New Specification

cea
Rewarding Learning

General Certificate of Secondary Education
2010

Leisure and Tourism

Unit 1: Introduction to Leisure and Tourism

[GLT11]

MONDAY 17 MAY, AFTERNOON

GLT11

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.
Write your answers in the spaces provided in this question paper.
Answer **all five** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 100.
Quality of written communication will be assessed in questions **1(c)(ii)**, **2(d)**, **3(d)**, **3(e)**, **4(f)** and **5(d)**.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

You are provided with a Resource Booklet for use with Questions 2 and 3.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
Total Marks	

6038

1 **(a)** Tick **one** box in each table below to identify the appropriate facility or attraction:

(i) A home-based leisure facility

Xtra Vision	
London Eye	
Sherwood Forest	

(ii) An Arts and Entertainment facility

Holiday Inn	
Madame Tussauds	
Buckingham Palace	

(iii) A Cultural Attraction

Alton Towers	
Hadrian's Wall	
Old Trafford	

[3]

(b) Complete the table below to identify whether the following leisure activities are active or passive.

Leisure Activity	Active/Passive
Spectating Football	
Gardening	
Reading	
Walking	
Playing Tennis	
Watching a Play	

[6]

(c) (i) Using examples you are familiar with, define the following types of leisure or tourism organisations.

Public

_____

_____

_____

_____ [2]

Private

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_____

_____

_____ [2]

Voluntary

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_____

_____

_____ [2]

(ii) **Public** and **private** organisations often work together to develop sporting facilities such as those for the 2012 Olympics. Analyse **two** benefits of this type of co-operation.

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_____ [6]

4

2 Study Resource 1 on page 2 of the Resource Booklet which provides information on Alton Towers. Answer the following questions.

(a) Use the resource to describe in detail the location of Alton Towers.

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_____

_____

_____ [2]

(b) From the resource identify the following:

The satellite navigation reference for Alton Towers	
A main line railway station which serves Alton Towers	
A branch line railway station which serves Alton Towers	

[3]

(c) Describe an advantage of using public transport when visiting Alton Towers.

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_____ [2]

(d) Describe how **two** other leisure and tourism facilities in the area might benefit from visitors to Alton Towers.

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_____ [6]

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(Questions continue overleaf)

3 Study Resource 2 on page 3 of the Resource Booklet which gives details of jobs at Alton Towers. Answer the following questions.

(a) Read the following requirements and state whether they are true or false.

Requirements	True/False
The Rides Electrical Team Leader must have a proven knowledge of electrical maintenance.	
Retail Hosts will not be required to deliver customer service.	

[2]

(b) Identify and explain **one** personal quality required for each of the following jobs.

Spa Therapist _____

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_____

Retail Manager _____

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_____ [4]

(c) Discuss an advantage to the visitor and to Alton Towers of reserving tickets in advance.

Visitor _____

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Alton Towers _____

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_____ [4]

(d) All staff employed at Alton Towers are trained to follow Health and Safety procedures. Explain why this is necessary.

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_____ [6]

(e) Alton Towers expects all its employees to have a flexible approach towards shift working. Analyse why this is important to the theme park.

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_____ [6]

4 (a) People visit places for different reasons, i.e. going to a sports event to spectate. Identify **three** other purposes of visits.

(i) _____

(ii) _____

(iii) _____ [3]

(b) Define the term 'tourism'.

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_____ [2]

(c) Describe the main features of a cruise holiday.

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_____ [3]

(d) Identify and describe **two** disadvantages of using budget airlines.

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_____ [4]

11

[Turn over

(e) Some travel companies offer on-line check-in facilities. How might this assist customers?

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_____ [2]

(f) Analyse how a family from Manchester visiting the Costa Del Sol could make use of a range of leisure and tourism components during their visit.

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5 **(a)** Study the diagram showing the different types of holiday. Read the definitions provided and match the type of holiday to the definition given.
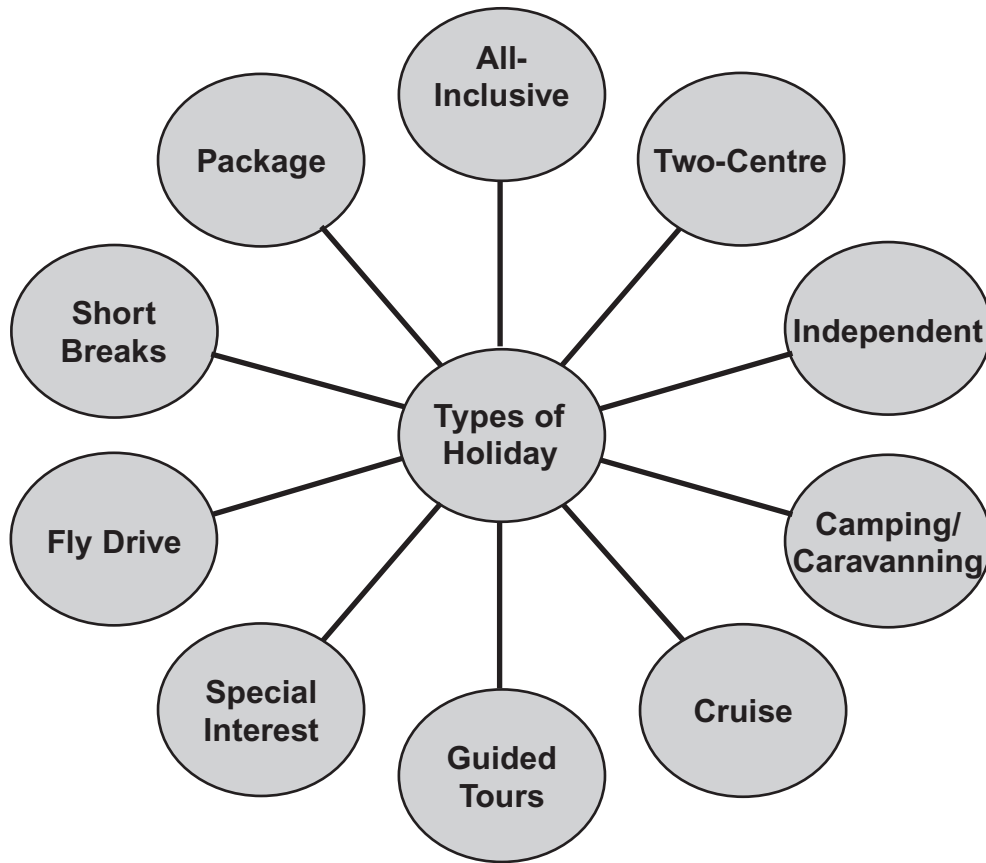
Definition	Type
A holiday combining a charter or scheduled flight with car hire.	
A holiday taking in two contrasting or similar destinations.	
A sightseeing holiday led by an appointed person.	
A holiday which includes flights, transfers, accommodation, food, entertainment and the services of a resort representative.	
A holiday which involves the traveller bringing their own accommodation, staying at one or more destinations.	
A fishing holiday to Lough Erne.	

[6]

(b) Short break holidays have become increasingly popular. Identify and describe **three** factors which have contributed to this.

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_____ [6]

(c) Explain in detail **one** reason why some people prefer to use a travel agent to book their holiday.

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_____ [3]

(d) Hotels operate at management, supervisory and operational levels. Analyse the differences in the responsibilities and accountability at each level.

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_____ [9]

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THIS IS THE END OF THE QUESTION PAPER

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