

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCSE**

# Leisure and Tourism

## Unit 1: The Leisure and Tourism Industry

Thursday 16 May 2013 – Morning  
**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 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 a key component of the leisure industry? Choose an answer A, B, C or D and put a cross in the box. (1)

- A Transportation
- B Sport and physical recreation
- C Tourist information
- D Accommodation and catering

(b) Dancing is a leisure activity.  
Identify **two** different examples of dancing. (2)

1 .....

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2 .....

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(c) 'Old Trafford' is the home of Manchester United Football Club. This is an example of a major sports venue.  
(i) Name **one** other example of a major sports venue. (1)

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(ii) Identify **two** products/services offered by sports venues to customers. (2)

1 .....

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2 .....

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(d) 'Short haul' and 'long haul' are two types of holiday.

Describe the differences between a short haul and a long haul holiday.

You should use examples in your answer.

(4)

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(e) Choose **one** of these leisure and tourism jobs. Indicate your choice by putting a cross in the box.

- Cinema staff       Coach driver/courier

Describe the main duties of your chosen leisure and tourism job.

(3)

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**(Total for Question 1 = 13 marks)**



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2 (a) Ranie works in the IT department of a tour operator.

Which **one** of the following tasks would be completed by the IT department?  
Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** Organising conferences
- B** Posting out brochures to travel agents
- C** Setting up a database for online bookings
- D** Sending emails to customers

(b) All leisure and tourism organisations have aims and objectives.

Describe what is meant by a 'not for profit' objective.

You may use an example in your answer.

(2)

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Read the following information before answering Questions 2(c) and (d).

### Pandas at Edinburgh Zoo

Two giant pandas, Tian Tian and Yang Guang, are expected to attract thousands of tourists to Edinburgh after they arrived in the Scottish capital from China. The animals were given an in-flight meal of bamboo, apples, carrots and a special 'panda cake'. They were greeted at the airport by a large number of both TV and newspaper reporters from all over the world.

The eight-year-old breeding pair are the first pandas to live in the UK for almost 20 years and will stay at Edinburgh Zoo for the next 10 years.

Online footage of the two animals, from four hidden 'panda-cams' in their enclosures, is expected to attract viewers worldwide.



Visitor numbers at the zoo are expected to rise by 70% in the first year of the pandas' arrival and the zoo can expect even more visitors if the pair have cubs.

There has already been huge interest from the public and last week the zoo's ticket website crashed due to huge demand.

Entry fees to the zoo are £15.50 for adults, £11.00 for children (3–15 years old) and a family ticket for two adults and two children is £47.70. All prices include a 10% donation to conservation projects.

(Sources: Panda photo © Getty Images, article adapted from [www.dailymail.co.uk](http://www.dailymail.co.uk) 5 December 2011)

(c) Give an example of each of the components of the marketing mix from the information on Edinburgh Zoo.

(4)

Product

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Place

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Price

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Promotion

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\***(d)** Organisations in the leisure and tourism industry need to adapt to the rapid pace of change. One reason for this is because of increasing competition.

Evaluate how effective introducing the pandas to Edinburgh Zoo could be in:

- attracting new customers
- keeping up with increasing competition.

**(6)**

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**(Total for Question 2 = 13 marks)**



3 (a) One of the reasons people travel is for educational purposes.

Which **one** of the following is an example of an educational holiday? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** Mountain biking weekend in Scotland
- B** A family camping holiday in Cornwall
- C** A three-day school trip to London visiting museums
- D** A couple skiing in France

(b) One of the reasons people use leisure facilities is 'spiritual wellbeing'.

Describe what is meant by the term spiritual wellbeing.

You may use an example in your answer.

(2)

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Read the following information before answering Question 3(c).

**Travel health tips**

- Take out travel insurance
- Get a European Health Insurance Card (EHIC)
- Drink plenty of water in hot climates
- Be safe in the sun – use a high-factor sunscreen and avoid excessive sunbathing between 11 am and 3 pm
- Find out the local emergency services numbers and the number of the local hospital

(Source: FCO)

(c) Choose **two** of the travel health tips.

Explain why it is important for a traveller to follow each tip when visiting countries abroad.

(4)

Tip 1 .....

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Tip 2 .....

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**Use the following information to answer Question 3(d).**

There are many factors which influence customer choice.

**Hilton Glasgow Hotel**

The Hilton Glasgow Hotel is close to Glasgow Airport. There are regular flights to Glasgow from major UK cities. A flight from London to Glasgow is approximately one hour. The hotel is situated just off the M8 motorway at the edge of the city centre and is within easy reach of popular Glasgow attractions such as the Glasgow Science Centre and Scottish Exhibition and Conference Centre (SECC).

There are 16 meeting rooms for 2–1000 people, a Business Centre, and wireless internet access throughout the hotel.

**Premier Inn Glasgow (George Square)**

A great city centre location, this Premier Inn is conveniently located for amenities and attractions including Buchanan Street for shopping and Merchant City for evening entertainment.

It is ideally located within easy reach of the motorway which links the city with the rest of Scotland and Northern England. It is close to the train station which is served by frequent fast trains, eg Preston to Glasgow takes approximately two hours. Taxis and buses are available at the station.

(Source: Premier Inn Glasgow information reproduced with permission of Premier Inn, Whitbread Group Plc)





Read the following information before answering Question 4.

### Canterbury

Canterbury's skyline is dominated by its stunning Cathedral, the oldest in England. The ancient ruins of St Augustine's Abbey and St Martin's Church have been well preserved. Other ruins such as the Castle are reminders of the city's heritage.



As well as being famous for its heritage, Canterbury is also a modern and vibrant city, with

- luxury hotels
- fine restaurants
- nightclubs and welcoming pubs
- speciality and souvenir shops.

Leave your car at one of the car parks on the outskirts of the city. Travelling on foot is a good way to explore the city. Walking trails or guided walks will help you make the most of your visit and enjoy the winding lanes and streets. Alternatively you may wish to relax and see the city from a boat trip along the river.

(Sources: text adapted from Visit Canterbury [www.canterbury.co.uk](http://www.canterbury.co.uk), Canterbury Cathedral photo by Hideyuki Kamon 2007)

4 (a) What type of destination is Canterbury? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A Seaside resort
- B Area of Outstanding Natural Beauty (AONB)
- C Purpose built destination
- D Historical and cultural destination

(b) Canterbury is a popular destination for tourists who only visit for a day.

Describe the **positive** impacts of day visitors on Canterbury.

(3)

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(c) It is important that destinations such as Canterbury manage the possible negative impacts of tourism.

Identify **two** ways that are being used in Canterbury to manage the possible negative impacts of tourism.

(2)

1 .....

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2 .....

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(d) Countryside areas, such as National Parks, are another type of destination frequently visited by day visitors.

Name **two** National Parks in the UK.

(2)

1 .....

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2 .....

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(e) It is essential that countryside areas remain sustainable for future generations to enjoy.

Describe how countryside areas can develop in a sustainable way.

You may use examples in your answer.

(3)

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

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**TOTAL FOR PAPER = 50 MARKS**



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