

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

B181

Understanding the Leisure and Tourism Industries

Candidates answer on the question paper.

OCR supplied materials:

None

Other materials required:

None

**Monday 16 May 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 Airlines provide their passengers with a number of in-flight products/services. Passengers may also request additional services when taking a flight.

(a) (i) Identify **four** products/services which may be provided in-flight by an airline.

- 1
- 2
- 3
- 4 [4]

(ii) Identify **four** additional services which may be requested by an airline passenger.

- 1
- 2
- 3
- 4 [4]

(b) Describe **two** marketing techniques which may be used by an airline.

- 1:
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- 2:
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[4]

2 (a) Other than toilets and car parks, identify **four** products/services which may be provided in a theatre.

1:

2:

3:

4: [4]

(b) Describe how each of the following visitors may be provided for in a theatre.

- Wheelchair users

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- Visually impaired

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..... [4]

(c) Describe **two** duties of a member of staff working in a theatre box office.

1:

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2:

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..... [4]

3 Fig. 1 gives information about a new stadium complex.

Hillbex Football Club has developed a new £1 billion stadium complex. The stadium has been developed as a facility which includes the following:

- an 80 000 seat multi-use sports arena;
- training grounds;
- retail outlet shopping complex;
- conference centre;
- hotel;
- sports museum.

Its marketing team has been given the task of maximising the use of, and the revenue from, the whole complex.

Fig. 1

(a) Other than football, identify **four** sports which this type of complex could host.

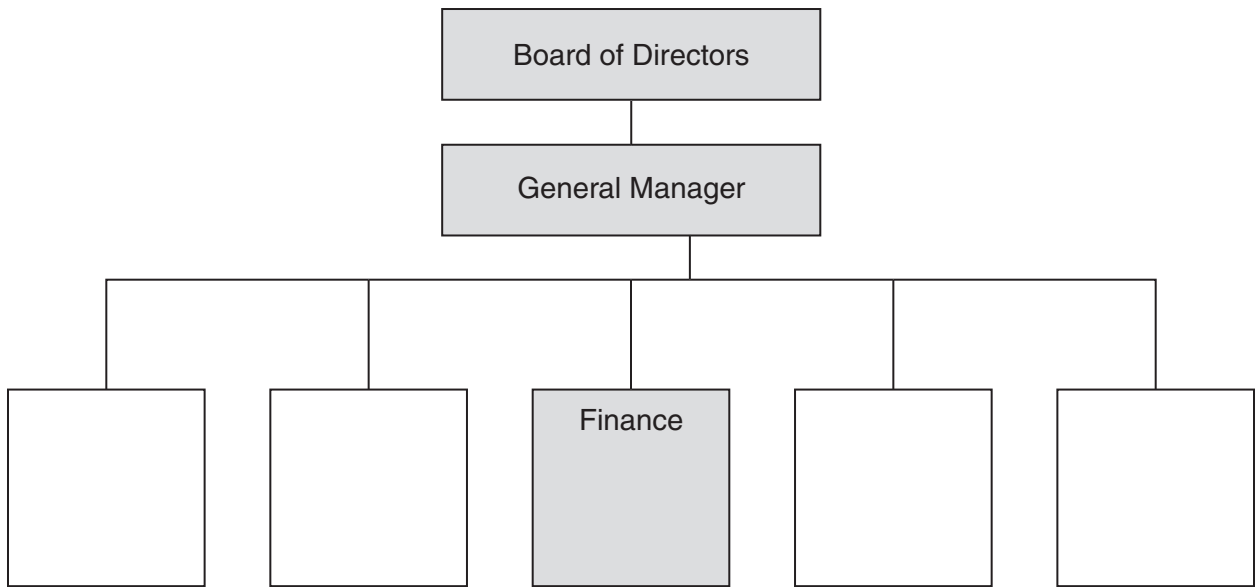
1:

2:

3:

4: [4]

(b) Complete the management structure outlined below by writing in each unshaded box the name of a suitable functional area. Finance has been done for you.



[4]

(c) Identify **four** tasks which a finance functional area might carry out.

1:

2:

3:

4: [4]

4 Fig. 2 is a graph showing visitor numbers to and from the United Kingdom.

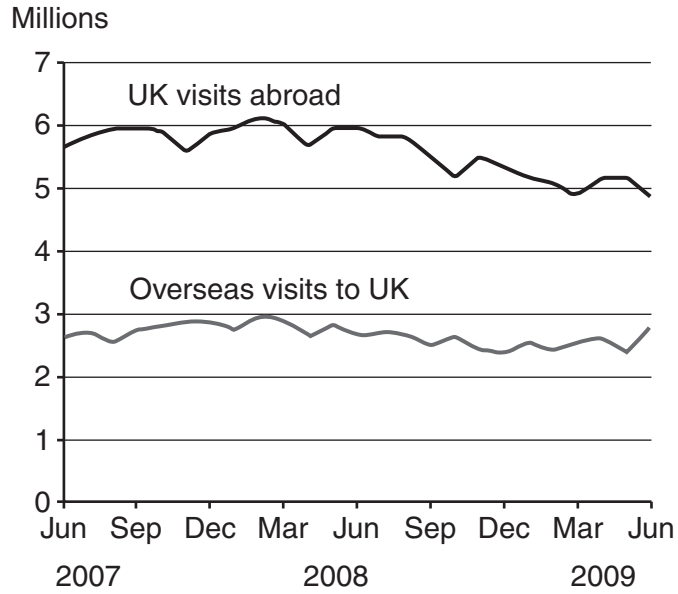


Fig. 2

(a) Refer to Fig. 2. Describe what has happened to visitor numbers for each of the following.

UK visits abroad

 [2]

Overseas visits to the UK

 [2]

(b) Explain **two** likely reasons for the trend in UK visits abroad.

1:

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2:

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..... [4]

(c) (i) In which country would you find each of the following destinations?

Kuramathi

Warwick [2]

(ii) Identify the main reason why tourists visit each of the following destinations.

Kuramathi

.....

Warwick

..... [2]

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