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**Edexcel GCSE**

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# Leisure and Tourism

## Unit 1: The Leisure and Tourism Industry

Tuesday 23 May 2017 – 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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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 ☒.

Use the following information to answer Questions 1(a) and 1(b).

### Delta Force Paintball

Delta Force Paintball centre is a five-star venue set in dense woodland near Newcastle.

As you enter the centre, a huge armoured tank dominates the setting and is the ideal focal point for team and individual photos. The paintball centre features six adrenaline-pumping game zones, including:

- London Apocalypse – complete with iconic red London double-decker buses
- Castle Wallenberg – an imposing two-storey castle deep in the forest
- The nerve-jangling Dawn of the Dead zone.

Prices from £14.99 for ages 10–17 and £17.99 for 18 and over.

Price includes 100 paintballs, clothing and safety equipment.



(Source: adapted from <http://www.paintballgames.co.uk/paintball-newcastle-centre#ixzz3nglGtSim>)

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1 (a) Delta Force Paintball belongs to which key component of the leisure industry?

Choose **one** answer and mark it with a cross ☒.

(1)

- A** Arts and entertainment
- B** Home-based leisure
- C** Play and activity-based leisure
- D** Sport and physical recreation

(b) Other than paintballing, identify **two** products/services offered by Delta Force Paintball.

(2)

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Listening to music is a popular leisure activity.

(c) Identify **two** leisure facilities that offer 'listening to music' as a leisure activity.

(2)

1 .....

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2 .....

.....



Two types of holiday are short haul and long haul.

(d) Describe **one** example of each holiday type.

(4)

Short haul

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Long haul

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There are a range of jobs in the tourism industry. One of these jobs is air cabin crew.

(e) Describe the main duties of air cabin crew.

(4)

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



Employees working in the functional area of sales and marketing need to understand the marketing mix.

2 (a) Identify the part of the marketing mix that covers 'limited time special offers'.  
Choose **one** answer and mark it with a cross ☒. (1)

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

Annie works in the administration department of a large bookshop.

(b) Identify **two** duties that Annie will undertake in the functional area of administration. (2)

1 .....

.....

2 .....

.....



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



One of the objectives of Liverpool John Lennon Airport is:

“To maintain the security and safety of passengers and staff.”

(Source: adapted from <http://www.liverpoolairport.com/>)

\***(c)** Explain how new technology can help the airport to meet this objective.

**(6)**

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Leisure and tourism organisations such as airports need to adapt to the rapid pace of change.

(d) (i) Other than external influences, identify **two** other reasons why organisations need to adapt to the rapid pace of change.

(2)

Reason 1

Reason 2

(ii) For each reason you have identified in (d)(i), explain how airports have adapted to the rapid pace of change. You should use a different explanation for each reason.

(4)

Explanation 1

Explanation 2

**(Total for Question 2 = 15 marks)**



One reason why people travel is VFR.

3 (a) Identify the correct meaning of the term VFR as used in the leisure and tourism industry.

Choose **one** answer and mark it with a cross ☒.

(1)

- A visiting foreign resorts
- B visiting family and relatives
- C visiting foreign relations
- D visiting friends and relatives

Another reason why people travel is 'sightseeing'.

(b) Describe a sightseeing holiday. You should use an example in your answer.

(2)

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There are many reasons why people use leisure facilities. One of these is 'spiritual well-being'.

(c) Describe what is meant by the term 'spiritual well-being'. You should use an example in your answer.

(2)

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(d) Identify **four** factors that influence customer choice of travel method.

(4)

1 .....

2 .....

3 .....

4 .....

**(Total for Question 3 = 9 marks)**





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4 (a) Which **one** of the following is a purpose built destination?

Choose **one** answer and mark it with a cross ☒.

(1)

- A** Blackpool Pleasure Beach
- B** Cambridge
- C** Center Parcs Longleat
- D** Snowdonia

Seaside resorts are another example of a type of destination in the UK.

(b) Other than sea, identify **two** features that would usually be found only in seaside resorts.

(2)

1 .....

2 .....

(c) Define the term 'ecotourism'.

(2)

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.....  
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Use the following information to answer Questions 4(d) and (e).

### Lake District 'cable car' proposal.

Swiss-style cable cars could be built to carry tourists between popular places in the Lake District. The idea would be to 'lift' visitors clear of traffic jams on the narrow country lanes.

One cable car would link the Windermere waterfront to the small village of Hawkshead.

Another cable car would transport passengers from Windermere railway station down to the lake at Bowness to give visitors a 'wow factor' on their arrival. However, some fear they could ruin the area's greatest selling point – its magnificent scenery.

It could bring more high-spending visitors wanting to see highlights like Beatrix Potter's former home at Hilltop near Hawkshead – an area which already comes under huge strain from busy traffic and lack of parking.

A spokesperson for the development said;

"Many of the world's top destinations have provided access to mountains and rugged landscapes by cable car. They can also reduce reliance on car-based tourism and could be an exciting part of an enhanced sustainable transport network."



(Source: adapted from [www.thewestmorlandgazette.co.uk/.../11599345](http://www.thewestmorlandgazette.co.uk/.../11599345))

One negative impact identified here is traffic congestion.

(d) (i) Identify **one** other negative impact of tourism on the environment in the Lake District.

(1)

(ii) Identify **one** positive impact of tourism on communities in the Lake District.

(1)



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\*(e) Explain how the proposed Lake District cable car could be a 'sustainable development'.

(6)

Area with horizontal dotted lines for writing the answer to the question.

**(Total for Question 4 = 13 marks )**

**TOTAL FOR PAPER = 50 MARKS**



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