

| | | |
|----------------|---------------|------------------|
| Candidate Name | Centre Number | Candidate Number |
| | | |

WELSH JOINT EDUCATION COMMITTEE
General Certificate of Secondary Education



CYD-BWYLLGOR ADDYSG CYMRU
Tystysgrif Gyffredinol Addysg Uwchradd

641/01

GCSE

LEISURE AND TOURISM

(DOUBLE AWARD)

Unit 1: Investigating Leisure and Tourism

A.M. TUESDAY, 13 June 2006

(1½ hours)

Examiner's Use Only

Section A

Section B

| | | |
|--------------|----|--|
| 1 | 8 | |
| 2 | 14 | |
| 3 | 13 | |
| 4 | 9 | |
| 5 | 22 | |
| 6 | 16 | |
| 7 | 8 | |
| Total | 90 | |

INSTRUCTIONS TO CANDIDATES

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions in Section A and Section B.

Write your answers in the spaces provided in this booklet. Where the space is not sufficient for your answer, continue the answer at the back of the book, taking care to number the continuation correctly.

INFORMATION FOR CANDIDATES

You are advised to spend about 40 minutes on Section A and 50 minutes on Section B.

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 90.

No certificate will be awarded to a candidate detected in any unfair practice during the examination.

BLANK PAGE

SECTION A (44 marks)

*You are advised to spend about **40 minutes** on this section.
Answer **all** the questions, writing your answers in the spaces provided.*

1. Tourism is one of the most important industries in the UK.

(a) Tourism includes different reasons for visits, such as visiting an attraction.

Give **three** other reasons for visits.

[3]

1.

2.

3.

(b) Complete the table below, giving a second example of tourism destinations in the spaces provided. [5]

| Type of destination | 1st Example | 2nd Example |
|----------------------------|-------------------------|-------------|
| Place of historic interest | Stonehenge | |
| National Park | Snowdonia National Park | |
| Sporting venue | The Oval Cricket Ground | |
| Coastal town | Tenby | |
| Lake | Lake Bala | |

(Total = 8)

2. Study **Fig. 1** which shows details about **Eurostar**.



The Eurostar Train

Eurostar connects the capital cities of France (Paris), England (London) and Belgium (Brussels). It has set the standard for international rail travel. With this kind of service, there's no longer a need to hustle through airports, find cabs and get to your destination. Customers with special needs are well provided for. Count on Eurostar to get you there - quickly and comfortably.

Eurostar Service

Each train has up to 15 attendants, recognisable by their Eurostar uniforms. The attendants are specially hired and trained to cater for your every need on board Eurostar. All of them speak fluent English.

Standard class includes:

- Fast serving 'Combo Snacks' for sale from the bar buffet & cart.
- An exciting kid's pack, which will be handed out by the Disney cast members at the Disney Express Counter. The pack consists of a re-useable drawstring bag, 2 magazines, a pack of coloured felt-tip pens and a game.
- Special areas where children can play.

Business Premier includes:

- Access to Le Salon (Eurostar Executive Lounges).
- High quality meals/refreshments served at the seat.
- Wifi Access in Terminals.

This extract was adapted from the following source: www.eurostar.co.uk

Fig. 1

Use **Fig. 1** to help you answer the following questions.

(a) Name **two** products or services provided for families travelling by Eurostar. [2]

1.

2.

(b) Suggest **three other** products or services that Eurostar might provide for business customers. [3]

1.

.....

2.

.....

3.

.....

(c) Like all travel organisations, Eurostar has to provide facilities for customers with special needs. Give **four** special facilities which would be provided by such travel organisations. [4]

1.

2.

3.

4.

(d) Describe the main **advantages** and **disadvantages** for customers travelling from London to Paris by Eurostar when compared with travelling by plane or ferry. [5]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total = 14)

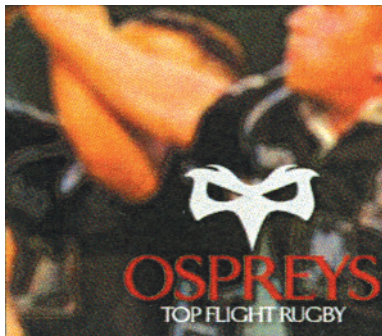
3. The leisure industry is divided into a number of key components.

(a) For **each** picture shown give the name of the correct key component.

[5]



www.tesco.co.uk



www.wru.co.uk



www.welsh-canoeing.org.uk



www.shakespeare.co.uk

.....

OLIVER'S RESTAURANT, LONDON



.....

4. **Fig. 2** is an advertisement for the General Manager's job at Gulliver's Theme Parks.



General Manager

Company: Gulliver's Theme Park

Location: Buckinghamshire, Cheshire & Derbyshire

This exciting and fast expanding leisure group have an opening at General Manager level. The role involves full control of daily operations of one of our three theme parks employing over 700 people, controlling Retail, Catering and Park Operations departments.

The company has over 200 staff and an annual turnover of more than £20m, the organisation made a profit of £4m in 2004-5.

Successful applicants must be able to show at least 8 years experience in a man management role, along with the determination to work in one of the UK's leading theme parks group.

If you work in the leisure sector or want to join one of the fastest growing theme park groups in the country apply with C.V. and current salary remuneration.

Adapted source: www.leisureopportunities.co.uk

Fig. 2

Use **Fig. 2** to help you answer the following question.

- (a) The General Manager will be required to have a number of key skills if he/she is to be successful in their new job.

Tick **three** skill statements from the table below which are **most** appropriate for the position of General Manager. [3]

| SKILL STATEMENT | TICK IF APPROPRIATE |
|--|---------------------|
| Operate the rides. | |
| Producing a business plan for the introduction of a new ride. | |
| Account for millions of pounds involved in income and expenditure. | |
| Handle money at the admissions gate. | |
| Ensure all staff are well trained and highly motivated. | |
| Take bookings from schools. | |

- (b) Explain why ‘**at least 8 years experience**’ is required for the job. [3]

.....

.....

.....

.....

.....

.....

- (c) Like most theme parks Gulliver’s closes during the winter months but employs some people throughout the year. These are called permanent staff.

Other than the General Manager give **three** permanent jobs to be found at Gulliver’s Theme Park. [3]

1.

2.

3.

(Total = 9)

(d) Explain the **links** which home-based leisure has with the other key components of the leisure industry. [4]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total = 22)

6. Study **Fig. 3** which gives information about the new Parcllyn Community Centre.

THE NEW PARCLLYN COMMUNITY CENTRE

The present plans for the new community centre include the following:

An arts centre with exhibition gallery.

Workshop areas for woodwork, metalwork and similar crafts.

A bar / cafeteria which can seat 40 people.

A hall which can be used for functions and theatre productions.

Toilets, disabled facilities, baby changing room and a shower area.

The management committee are looking for more ideas in order to meet the needs of all the community. Contact us on: 07837 654891.

Fig. 3

(a) Suggest how the community centre could meet the leisure needs of the following types of resident. [4]

1. Teenagers:

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

2. Sports fans:

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

7. High street travel agents – the future?

Booking Methods for Ski Holidays (UK)

| | 2001 | 2002 | 2003 |
|----------------------------------|------|------|------|
| High street travel agents | 55% | 49% | 44% |
| Internet | 3% | 10% | 14% |
| Others | 42% | 41% | 42% |

(a) Describe the main changes in the bookings between 2001 and 2003.

[2]

.....

.....

.....

.....

.....

.....

.....

.....

