

Candidate Name	Centre Number	Candidate Number
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GCSE

641/01

LEISURE AND TOURISM

(DOUBLE AWARD)

**Unit 1: Investigating Leisure and
Tourism**

P.M. MONDAY, 9 June 2008

1½ hours

Examiner's Use Only

	Question	Maximum mark	Mark awarded
Section A	1	19	
	2	25	
Section B	3	18	
	4	14	
	5	14	
	Total Mark	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.

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 some information about The Lowry Centre at Salford Quays in Greater Manchester. L.S. Lowry is a world famous artist from the north west of England.



The Lowry Centre



The Lowry Restaurant

The Lowry Centre has world class galleries and exhibitions, theatre productions and an established conference and event venue. The Lowry is only 1.5 miles from Manchester city centre, 20 minutes drive from Manchester Airport, and a quarter of a mile from the motorway network, giving access from all over the North West and beyond.

A restaurant, cafes & bars are situated along the southern side of the building.

Families are particularly welcome with children's musicals, baby changing facilities, hide and seek trails, art detective games and lots more!

Source: adapted from www.thelowry.com

Fig. 1

(a) Give **three** reasons why the Lowry Centre is in a good location for organisations to hold their conferences. [3]

- 1.
- 2.
- 3.

(b) (i) Suggest **three** products or services the Lowry Centre *could* provide for organisations holding conferences. [3]

- 1.
- 2.
- 3.

(ii) Suggest **three** different products or services which the Lowry Centre *could* offer to school groups. [3]

- 1.
- 2.
- 3.

(c) (i) Name **three** different jobs likely to be found within the Lowry Centre. [3]

- 1.
- 2.
- 3.

(ii) Choose **one** of the jobs you have named in (c)(i). Describe the skills and qualities needed to be successful in that job. [4]

Chosen job:

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(d) The leisure industry has several key components.

Tick the **three** key components that the Lowry Centre fits into.

[3]

Key Component	Tick
Arts and entertainment	
Sports and physical recreation	
Home-based leisure	
Catering	
Visitor attractions	

Total = 19

2. There are many different types of holiday.

- (a) Link each type of holiday to its correct description. Each type of holiday should be linked to **one** description only. [5]

An example has been completed for you. The lines may cross over each other.

Type of holiday	Description
Domestic	A short duration holiday, of two to five days.
Short break	A UK resident going on holiday abroad.
In-bound	A holiday which involves a flight of more than 5 hours.
Out-bound	A holiday in which the customer has arranged the flight and hotel themselves.
Long haul	A holiday that is taken by people within the country in which they live.
Independent	An overseas resident arriving in the UK for a holiday.

(b) People usually consider a number of factors when booking a holiday.

Explain **two** factors that people will consider when booking a holiday.

[4]

Factor 1:

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Factor 2:

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(c) The travel and tourism industry is divided into a number of key components.

For each key component listed in the table below give an example facility and an example job. The first one has been done for you.

[6]

Key component	Example facility	Example job
Accommodation and catering	Hotel	Porter
On-line travel services		
Attractions		
Tourist Information and Guiding Services		

(d) Study **Fig. 2** which shows two airline company logos.

‘Transportation’ is another key component of the travel and tourism industry. Airlines offer one method of travel.

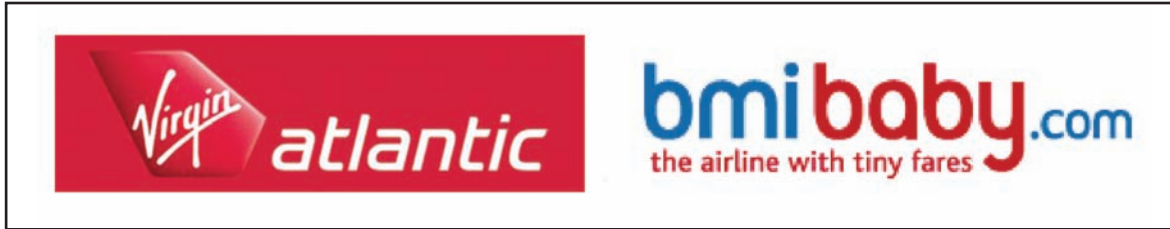


Fig. 2

Outline the main products and services that airlines such as Virgin Atlantic and bmibaby provide for their passengers. [4]

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(e) Some towns and cities are popular tourism destinations.

With reference to **one** tourist town or city you have studied in the **UK**, explain the main reasons for its popularity. [6]

Name of town or city:

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Total = 25

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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.*

3. Study **Fig. 3** which shows photographs and information about The Celtic Manor Resort and the Ryder Cup 2010.

CELTIC MANOR RESORT

The Ryder Cup is one of the most famous golf tournaments in the world. It is a contest between teams from the USA and Europe. It is a great opportunity to see the best golfers in the world. The tournament lasts for three days.



The **Ryder Cup Committee** made the historic announcement that the 38th Ryder Cup matches would be held at The Celtic Manor Resort in the autumn of 2010. For the first time, the famous golf tournament will be held in Wales. The Celtic Manor Resort offers world class golf courses.



Source: adapted from www.celtic-manor.com

Fig. 3

- (c) The leisure and tourism industries are generally considered separately, however there are many links between the two.

The Johnson family, from London, plan to stay near the Celtic Manor Resort for a week during the Ryder Cup 2010 tournament. They have tickets for one day of the tournament.

Describe **three** links made between the leisure and tourism industries during the Johnson's family visit. [6]

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Total = 18

4. Study **Fig. 5** which shows some images and information about the Guildford Spectrum Leisure Complex.

Guildford Spectrum




Welcome to Guildford Spectrum
The most exciting leisure complex in the UK











Source: adapted from www.guilfordspectrum.co.uk

Fig. 5

Study **Fig. 6** which gives information about obesity and participation in sport in England.



Fig. 6

(b) Suggest how the leisure industry *could* help to tackle obesity and increase participation in sport for those under 16. [6]

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Total = 14

(b) People will visit a tourism destination for a variety of reasons.

Compare the ways in which people visiting friends and relatives will spend their time and money differently from those visiting for other reasons. [6]

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Total = 14