

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 2014

Leisure and Tourism

48403

Unit 3 The Business of Leisure and Tourism

Wednesday 4 June 2014 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(a) 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 4 4 8 4 0 3 0 1

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

- 1** Study **Figure 1**. **Figure 1** shows Stevie, a flight attendant for Spanish Airways. Flight attendants are also called ‘stewards’, ‘air hosts’ and ‘cabin crew’.

Figure 1



- 1 (a)** Explain why flight attendant is a customer-facing job.

[2 marks]

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1 (b) (i) Describe the main duties of **one** customer-facing job in **one** leisure and tourism organisation you have studied.

[4 marks]

Name of organisation:

Name of job:

Duties of job:

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1 (b) (ii) Does this job have any responsibility for health and safety in your chosen organisation? Explain your answer.

[2 marks]

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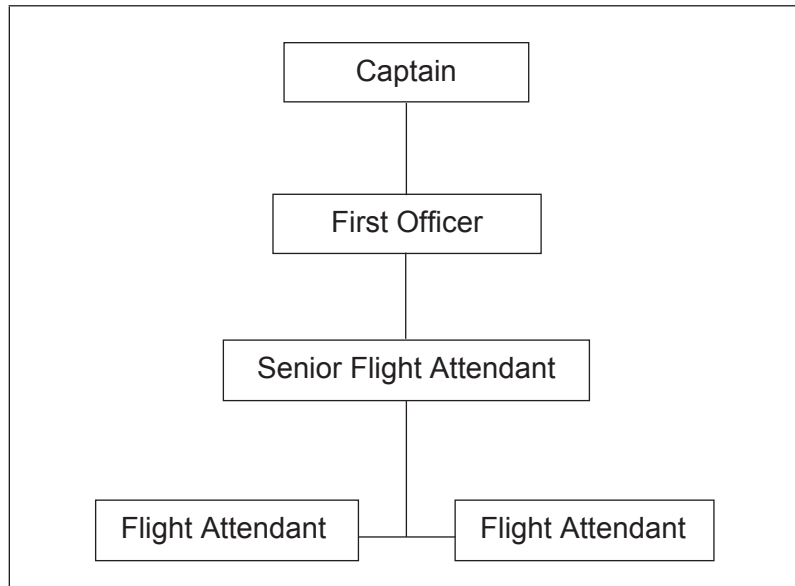
Turn over for the next question

Turn over ►



2 Study **Figure 2**. **Figure 2** is an organisational chart showing the levels of seniority on board a Spanish Airways plane.

Figure 2



2 (a) **Figure 2** shows that the Senior Flight Attendant has a supervisory role. What does 'supervisory' mean?

[2 marks]

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2 (b) Name **one** leisure and tourism organisation you have studied, **other than** Spanish Airways.

Explain why having staff at different levels of seniority helps the organisation.

[6 marks]

Name of organisation:

Explanation:

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2 (c) Suggest why charts such as the one in **Figure 2** are useful for leisure and tourism organisations.

[4 marks]

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Turn over ►



3 Study **Figure 3**. **Figure 3** is an extract from the job details of a flight attendant.

Figure 3

Flight attendants for Spanish Airways should:

- 1 be at least 5ft 3in tall (160cm)
- 2 be able to swim at least 100 metres
- 3 hold a First Aid Certificate
- 4 have passed GCSE Maths at Grade C or above
- 5 be able to speak both Spanish and English

New flight attendants must attend a two week training programme.

3 (a) **Figure 3** lists five requirements that applicants must meet in order to become flight attendants for Spanish Airways.

Choose **two** of these requirements and explain why they are important for the job.

[2 + 2 = 4 marks]

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3 (b) Describe **one** personal quality needed to work as a flight attendant.
Justify your answer.

[2 marks]

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3 (c) Describe **one** area of training that the training programme mentioned in **Figure 3** could include.

[2 marks]

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4 (b) Describe **one** promotional technique, **other than** advertising, that Spanish Airways could use. Explain your answer.

[4 marks]

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4 (c) Name **one** leisure and tourism organisation you have studied. Evaluate how well this organisation uses **one** type of promotional material, **other than** TV/radio commercials. **[6 marks]**

Name of organisation

Promotional material

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5 Leisure and tourism organisations sell their products and services to different market segments.

5 (a) What does ‘market segment’ mean?

[2 marks]

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5 (b) Name **one** leisure and tourism organisation you have studied.
Explain how well the organisation meets the needs of one of the market segments it targets.

[6 marks]

Name of organisation

Target market segment

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5 (c) Suggest **one** other market segment that your chosen organisation should target.
Justify your answer.

[4 marks]

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END OF QUESTIONS

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Figure 1 © Getty Images

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