

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
TOTAL	



General Certificate of Secondary Education  
January 2012

# Leisure and Tourism

# 48403

## Unit 3 The Business of Leisure and Tourism

Tuesday 17 January 2012 1.30 pm to 2.30 pm

You will need no other materials.

### Time allowed

- 1 hour

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

### Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers.
- Question 4 should be answered in continuous prose. In this question you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.



J A N 1 2 4 8 4 0 3 0 1

Answer **all** questions in the spaces provided.

- 1** Study **Figure 1** below. It shows Andrea and Jenny at work in Hotel Mons \*\*\*. Hotel Mons is a small, independent three-star hotel located in the business district of Brussels.

**Figure 1**



Andrea and Jenny have customer-facing jobs.

- 1 (a)** What is meant by *customer-facing*?

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(2 marks)



1 (b) Explain **two** personal qualities that may be necessary for any staff to do a customer-fronting job well.

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(2 x 2 = 4 marks)

1 (c) Choose **one** leisure and tourism organisation that you have studied.

Name of organisation .....

Is there a range of customer-fronting jobs in this organisation? Why? Justify your answer.

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(6 marks)

Turn over ►



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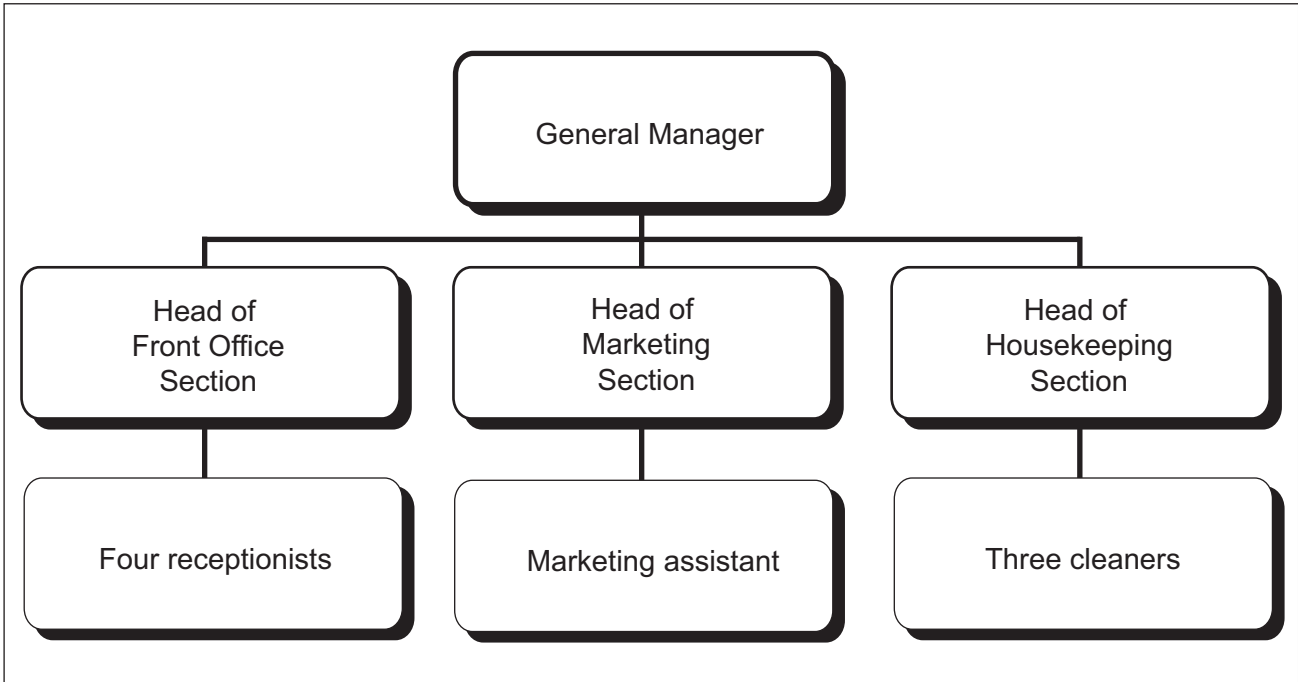
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12



2 Study **Figure 2** below. It shows jobs at different levels of seniority at Hotel Mons.

**Figure 2**



2 (a) Andrea is Head of the Front Office Section. Jenny is one of the four receptionists.  
Describe the relationship between Andrea's and Jenny's jobs.

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(2 marks)

2 (b) Receptionists and cleaners work at an operational level.  
What is meant by *operational level*?

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(2 marks)

Turn over ►



**2 (c)** Describe **two** jobs at the operational level in **two** different leisure and tourism organisations that you have studied.

Name of organisation 1: .....	Operational job: .....
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Name of organisation 2: .....	Operational job: .....
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(2 × 3 = 6 marks)

10
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**3** Hotel Mons is located in the business district of Brussels. The Head of the Marketing Section has identified its target market as business tourists.

**3 (a)** Explain why it is important for Hotel Mons to identify clearly its target market.

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(6 marks)

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**Question 3 continues on the next page**

**Turn over ▶**



**3 (b)** Study **Figure 3** below. It shows the promotional techniques and promotional material currently used by Hotel Mons.

**Figure 3**

Promotional techniques	Promotional material
<ul style="list-style-type: none"> <li>◆ Advertising in business publications</li> <li>◆ Sales promotions (weekend discounts)</li> </ul>	<ul style="list-style-type: none"> <li>◆ Website <a href="http://www.hotelmons.net">www.hotelmons.net</a></li> </ul>

Explain how the **promotional techniques** currently used by Hotel Mons would be effective in attracting customers from its target market (business tourists).

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(6 marks)





Extra space .....  
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**3 (c)** Suggest **one other** promotional technique and **one other** type of promotional material that Hotel Mons could use.

Promotional technique	Promotional material
.....	.....

(2 marks)

14
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**Turn over for the next question**

**Turn over ►**





5 Study **Figure 4** below which shows an extract from the *Health and Safety Policy* of Hotel Mons.

**Figure 4**

HOUSEKEEPING

**Cleaning Bathrooms**

Measures

1. Upon discovery of wet floors, take short steps when walking on them.
2. When cleaning floors, wet only a small area of the floor at one time.
3. Do not stand on the edge of bath tubs, sinks, toilets or cabinets.
4. Do not open shower curtains suddenly; the curtain rod may fall.
5. Do not pick up broken glass or razor blades with your bare hands. Use a dust pan and brush.

5 (a) Explain why having these measures is important for the health and safety of housekeeping staff at Hotel Mons.

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(3 marks)

5 (b) (i) Describe **one** health and safety issue that **two** leisure and tourism organisations that you have studied **both** have to deal with.

Name of organisation 1 .....

Name of organisation 2 .....

Description .....

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(2 marks)

Turn over ►





**5 (b) (iii)** Explain why dealing with that issue is important for the two organisations.

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*(3 marks)*

**5 (c)** Is the health and safety issue examined in **5(b)** relevant to a small hotel such as Hotel Mons? Justify your answer.

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*(2 marks)*

<b>16</b>

**END OF QUESTIONS**



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Figure 1 L Lominé

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