

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCSE**

# Leisure and Tourism

## Unit 1: The Leisure and Tourism Industry

Tuesday 11 January 2011 – Afternoon  
**Time: 1 hour**

Paper Reference

**5LT01/01**

**You do not need any other materials.**

Total Marks

### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

### Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 2(d) and 3(d). These questions are indicated with an **asterisk (\*)**  
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

### Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL the questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 (a) Which of the following is an example of a natural attraction? Choose an answer A, B, C or D and put a cross in the box. (1)

- A Blackpool Tower
- B Madame Tussauds
- C Ben Nevis
- D The London Eye

(b) Identify **two** 'home-based' leisure activities. (2)

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(c) Describe the main duties for each of the following job roles. (4)

Park ranger

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Travel clerk

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James and Liz have just arranged their holiday for next summer. They have booked flights on the internet, and are going to stay in a friend's apartment on the Costa del Sol in Spain. They will hire a car on arrival.

This is known as an independent holiday.

(d) Explain why James and Liz may choose to book this 'independent' holiday rather than a 'package'.

(4)

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**(Total for Question 1 = 11 marks)**



2 (a) Which of the following is not one of the 4 Ps of the marketing mix? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** Price
- B** Product
- C** Place
- D** Package

(b) Describe the role(s) of the administration department of a gym or health club.

(3)

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A gym or health club has a responsibility to maintain high standards of health, safety and security.

(c) Describe measures a gym or health club may use to ensure the safety and security of customers and/or their property.

(4)

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**QUESTION 2 CONTINUES ON THE NEXT PAGE.**



Read the following adapted from a Direct Holidays leaflet before answering Question 2(d). It was sent to all its previous customers.

**“Swap your boots for flip flops this winter”**



Save £50 guaranteed

Hot winter destinations Egypt from £522 per person; Tenerife from £251 per person

Free child places

Your money's safe with us – 100% protected with our ATOL licence

Book with Direct Holidays- there's no hidden extras

20kg luggage allowance

FREE resort transfers

FREE in-flight meals

NO FUEL supplements

Forget the credit crunch and grey skies – we've got prices that'll take you far away from the doom and gloom this winter

To request a brochure, call 0844 8798192 or visit [www.directholidays.co.uk](http://www.directholidays.co.uk)

(Source: adapted from *Direct Holidays*)



\*(d) Evaluate the effectiveness of this leaflet in attracting customers.

In your answer you could consider:

- content of leaflet
- layout of leaflet.

(6)

A series of horizontal dotted lines provided for writing the answer to the evaluation question.

**(Total for Question 2 = 14 marks)**



3 (a) Identify **one** leisure activity which is associated mainly with relaxation.

(1)

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(b) (i) Name **one** low-cost or no frills airline.

(1)

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(ii) Identify **two** features of a low-cost or no frills airline.

(2)

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**Read the following article from the Co-operative Travel magazine before answering question 3(c).**

#### **Five good reasons to holiday by coach**

- 1.** No driving, let a professional driver do the job while you sit back and relax.
- 2.** It's a great way to sightsee, instead of having to keep your eyes on the road, you can gaze out of the window at the glorious scenery.
- 3.** Sleep all you like. Coaches today are luxurious with lots of legroom. Being able to nap makes travelling much less tiring.
- 4.** You won't be bored. You can chat to fellow passengers, read a book or listen to music.
- 5.** You will save money - holidaying by coach is one of the most economical ways to travel.

(Source: adapted from the *Co-operative Travel magazine*)





(c) Using the information from the article,

(i) explain why a single senior citizen might choose to go on a coach holiday, (2)

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(ii) explain why an adult with two children, aged three and five, might **not** choose to go on a coach holiday. (2)

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Security at transport terminals is vitally important.

**Read the following extract before answering question 3(d).**

### **Manchester Airport trials naked-image security scans**

An x-ray machine that produces “naked” images of passengers has been introduced today at Manchester Airport’s Terminal 2. The full body scanner will enable staff to instantly spot any weapons or explosives. It will also reveal a clear outline of false limbs and body piercings.

The scan’s black and white image will be seen by one officer in a remote location of the airport and will be deleted immediately.

Travellers can refuse the virtual strip and choose a traditional ‘pat down’ search instead.



However, a spokesperson for the airport said,

“most of our customers do not like the traditional ‘pat down’ search, they find it too intrusive but still want to be safe. This scanner takes away the hassle of needing to remove your jacket, belts, shoes etc., and will speed up the check in and security process”.

Comments from passengers on the scanner included...

“It has just taken me 25 minutes to go through security. Anything that makes this process faster would be welcome”.

“Yes I would mind, I would be unhappy having an x-ray which produced a naked image of me, even if it is destroyed straight away, it’s just not right”.

“If this speeds up and improves security, I cannot see a problem – it is for our own safety”.

“I’m pregnant and I don’t want an x-ray because it could harm my baby”.

(Source: adapted from [www.guardian.co.uk](http://www.guardian.co.uk) October 13th 2009)



\***(d)** Assess how effective the body scanner will be at improving security and improving the airport experience of passengers.

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**(Total for Question 3 = 14 marks)**

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4 National parks are a type of 'countryside area'.

(a) Identify **one** National Park in **England**.

(1)

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(b) Describe **two** features of 'countryside areas'.

(2)

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Read the following extract before answering Question 4(c).

### Historic Bath

Bath is a world class destination, rich in Roman heritage. It has a wide variety of museums, galleries, gardens and attractions including the Roman Baths, the 15th century Bath Abbey, the Georgian Royal Crescent, the Pump Room and Pulteney Bridge.

Today it is a thriving city, with over 150 restaurants, a range of accommodation and high quality shopping for all.

(Source: adapted from [www.visitbath.co.uk](http://www.visitbath.co.uk))

Bath is a 'historical and cultural destination'.

(c) Identify **two** examples of features in Bath from the extract which make it a historical and cultural destination.

(2)

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(d) Define the term 'sustainable development'.

(2)

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(e) Explain how either a 'countryside area' or a 'historical and cultural destination' can ensure that it remains 'sustainable'. You may use examples you have researched or studied in class to support your answer.

(4)

**Indicate your choice of question by marking a cross in the box ☒. If you change your mind, put a line through the box ☒ and then indicate your new choice with a cross ☒.**

**Countryside area** ☒

**Historical and cultural destination** ☒

Explanation

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**(Total for Question 4 = 11 marks)**

**TOTAL FOR PAPER = 50 MARKS**



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