

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 24 May 2016 – 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.*
- The marks available for spelling, punctuation and grammar are clearly indicated.

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

1 (a) Define the term short break.

(1)

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Choose **one** of the following jobs by marking a in the box.

Tourism call centre staff

Park rangers

(b) Identify **three** duties that are part of your chosen job.

(3)

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Read the following information before answering Questions 1(c) and 1(d).

Butlin's Minehead

Minehead is a seaside town in Somerset, close to a sandy beach.

Where to Stay?

You can choose from a wide selection of apartment options.

- Our **Silver and Standard** apartments sleep up to four people and are the cheapest options. These are set in villages with three storey blocks so you could be on the ground, middle or upper floor. You can guarantee a ground floor apartment for an extra £15.
- Our new style **Gold Apartments** with balconies give you even more space to relax. Some of these apartments can sleep up to eight people.
- Our detached **Deluxe Lodges** sleep up to six people, and are close to all facilities.
- Our luxury **Blueskies Apartments** sleep up to four people, and are located on the seafront. All have a balcony with a sea view and each apartment has allocated parking.

Where to Eat and Drink?

A choice of bars, cafés and restaurants is available.

Bars/Cafés

- Inn on the Green
- Bar Rosso
- SOHO Coffee Co
- Bake 'n' Bite Bakery

Restaurants

- The Sun and Moon Pub
- Firehouse Grill
- Pizza Hut
- Finnigan's Fish and Chips

Where to Play?

Activities include:

- Indoor Splash Waterworld, with its raft rides and flumes
- Traditional fairground rides
- Live shows, e.g. Dick and Dom
- Family activities, e.g. arts and crafts, circus skills workshop
- Sports coaching, e.g. soccer, cricket, volleyball



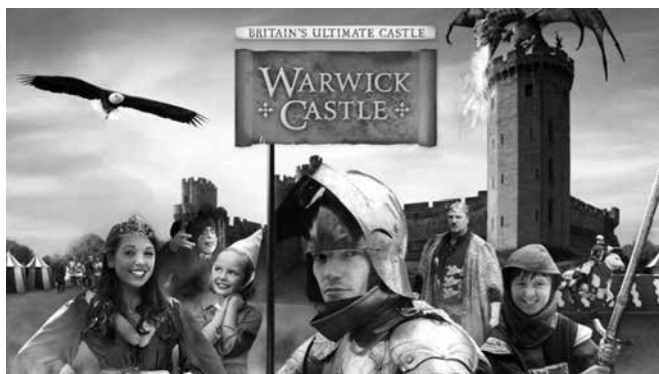
Read the following information before answering Questions 2(a),(b) and (c).

Warwick Castle

Warwick Castle is easily accessible from London and Birmingham by motorway.

We have:

- great battles
- ancient myths and tales
- princesses and knights
- Merlin: The Dragon Tower
- The Castle Dungeons.



A brilliant day out isn't just about the attractions. We also have a children's play area and places to eat and shop.

The Complete Castle Kingdom Ticket

Ticket type	Price – At the gate	Price – Online in advance
Adult	£30.60	£22.95
Child	£25.80	£19.35
Senior	£27.00	£20.25
Family	£107.40	£80.52

We encourage advance booking online by offering a discount.

We've introduced simple timed tickets. This means that visitors to Merlin: The Dragon Tower or The Castle Dungeons can book their entry time in advance.

We've spent over £6 million on restoration projects. Every guest who visits contributes to the conservation and preservation of Warwick Castle.

(Sources: adapted from <http://www.warwick-castle.com/>
<http://www.merlinentertainments.biz/warwick-castle>)



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

2 (a) Which **one** of the following functional areas would be responsible for the content of the Warwick Castle website? (1)

Choose an answer and mark it with a cross ☒.

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

All leisure and tourism organisations have aims and objectives.

(b) Identify the 'not for profit' objective that Warwick Castle has. (1)

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*(c) Explain how Warwick Castle uses the 'marketing mix'.

(8)

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

Medieval Glamping at Warwick Castle

Glamping is 'glamorous camping' and combines the fun and freedom of camping with a touch of luxury!

Our medieval tents are fully set-up. There are onsite toilets and heated showers. The tents are waterproof; they all have wooden floors, a double bed and two single beds. There are also charging points for phones and tablets and free WiFi in every tent.

Stay one night and get a two-day priority entrance ticket to Warwick Castle. This includes VIP parking, breakfast and entertainment.

The off-peak price starts from £200 per night.



