

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCSE

Leisure and Tourism

Unit 1: The Leisure and Tourism Industry

Wednesday 11 January 2012 – 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(e). These questions are indicated with an **asterisk (*)**
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

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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PEARSON

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 **one** of the following is an example of a facility in the tourism industry?

Choose **one** answer A, B, C or D and put a cross in the box.

(1)

- A Wrexham Sports Centre
- B The Royal Opera House, London
- C The playground in Heaton Park, Manchester
- D Belfast Tourist Information Office

A library is one example of a leisure facility.

(b) Identify **two** of the main products/services offered by a library.

(2)

1

2

(c) Describe the main duties of a fitness instructor at a gym or health club.

(3)

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Read the following information before answering questions 1(d) and (e).

Melissa and Carl have decided to visit Liverpool from their home in Birmingham for the weekend. On the Friday evening they will go to watch Rihanna in concert at the Echo Arena. They will stay in the Holiday Inn, which they have booked on the internet at www.laterooms.com. On Saturday they will visit the Beatles Museum, before doing some shopping. On Sunday morning they will take an open top bus tour, finishing at Lime Street Station where they will catch their train home.

(d) What type of holiday are Melissa and Carl taking?

Put a cross in the **two** boxes which match this description.

(2)

- Domestic
- Outbound
- Long haul
- Short break
- Package

(e) From the information given about Melissa and Carl's visit select an **example** and match it to the appropriate industry sector.

(4)

Here is an example of what to do:

Online travel services *www.laterooms.com*

Accommodation

Visitor attraction

Arts and entertainment

Transportation

(Total for Question 1 = 12 marks)



2 (a) Which **one** of these tasks would always be completed by the finance department of a large hotel?

Choose **one** answer A, B, C or D and put a cross in the box.

(1)

- A** Organising conferences
- B** Ordering food for the kitchen
- C** Calculating annual profits
- D** Checking in the guests

A large hotel will have aims and objectives.

(b) Outline a 'financial' aim for a large hotel.

(2)

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All large hotels will use different types of new technology and business systems.

(c) Explain how a hotel could use the internet to help it:

(i) communicate with customers

(2)

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(ii) promote the hotel

(2)

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Organisations in the leisure and tourism industry need to adapt and change to attract customers.

Read the following information before answering question 2(d).

Pleasure Beach, Blackpool, is well known for its range of white-knuckle rides. These include the 'Big One', one of the tallest roller coasters in Europe; 'Infusion', a whirlwind water experience with its five incredible loops and a double twist; and 'Valhalla', the world's biggest indoor dark ride.

Pleasure Beach, Blackpool, is adapting by opening Nickelodeon Land.

Nickelodeon Land to open at Pleasure Beach, Blackpool



An area of the Pleasure Beach will be transformed into Nickelodeon Land, with 14 new rides. These will include Spongebob's Splash Bash, a ride allowing children to turn water jets on their friends and blast the jellyfish. The Avatar Airbender is a ride which spins and soars through the air on a giant disc. The Rugrats Lost River is a flume where you join Tommy, Chuckle and Angelica on their search for the Temple of Spoon.

There will also be themed shops and catering outlets plus live entertainment with Nickelodeon favourites.



(Source: adapted from www.nickelodeonland.com)



Quads Away



Experience the thrill of quad trekking in the Welsh hills! Family groups and friends can enjoy the excitement on our powerful 250 cc quad bikes, whatever the weather. On a clear and sunny day, it'll be an exciting experience, but even if it's muddy and wet it's still great fun.

(Source: © Adventure Mountain)

- 3 (a) Which **one** of these would be the main motivation for a teenager to participate in quad biking?

Choose **one** answer A, B, C or D and put a cross in the box.

(1)

- A Relaxation
- B Challenge
- C Sightseeing
- D Spiritual well-being

- (b) Other than quad biking, identify **two** other outdoor activities that may motivate and be an 'exciting experience' for teenagers.

