

**GENERAL CERTIFICATE OF SECONDARY EDUCATION  
LEISURE AND TOURISM**

Understanding the Leisure and Tourism Industries

**B181**



Candidates answer on the question paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**Tuesday 11 January 2011  
Afternoon**

**Duration: 1 hour 30 minutes**



Candidate forename		Candidate surname	
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Centre number						Candidate number			
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**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Answer **all** the questions.
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- 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 **80**.
- The quality of written communication will be taken into account in marking your answer to the question marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.

- 1** Paintball is an exciting sport which is now popular in the UK. The sport usually involves groups of people.

(a) Other than business groups, identify **four** groups of people that might take part in paintball.

1: .....

2: .....

3: .....

4: ..... [4]

**(b) (i)** Describe a typical paintball facility.

[4]

(ii) Identify **two** safety precautions which a paintball provider will require before players start a game of paintball.

2: [21] [21]

- (c)** Describe a typical paintball day out.

[4]

. [4]

- (d) Explain why paintball appeals to business groups.

. [6]

[Total: 20]

- 2** Read the advertisement given in Fig. 1 below.

*Wilson's Holiday Park is set in 30 acres of beautiful countryside and is just a short walk from some of the best beaches in Cornwall.*

Wilson's Holiday Park offers up to date caravan accommodation and generously sized camping pitches. The holiday park is designed for families, offering many activities to keep the whole family occupied during their stay.

**Fig. 1**

- (a)** List **four** activities which might be offered at Wilson's Holiday Park.

1: .....

2: .....

3: .....

4: ..... [4]

- (b)** Describe what you might expect to find in a modern caravan.

[4]

- (c) Wilson's Holiday Park employ a website administrator. Describe the roles and responsibilities of the website administrator at Wilson's Holiday Park.

[4]

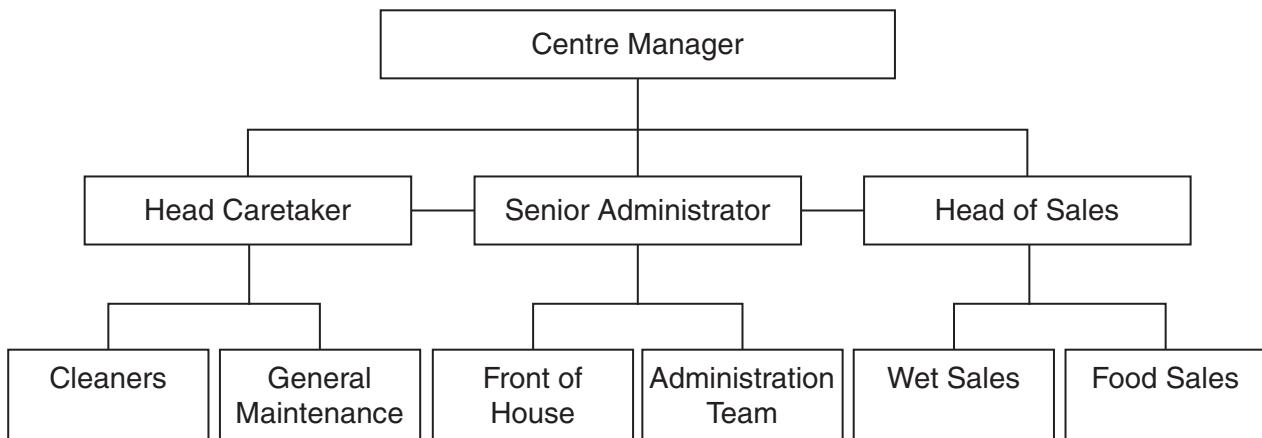
- [4]

- (d)\*** Evaluate the appeal of a holiday park, such as Wilson's Holiday Park, to a family group with three children aged 10, 12 and 14.

. [8]

[Total: 20]

- 3 Fig. 2 shows the organisational structure for a bowling centre.



**Fig. 2**

- (a) (i) Name **two** types of organisational structure.

1: .....

2: ..... [2]

- (ii) Give **two** advantages to an organisation of using the type of structure shown in Fig. 2.

1: .....

.....

2: .....

..... [2]

- (iii) Other than Head of Sales, give **two** jobs which might be included in the sales functional area of a leisure and tourism organisation.

1: .....

2: ..... [2]

(b) Describe the role of each of the following functional areas in a leisure and tourism organisation.

- Caretaking

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- Administration

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- Sales

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[6]

10

- (c) Discuss the advantages and disadvantages to customers of public and private transport methods when accessing a facility such as a bowling centre.

. [8]

[Total: 20]

- 4 (a) (i) In which country would you find each of the following?

The Silk Road .....

Whistler ..... [2]

- (ii) Identify, with an example, the main reason why tourists visit each of the following destinations.

Rio de Janeiro .....

.....  
.....  
.....

Agra .....

.....  
.....  
.....

[4]

- (b) Explain **two** reasons why a special interest group may choose to travel to Cairo for a holiday.

Reason 1 .....

.....  
.....  
.....

Reason 2 .....

.....  
.....  
.....

[4]

- (c) A holiday cottage company would like to make its business more sustainable. Evaluate ways in which it might achieve this aim.

.....  
.....  
.....  
..... [10]

**[Total: 20]**

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