

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. FRIDAY, 12 January 2007

(1½ hours)

Examiner's Use Only

Section A

Section B

1	9	
2	12	
3	12	
4	11	
5	26	
6	20	
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.

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. Study **Fig. 1** which shows photographs and information about Nae Limits, a specialist adventure company. Nae Limits is a Scottish term for No Limits.



Here are just some reasons for choosing Nae Limits !!!!!

- **Nae Limits** is the most **centrally located** outdoor centre in Scotland - less than an hour from Glasgow and Edinburgh.
- **Nae Limits** is within easy reach of mountains, rivers and the coastline.
- **Nae Limits** offer 9 of the most **exciting** outdoor sports in the UK. Examples include cliff jumping and abseiling.
- **Nae Limits** can offer you **special deals** with local and city **accommodation and transport** providers enabling you to arrange the ideal break whether it's a quiet tranquil family outing or wild weekend.
- **Nae Limits** is open 365 days a year – as the seasons change so do our activities.

Fig. 1

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


(a) (i) Name **three** activities which Nae Limits offers its customers. [3]

- 1.
- 2.
- 3.

(ii) Give **three** reasons why Nae Limits is well located to attract customers. [3]

- 1.
- 2.
- 3.

(b) Study **Fig. 2** which shows a job advertisement for Nae Limits.



Wanted!! Outdoor Pursuits Instructors.

Nae Limits are now recruiting for the 2007 season.

Are you a highly motivated individual with a passion for the outdoors and relevant qualifications?

Could you lead a group of school children across rivers and mountains?

Could you improve team working for a business?

Contact us NOW!

Fig. 2

Suggest **three** qualities required of outdoor pursuits instructors. [3]

- (i)
- (ii)
- (iii)

(b) Study **Fig. 3**, which shows the main methods of transport into the UK by overseas visitors.

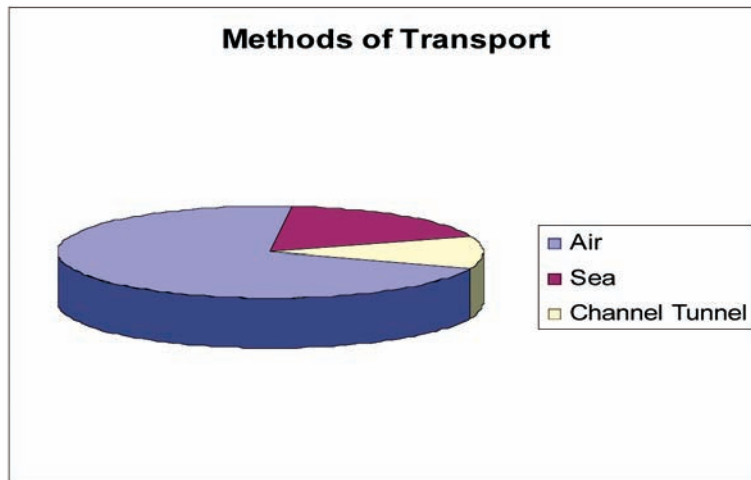


Fig. 3

Source: International Passenger Survey.

Explain why the majority of overseas visitors travel to the UK by air.

[4]

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(c) List **three** jobs found within the air travel industry.

[3]

