..... [2]

(b) Explain **two** likely reasons for the trend in UK visits abroad.

1: .....

.....

.....

.....

.....

.....

.....

2: .....

.....

.....

.....

.....

.....

.....

..... [4]

(c) (i) In which countries are the following destinations?

Kuramathi .....

Warwick ..... [2]

(ii) Identify the main reason why tourists visit each destination.

Kuramathi .....

.....

Warwick .....

..... [2]



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