(Source: adapted from <http://www.warwick-castle.com/glamping/default.aspx>)



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All leisure and tourism organisations need to adapt to the rapid pace of change.
A new type of accommodation in the UK is 'glamping'.

(d) Explain how effective the introduction of this glamping experience could be in attracting new customers to Warwick Castle.

(4)

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(Total for Question 2 = 14 marks)



P 4 6 5 2 3 A 0 1 1 2 0

Health and relaxation are two reasons why people use leisure facilities.

3 (a) Give **one** other reason why people use leisure facilities.

(1)

There are many reasons why people travel. Holidays and visiting tourist attractions are two reasons why people travel.

(b) Give **one** other reason why people travel.

(1)

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Use the following information to answer Question 3(c).

Cruise holidays

More than 1.7 million Britons book a cruise holiday. There are more than 280 ships worldwide to choose from. The benefits of cruising holidays are that the cost includes all meals and visits to multiple destinations. Some supersized resort ships have waterslides, rock-climbing walls, surf simulators, tightrope courses and children's and teenagers' play areas. Whilst some luxury ships offer personal butlers, others have expert lecturers on board.



Prices

Cruising holidays vary in price depending on the destination and the time of year. For example:

- a 10-night cruise to Northern Europe in November can cost as little as £399 per person
- a 15-night cruise to the Caribbean over Christmas can be as much as £3499 per person

Generous discounts of up to 50% off the total cost, are usually given when children, up to the age of 16, share a cabin with members of their family.

Destinations

Being able to visit lots of different countries or islands is still the main reason why most people choose a cruise holiday. Some include flights and some sail directly from the UK.

Destinations include:

- Countries around the Mediterranean Sea
- Caribbean Islands
- Northern European cities
- River cruises

There are also cruises which offer activities, such as hiking in Scotland or Tenerife, learning to dive in the Caribbean or whale watching in Canada.

Accommodation

Inside cabins with no windows and bunk beds are the cheapest. An outside cabin with a window costs extra. Cabins with balconies are the most popular, but spacious luxury cabins are the most expensive.

(Source: adapted from <http://www.telegraph.co.uk/travel/cruises/10496645/Cruise-holidays-for-first-timers.html>
<http://www.pocruises.com/new-to-cruising/the-basics/>)



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(c) (i) Explain which factors could influence the choice of a cruise holiday for a couple in their late 50s celebrating their silver wedding anniversary.

(4)

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(ii) Explain which factors could influence the choice of a cruise holiday for a family with two teenage children during the summer.

(4)

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Read the following information to answer Question 3(d).

Health and Safety on cruise ships

Safety Drill On Board Ship

All of our ships comply with the international convention for the Safety of Life at Sea (SOLAS). Life jackets are provided for all passengers, and it is a legal requirement that all passengers attend the compulsory safety briefing and lifeboat drill.

Medical Problems

If you have a contagious disease you should not board the ship.

Smoking at Sea

All public rooms and cabins are non-smoking. You can only smoke in designated areas of the open deck or on cabin balconies.

Cabin Safety

Kettles and irons are not permitted in cabins.

(Source: adapted from <http://www.thomson.co.uk/cruise/life-onboard/got-a-question.html>)

(d) Using the information on safety on cruises, explain why health and safety is important for cruise ship companies.

(4)

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(Total for Question 3 = 14 marks)



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

4 There are many types of destination in the UK.

(a) Which **one** of these destinations is an example of a seaside resort?
Choose an answer and mark it with a cross ☒.

(1)

- A Chester
- B Glasgow
- C Snowdonia
- D Brighton

(b) Identify **two** key features of historical and cultural destinations.

(2)

1

2

(c) Identify **two** negative impacts of tourism on local communities in the UK.

(2)

1

2



Read the following information before answering Question 4(d).



National Trust

We look after houses, gardens, coastlines, forests, farmland, moorland, islands, nature reserves, villages and pubs.

We own and manage over 320 cottages which generate income for local service providers such as restaurants and shops. Renting these to tourists enables us to make a profit of over £2 million which is reinvested into the work we do.

Over 80 of our farm tenants offer bed and breakfast accommodation, and there are 50 campsites on our land.

We promote and use regional and local produce and crafts in our shops and restaurants – including 25 local vineyards, 32 local cheese makers and 20 local ice cream makers.

(Source: adapted from www.nationaltrust.org.uk)

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(d) Explain how the National Trust ensures sustainability.

(4)

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(Total for Question 4 = 9 marks)

TOTAL FOR PAPER = 50 MARKS

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