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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

Monday 21 May 2018 – 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.*
- 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 ☐. 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) Identify which **one** of these is a natural visitor attraction.

Choose an answer and mark it with a cross ☐.

(1)

- ☐ **A** Brighton Pier
- ☐ **B** Buckingham Palace
- ☐ **C** The Statue of Liberty
- ☐ **D** The Great Barrier Reef

There are many types of holiday. One type of holiday is 'domestic'.

- (b) Define the term 'domestic holiday.'

(2)

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'Independent' is another type of holiday.

- (c) Describe **one** example of an independent holiday.

(2)

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(d) The Leisure and Tourism industry has a range of jobs.

Choose **one** of these two jobs. Indicate your choice by marking a cross ☒ in the appropriate box.

- ☐ Fitness instructor
- ☐ Resort representative

Identify **three** main duties that an employee would have to carry out in your chosen job.

(3)

1

2

3

Products/services offered by cinemas have improved considerably in the last ten years.

(e) Other than films describe **two** products/services that are now available to customers in a cinema.

(4)

1

2

(Total for Question 1 = 12 marks)



- 2 (a) Identify which **one** of these tasks would be undertaken by the human resources (HR) department of a large tour operator.

Choose an answer and mark it with a cross ☒.

(1)

- ☐ **A** Tweeting special deals
- ☐ **B** Recruiting new staff
- ☐ **C** Booking holidays for customers
- ☐ **D** Handling customer complaints



Read the following information before answering Questions 2(b)(i) and 2(b)(ii).

Thomson Airways introduces a facility to check in and have your boarding pass on your mobile phone!

Simply download the app, and you will be able to check in online up to seven days before your flight.

When online check in is open, a notification pops up on your phone. You can then go to the online check in page and select a seat for yourself. Your e-boarding pass will then be saved to your phone. After that you just show your phone on your way through security and when boarding the plane.

(Source: adapted from 'Inflight' magazine - Thomson Airways Summer 2016)

Thomson is a large UK tour operator with its own airline, Thomson Airways.

- (b) (i) Explain **one** advantage of e-boarding passes for customers travelling with Thomson Airways.

(2)

- (ii) Explain **one** advantage of e-boarding passes for airlines, such as Thomson Airways.

(2)



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

What is Footgolf?

Footgolf combines the best of football and golf, two of the most popular sports in the world. It is one of the UK's fastest growing sports.

Footgolf is played on a golf course using a football. The idea of the game is to get the ball into a large hole using only your feet in the fewest number of shots possible.

It is fun and easy to play with no need for expensive equipment or lessons.



Abbey Bay Golf Club

Abbey Bay Golf Club has recently introduced footgolf on one of its two nine hole courses. It also has a golf shop and a bar.

Adult golfers pay just £6 for a round of nine holes of footgolf, with children under 16 paying half price.

Nine holes of traditional golf cost £10 for golfers of all ages.

(Source: <http://www.ukfootgolf.com/>)



Leisure and tourism organisations have aims and objectives.

The financial objective of Abbey Bay Golf Club is 'to make more profit by attracting more customers to play golf'.

- *(c) Evaluate how effective the introduction of footgolf could be in helping Abbey Bay Golf Club meet this financial objective.

(8)

(Total for Question 2 = 13 marks)



3 Challenge is one reason why people use leisure centres.

- (a) Identify which **one** of these is an example of a 'challenge' that could be undertaken at a leisure centre.

Choose an answer and mark it with a cross ☒.

(1)

- ☐ **A** Yoga
- ☐ **B** Snowboarding
- ☐ **C** Knitting
- ☐ **D** Abseiling

A reason why people travel is for 'educational purposes'.

- (b) Describe **one** example of travel for educational purposes.

(2)

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Security is one consideration for customers when choosing their method of travel.

- (c) Explain **two** reasons why security at passenger transport terminals is important.

(4)

1

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2

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

Eurostar – Rail services London to Paris

By choosing Eurostar, all passengers will enjoy:

- central London to central Paris in as little as 3 hours
- 2 for 1 entry to top galleries and museums in Paris with your Eurostar ticket
- luggage allowance of 2 pieces of luggage (up to 85 cm long) including rucksacks, bags, suitcases; plus 1 small piece of hand luggage, e.g. handbag, laptop bag or briefcase.

Classes of travel

Standard class	Business Premier
<ul style="list-style-type: none">• Non-refundable fares from £58 return – not valid on Friday and Sunday• Easy 30-minute check-in• Reserved seat• Plenty of snacks, drinks and meals to buy on board	<ul style="list-style-type: none">• Fully flexible fares from £490 return• 10-minute fast-track check-in• Reserved executive seat• Three course restaurant meal included in the fare• Total flexibility to travel when it suits you• Access to our exclusive Business Premier lounges with free Wi-Fi• One additional piece of luggage included in the fare

(Source: adapted from www.eurostar.com/uk-en/travel-info/travel-planning/eurostar-fares-and-fees)



There are many factors that travellers have to consider when choosing their travel method.

*(d) Assess the factors affecting the suitability of travelling by Eurostar for **each** of the following travellers.

- Two students from Manchester going to Paris for five days
- A business person from London travelling to Paris for a last-minute meeting over two days.

(8)

(Total for Question 3 = 15 marks)



- 4 (a) Which **one** of the following is an example of a countryside area.

Choose an answer and mark it with a cross ☒.

(1)

- ☐ **A** Bath
- ☐ **B** Glasgow
- ☐ **C** Warwick
- ☐ **D** Snowdonia

- (b) Name **one** example of a seaside resort in the UK.

(1)

- (c) Describe the features of a purpose built destination.

(2)



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

Ecotourism

Traditionally, tourism is an unsustainable industry. Building attractions and hotels around the world has led to deforestation and loss of wildlife. However more travellers are looking for a chance to get close to nature – not to hurt the environment, but protect it.

Kerala in India was one of the first destinations in South Asia to embrace ecotourism. Visitors can learn about the traditional Indian way of life from fishing to cooking and local people take tourists on educational treks through the forest ecosystem. Kerala's famous Banasura Resort is one of the biggest eco-friendly hotels in the world, made entirely from cool packed mud and it only uses locally sourced produce.



Ecotourism is also growing fast in **Sri Lanka**, and with such beautiful, unspoilt landscapes, it's easy to understand why. Sri Lanka is whole-heartedly committed to ecotourism 15 per cent of the land being government-protected, including 22 national parks and with an elephant sanctuary which employs local people as rangers and tour guides. Treetop and spa hotels also provide employment.

(Source: adapted from www.tentree.com/blog/10-eco-tourism-destinations-you-cant-miss/)



(d) Explain how the measures taken by Kerala and Sri Lanka are good examples of ecotourism. (6)

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(Total for Question 4 = 10 marks)

TOTAL FOR PAPER = 50 MARKS



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