

**Wednesday 9 January 2013 – Afternoon**

**GCSE LEISURE AND TOURISM**

**B181/01** Understanding the Leisure and Tourism Industries

Candidates answer on the Question Paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**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. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 **12** pages. Any blank pages are indicated.

1 (a) A cinema is a 'provider' within the entertainment component of the leisure and tourism industries.

(i) Identify **four** other 'providers' from the entertainment component.

- 1 .....
- 2 .....
- 3 .....
- 4 .....

[4]

(ii) The leisure and tourism industries are divided into 'components'.

Describe each of the following 'components':

- cultural .....
- .....
- .....
- .....

- travel .....
- .....
- .....
- .....

[4]

(b) Describe **two** duties which would be carried out by a holiday park entertainer (ie a 'redcoat').

Duty 1 .....

.....

.....

.....

Duty 2 .....

.....

.....

.....

[4]



2 (a) Explain why people use leisure and tourism organisations for:

- business purposes .....

.....

.....

.....

- health reasons .....

.....

.....

.....

[4]

The duties and responsibilities of a manager vary depending on the size and structure of the organisation.

(b) Describe **two** managerial job roles which may exist within a hotel.

1 .....

.....

.....

.....

.....

2 .....

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.....

[4]

The marketing department has many functions within a leisure and tourism organisation.

(c) Explain **two** functions of a marketing department in a leisure and tourism organisation.

1 .....

.....

.....

.....

.....

2 .....

.....

.....

.....

[4]



A group of 16 year olds plan to take part in a one week personal development training exercise in the Cairngorm mountains in Scotland. It will be designed and supervised by XPLR (a mountaineering company) which runs an outdoor activity centre in Aviemore for young people. This area can be dangerous in winter and so every possible safety precaution needs to be taken.

(a) Identify **four** activities which may be offered by an outdoor activity centre.

- 1 .....
- 2 .....
- 3 .....
- 4 .....

[4]

(b) (i) Identify **two** potential hazards which the group may face when taking part in outdoor activities.

- 1 .....
- 2 .....

[2]

(ii) Describe **two** safety precautions which should be taken when planning any adventurous activity.

- 1 .....  
.....  
.....  
.....
- 2 .....  
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[4]

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

- Agra? .....
- Majorca? .....

[2]

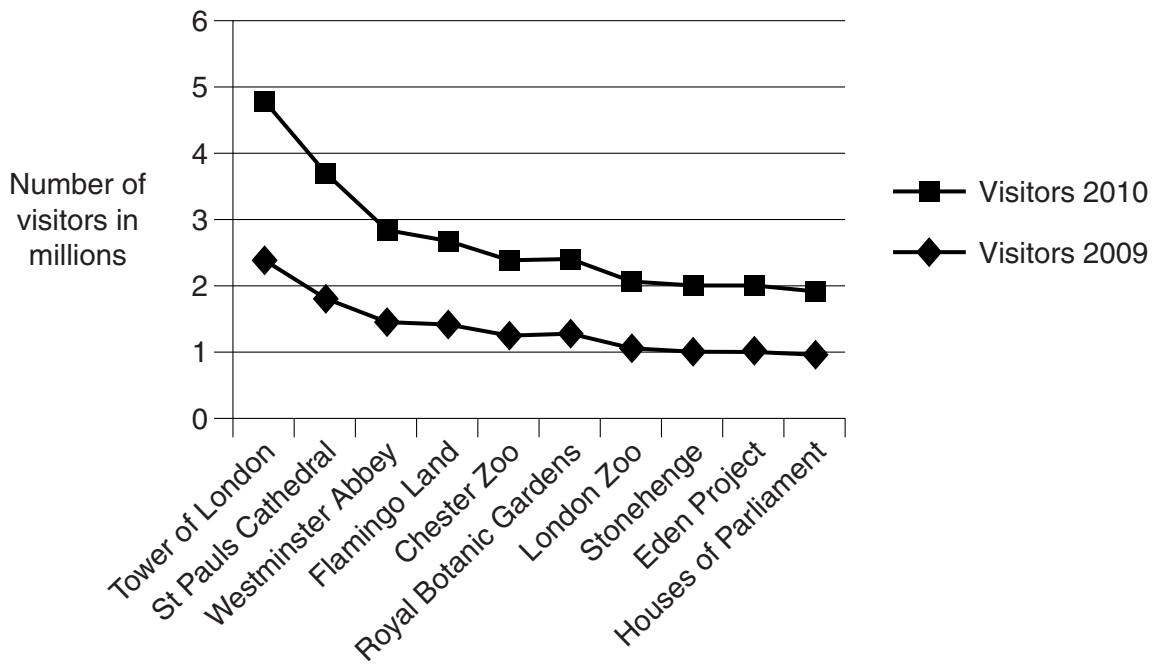
- (ii)\* Discuss the appeal of festivals such as the Edinburgh Festival and the Mardi Gras in Rio de Janeiro to independent travellers.

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[8]



4 Fig. 1 is a graph showing the Top 10 paid entry, visitor attractions in England in 2009 and 2010.



(Source: Adapted from Visit England statistics)

Fig. 1

(a) Other than those identified in Fig. 1, name **two** amusement parks and **two** themed visitor attractions in the UK:

- amusement parks

1 .....

2 .....

- themed visitor attractions

1 .....

2 .....

[4]

(b) Using Fig. 1 describe the trend in the number of visitors to top 10 paid entry visitor attractions in England between 2009 to 2010.

.....  
.....  
.....  
..... [2]

(c) (i) Explain **one** reason why paid entry visitor attractions may **not** appeal to families.

.....  
.....  
.....  
..... [2]

(ii) Explain **two** reasons why guiding and information services are provided at paid entry visitor attractions, such as, the Tower of London (a castle/museum).

1 .....

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.....  
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2 .....

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.....  
.....  
..... [4]



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