

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
June 2012

Leisure and Tourism

48403

Unit 3 The Business of Leisure and Tourism

Friday 18 May 2012 9.00 am to 10.00 am

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.
- Questions 1(c) and 2 should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.



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

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

1 Most leisure and tourism organisations have websites.

Study **Figure 1** below. It shows the homepage of the Loykido Sports Centre website.

Figure 1

Loykido Sports Centre

Home | About us | Recruitment | News | Site map | Contact us

Gyms | **Swimming** | **Beauty** | **Kids & teens** | **Senior activities** | **Membership**

Join today!
Have fun, get fit, get results!

Loykido Sports Centre offers a quality sports, health and fitness experience, no matter what activity you choose to take part in!

With three state-of-the-art gyms, four air-conditioned dance studios, and a 25-metre swimming pool, Loykido Sports Centre is the number one choice for health and fitness, a place to come not only to improve health, but to make friends and to get fit with your family!

- 31** Timetables ▶
- £** Prices
Affordable fitness ▶
- 360°** Virtual tour
Take a look around ▶
- 🏋️** Classes
Try something new ▶
- ★** Members
Online booking ▶

1 (a) (i) Suggest how the website can help Loykido's **current** customers.

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(2 marks)



1 (a) (ii) Suggest **one** benefit of the website for Loykido's **potential** customers.

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(2 marks)

1 (b) (i) Describe **one** type of promotional material **other than** a website that Loykido could use.

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(2 marks)

1 (b) (ii) Outline **one** advantage for Loykido of using the type of promotional material that you described in 1 (b) (i).

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(2 marks)

Question 1 continues on the next page

Turn over ►



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

Does this organisation use a wide range of promotional materials and techniques?
Explain your answer.

Name of organisation

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(6 marks)

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1 (d) Loykido Sports Centre’s website (**Figure 1**) has web pages specifically about two market segments: young people (‘Kids & teens’) and elderly people (‘Senior activities’).

Suggest why young people **and** elderly people are Loykido’s target markets.

Young people

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Elderly people

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(4 marks)

18

Turn over for the next question

Turn over ▶



2 Analyse how the market for leisure and tourism products and services can be segmented. Refer to examples from leisure and tourism organisations that you have studied.

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8



Turn over for the next question

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3 Study **Figure 2** below. It shows Ms Lee teaching yoga to children at Loykido Sports Centre.

Ms Lee's yoga classes are popular. Children enjoy learning yoga with her.

Figure 2



3 (a) Explain how the popularity of Ms Lee's yoga classes can contribute to the business success of Loykido.

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(2 marks)



3 (b) Suggest how the managers of Loykido could use the popularity of Ms Lee's yoga classes in the marketing and promotion of the sports centre.

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(4 marks)

6

Turn over for the next question

Turn over ►



4 Study **Figure 3** below. It lists a wide range of jobs that are available in the leisure and tourism industry.

Figure 3

The leisure and tourism industry offers a wide range of jobs. Career opportunities are available in:

- Health and fitness, for example an instructor in a sports and leisure centre
- Catering and hospitality, for example a waiter in a restaurant
- Visitor attractions, for example a tour guide in a museum
- Retail travel, for example a travel agent
- Transport, for example a flight attendant
- Tour operations, for example a resort representative
- Accommodation, for example a concierge in a hotel.

4 (a) All the jobs listed are customer-fronting jobs. What is meant by *customer-fronting*?

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(2 marks)

4 (b) Describe the main duties of **two** customer service jobs **at different levels of seniority** in **one** leisure and tourism organisation that you have studied.

Name of organisation

Job 1

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Job 2

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(2 × 4 = 8 marks)

4 (c) Choose **one** of the jobs that you described in **4 (b)**. Explain **three** skills needed to do this job well.

Job

Skill 1

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Skill 2

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Skill 3

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(3 × 2 = 6 marks)

Turn over ►



5 Study **Figure 4** below. It shows Ms Lee's First Aid Training Certificate.

Figure 4



5 (a) Suggest why Ms Lee had to obtain a First Aid Training Certificate before she started work at Loykido Sports Centre.

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(4 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)

5 (b) (ii) Explain the importance of dealing with the issue that you described in **5(b)(i)** for staff and customers of **one** of your named leisure and tourism organisations.

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(6 marks)

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END OF QUESTIONS



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Figure 2: Getty Images: Zia Soleil

