

Write your name here

Surname

Other names

Pearson
Edexcel GCSE

Centre Number

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Candidate Number

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Leisure and Tourism

Unit 1: The Leisure and Tourism Industry

Tuesday 19 May 2015 – 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.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL 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 natural visitor attraction?
Choose **one** answer A, B, C or D and put a cross in the box.

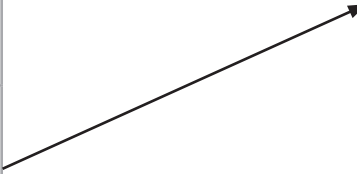
(1)

- A** Disneyland Paris
- B** The Grand Canyon
- C** Madame Tussauds
- D** Brighton Sealife Centre

- (b) Match the facility to the correct key component by drawing a line.
The first one has been done for you.

(3)

Facility	Key Component
Caravan Park	Visitor Attraction
Football Pitch	Arts and Entertainment
Cinema	Sport and Physical Recreation
Theme Park	Accommodation and Catering



(c) Choose **one** of the following key components of the tourism industry.
Indicate your choice with a cross in the box.

Transportation

Travel Agents

For your chosen component

(i) State the name of an organisation or company that offers products/services in this component.

(1)

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(ii) Identify **one** product/service that this organisation or company offers to its customers.

(1)

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(d) Describe **one** of the main duties of a lifeguard at a swimming pool.

(3)

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Read the following information before answering Question 1(e).

Socialising electronically

Research shows that 12 to 15 year olds spend as much time on the internet as they do watching TV, about 17 hours a week. They may be playing games or using social media. However, it is not just the internet that has grown in popularity; instant messaging is also at a record high. Teenagers send on average 193 messages each week.

(e) Explain why socialising electronically has become a popular leisure activity in recent years.

(4)

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(Total for Question 1 = 13 marks)



2 (a) Brian works in the head office of a large chain of leisure centres. One of his duties is to set the budget.

Which **one** of the following functional areas does he work in? Choose an answer A, B, C or D and put a cross in the box.

(1)

- A** Human resources
- B** Sales and marketing
- C** Finance
- D** Administration

(b) Explain how leisure centres use new technology to ensure the safety of their employees and customers.

(4)

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The marketing mix is known as the 4P's, these are Product, Place, Price, Promotion.

(c) Identify to which of the 4P's each of the examples below belongs.

(4)

(i) 6 miles from city centre	
(ii) Souvenirs	
(iii) £15.00	
(iv) 25% discount for early bookings	



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

Legoland® Windsor

LEGOLAND® Windsor is a family fun attraction set in over 150 acres of LEGO themed parkland, perfect for children aged between 3 and 12 years old. There are more than 55 interactive rides, live shows, building workshops and LEGO models.

In 2013 LEGOLAND® Windsor opened a hotel and a new attraction.

LEGOLAND® Windsor is two miles from Windsor town centre. It's easily reached via the M4, and London Heathrow airport is 12 miles away.



There is exciting water play in the DUPLO Valley Splash and Play Safari with supersized DUPLO animals. DUPLO Valley Splash and Play also has Drench Towers, the largest outdoor water play structure in the UK! Are you brave enough to face the surge from the giant tipping DUPLO brick? Brickville is a village full of DUPLO houses and characters, including dinosaurs, princesses and clowns.

Legoland Hotel

Our hotel has a spectacular dragon-guarded entrance with interactive LEGO features, a brightly coloured pirate splash pool and fully themed bedrooms.

Business customers' needs will be met in our top class conference and event facilities, with an exclusive bar and lounge.



Our theme park packages include LEGOLAND® Park tickets and our location at the heart of the park ensures a truly memorable stay.

(Sources: adapted from <http://www.legoland.co.uk/hotel/About-Us/>,
<http://www.legoland.co.uk/Explore/New-for-2013/>)



*** (d) Evaluate how effective Duplo Valley Splash and Play and Legoland Hotel could be in helping Legoland Windsor to:**

- keep existing customers
- attract new customers.

(6)

Dotted lines for writing the answer.

(Total for Question 2 = 15 marks)



3 (a) Customers have many travel choices when going on holiday.

Identify **two** advantages of going on holiday by car for a family with a baby aged six months.

(2)

1

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(b) Some airlines offer different classes of travel on their flights, for example Economy Class, Business Class and First Class.

Explain why airlines offer a range of different classes of travel to their customers.

(4)

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Sheree lives in London and has decided to join a health club as she is keen to improve her fitness. She intends to go twice a week after she finishes work at 7 o'clock in the evening.

She has two health clubs to choose from:

1. The health club in a local hotel costs £60 per month and she can walk there from her flat.
2. A larger health club situated three miles from her flat, which costs £30 per month. However, Sheree will have to travel there by public transport at a cost of £2 each way.

*(c) Assess the suitability of both of these options for Sheree.

(6)

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(Total for Question 3 = 12 marks)



4 (a) Which **one** of the following is a designated Area of Outstanding Natural Beauty (AONB). Choose an answer A, B, C or D and put a cross in the box. (1)

- A** North Yorkshire Moors
- B** Cotswolds
- C** Forest of Dean
- D** Pembrokeshire Coast

(b) There are many different types of tourist destination in the UK.

For each of the following types, name **one** UK example:

(i) business travel destination (1)

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(ii) seaside resort (1)

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(c) Tourism has many positive and negative impacts on the **environment**. For each impact, identify whether it is positive or negative by marking a cross (x) in the appropriate box. (3)

Impact	Positive	Negative
Traffic congestion		
Footpath erosion		
Nature reserves		



(d) Explain how tourist destinations can ensure that new tourism developments can be sustainable.

(4)

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(Total for Question 4 = 10 marks)

TOTAL FOR PAPER = 50 MARKS



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