(2)

1

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2

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'Business' is one of the reasons why people travel.

(c) Describe the factors which are most important to a business traveller.

(3)

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Business travellers often travel abroad at short notice and need protection against a range of diseases.

A business traveller from the UK is visiting India for the first time and is departing in **three weeks** for a **five day** business trip.

Use the following information to answer question 3(d).

Recommended disease protection for India

Disease	Protection recommended	When to see your doctor?
Typhoid	Yes	10 days before travel
Hepatitis A	Yes	2 weeks before travel
Tuberculosis	Yes	3 months before travel
Cholera	Yes - If spending more than 7 days in India	2 weeks before travel
Yellow Fever	Yes - If arriving from an infected area	10 days before travel

(Source: adapted from The NetDoctor Team)

(d) Identify **two** diseases that this business traveller should be protected against.

(2)

- 1
- 2



There are many factors which influence customer choice.

Using the following information, answer question 3(e).

London Heathrow airport is located 20 miles to the west of London and has excellent transport links with the city centre.

Getting to Heathrow from central London

Method of travel	Details	Journey time	Cost (one way)
Taxi	Takes up to five passengers	40 minutes	£40–£70 per taxi
Train	Heathrow Express, departs every 15 minutes	15–20 minutes	£16.50 per person
Tube (Underground)	Piccadilly Line, departs every 5 minutes	50 minutes	from £4.50 per person
Coach	Victoria Coach Station, every 30 minutes	1 hour	£5.00 per person



* (e) Evaluate the suitability of the different methods of travel to London Heathrow airport from central London for different customer types.

(6)

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(Total for Question 3 = 14 marks)



Read the following information before answering question 4(a).

Newcastle/Gateshead

Newcastle/Gateshead, situated on the River Tyne, in North East England, is a popular destination for weekend breaks all year round. This is because of the wide variety of shopping such as Eldon Square in Newcastle and the Metrocentre in Gateshead, Europe's largest indoor shopping complex. There are many restaurants, nightclubs, and entertainment venues such as, the Sage in Gateshead. Other attractions include the Baltic Centre for Contemporary Arts.



(Image source: © Photolibary)

4 (a) What type of destination is Newcastle/Gateshead?

Choose **one** answer A, B, C or D and put a cross in the box.

(1)

- A Seaside resort
- B Tourist town/city
- C Purpose built destination
- D Area of outstanding natural beauty

Tourists have impacts on communities and environments.

(b) Describe the positive impacts of weekend break visitors on destinations.

(2)

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Another type of tourist destination is 'countryside areas'.

(c) Name **two** examples of countryside areas in the UK.

(2)

1

2

It is important that countryside areas remain sustainable.

(d) Define the term 'sustainable' with reference to countryside areas.

(2)

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Read the following information before answering question 4(e).



Campaign to Protect
Rural England

The Campaign to Protect Rural England (CPRE) started a campaign in 2008 to help improve the countryside by tackling litter, called 'Stop the Drop'.

Some of the facts that it wants people to be aware of are:

- nearly half the population admit to dropping litter
- over 69,000 animals are killed or injured by litter each year in the UK
- over 373,000 pieces of litter were found on UK beaches last year
- many items of litter could be recycled e.g. glass bottles, cans
- it takes up to 2 years for a cigarette butt to biodegrade*
- it takes 10–20 years for a plastic bag to biodegrade
- it takes up to 2 years for a banana skin to biodegrade
- fizzy drink cans take 80–100 years to biodegrade.