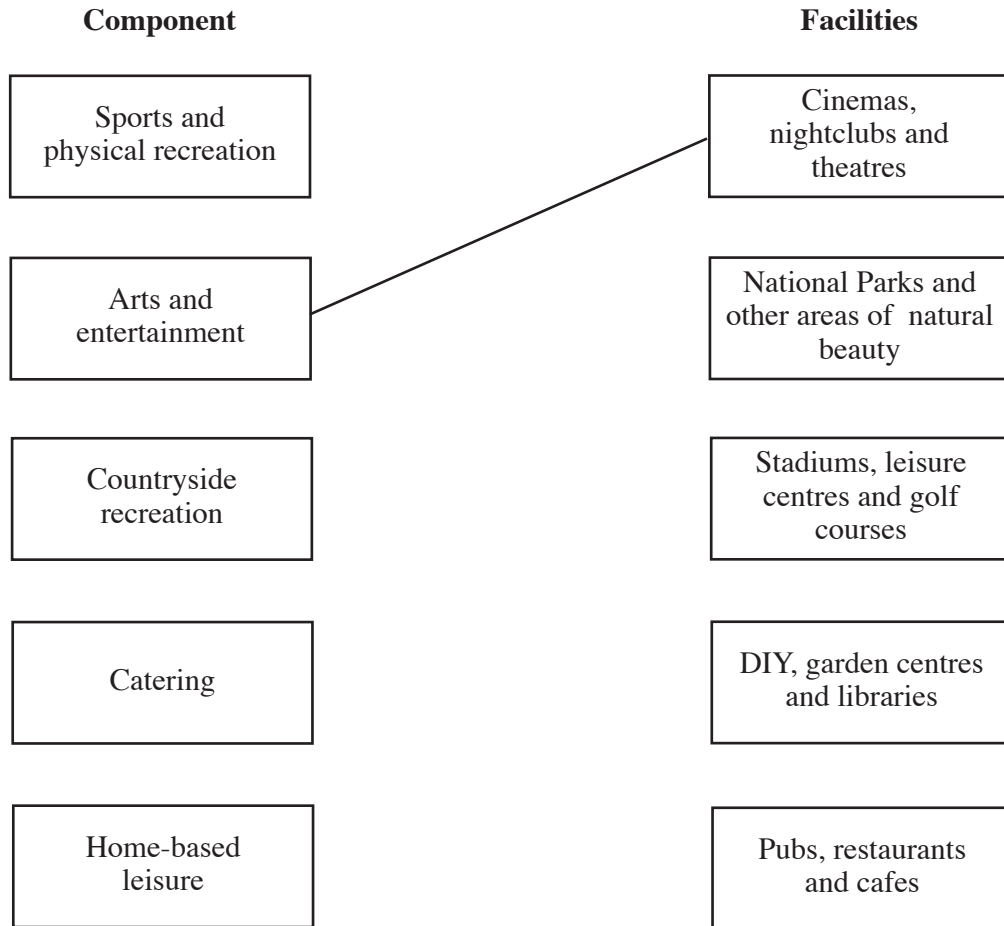
- (i)
- (ii)
- (iii)

(Total = 12)

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

Link each key component to its correct description. Each key component should be linked to **one** box.

One example has been completed for you. The lines may cross over each other. [4]



(b) ‘Visitor attractions’ is another key component of the leisure industry. For **one** visitor attraction you have studied, describe the variety of products and services provided. [4]

Name of visitor attraction:

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- (c) For **one** catering facility you have studied, describe how its products and services meet the needs of different types of customer. [4]

Name of facility:

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(Total = 12)

4. (a) Study Fig. 4 which shows an advert for the Cliff Top Hotel.

Welcome to the Cliff Top Hotel.



We can offer accommodation deals to suit all types of customers.

Half board - Room only - **Bed and breakfast** - Full board

Leisure and Business customers catered for.

Mid-week golfing packages.

We have a special arrangement with the local golf club.

Contact us now!

www.clifftophotel.com
01458 987651

Fig. 4

- (i) Give the meaning of the term *full board*. [2]

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Hotels like the Cliff Top usually provide products and services for business people.

- (ii) List **three** products or services the hotel could provide, which are likely to attract business people. [3]

1.

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- (iii) Explain the possible advantages for the Cliff Top Hotel and the local golf club in providing mid-week golfing packages. [3]

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Some tourists prefer to stay in self-catering accommodation rather than in hotels.

- (iv) Give **three** types of self-catering tourist accommodation. [3]

- 1.
- 2.
- 3.

(Total = 11)

SECTION B (46 MARKS)

*You are advised to spend about 50 minutes on this section.
Answer **all** the questions, writing your answers in the spaces provided.*

5. Study **Fig. 5** which shows how the Olympic Village and Stadium is expected to look for London 2012 and information about the Olympic bid and the facilities to be provided.



Olympic Village



Olympic Stadium

Source: www.london2012.com

A lasting benefit for future generations.

The bid will be a huge stimulus for top-class sport. Our Olympic bid will also rest on our growing commitment within local communities.

There will be nine new sporting venues on the 500 acre site in Stratford, London. These will include an 80,000 seater stadium, an aquatics centre and a hockey centre.

A best-ever transport system will deliver up to 240,000 people an hour to the Olympic park by train, tube, bus and park and ride schemes.

Over a million visitors are expected from all over the world.

Some sporting events will take place at venues outside London.

The entire UK can and will benefit from London staging the 2012 Olympic Games.

- (d) You will have studied the impacts of tourism on different destinations. Describe the impacts of tourism on **one** named UK tourist destination, other than London. [6]

Name of destination

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(Total = 26)

6. Study **Fig. 6** which shows scenes from The Brecon Beacons National Park website.



Fig. 6

Source: www.breconbeacons.org.uk

(a) Explain why National Parks, such as The Brecon Beacons National Park, are popular tourism destinations that allow for a range of leisure activities. [6]

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(b) Explain why some people may choose **not** to visit a National Park in their leisure time. [6]

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(c) Explain how tourism in countryside areas such as National Parks, could be developed in a sustainable manner. [8]

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(Total = 20)