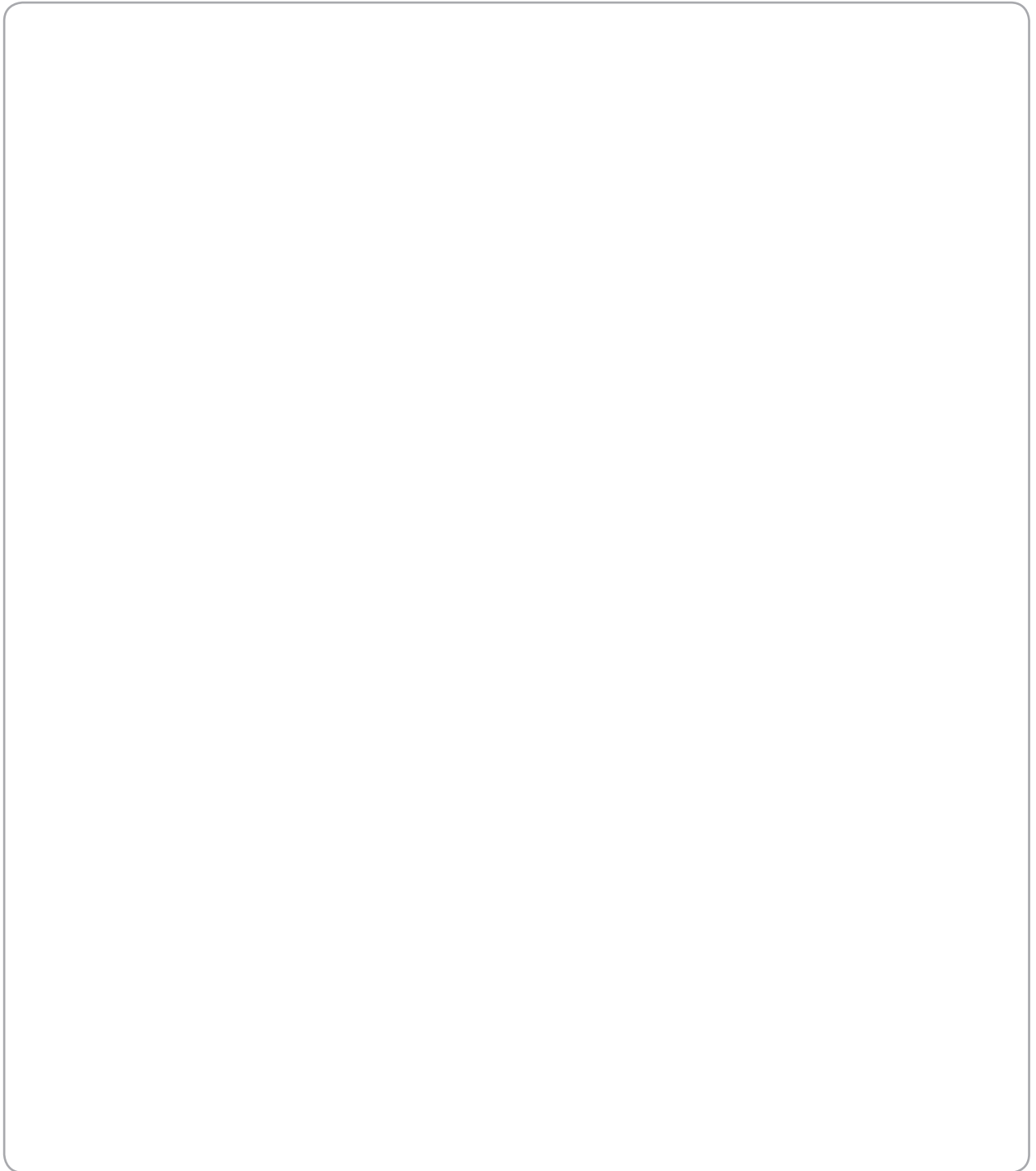
*biodegrade = break down and disappear

(Source: © jacknh@cpre.org.uk)



(e) Using this information, produce a poster which the CPRE could send to primary school children to raise awareness of the problem of litter.

(4)



(Total for Question 4 = 11 marks)

TOTAL FOR PAPER = 50 MARKS



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