

Surname											Other Names										
Centre Number											Candidate Number										
Candidate Signature																					

For Examiner's Use
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General Certificate of Secondary Education  
June 2008

**LEISURE AND TOURISM (DOUBLE AWARD)**  
**Unit 1 Investigating Leisure and Tourism**

**3840/1**



Monday 9 June 2008 1.30pm to 3.00pm

**For this paper you must have:**

- the insert (enclosed).

Time allowed: 1 hour 30 minutes

**Instructions**

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- If you need extra paper, use additional answer sheets.

**Information**

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in all answers.

For Examiner's Use			
Question	Mark	Question	Mark
1		5	
2		6	
3			
4			
Total (Column 1) →			
Total (Column 2) →			
TOTAL			
Examiner's Initials			

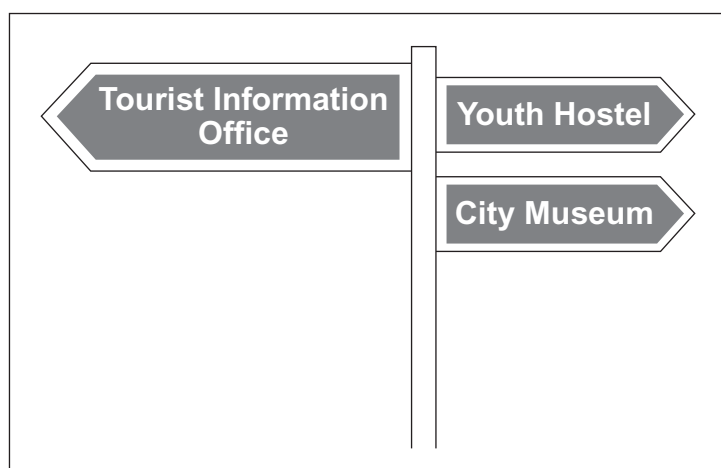


Answer **all** questions in the spaces provided.

**Total for this question: 20 marks**

- 1** Study **Figure 1**, which is a signpost showing directions to travel and tourism facilities in a tourist city.

**Figure 1**



- 1** (a) (i) Complete the table below by writing the names of the correct travel and tourism industry key components in the boxes provided.

One has been done for you as an example.

You need to choose your answers from this list:

**tourist information  
and guiding services**

**accommodation  
and catering**

**attractions**

**transportation**

Facility	Key component
Tourist Information Office	Tourist information and guiding services
Youth Hostel	
City Museum	

*(2 marks)*



- 1 (a) (ii) Name **two other** key components of the travel and tourism industry.

1 .....

2 .....

(2 marks)

- 1 (b) (i) What is meant by a *tourist city*?

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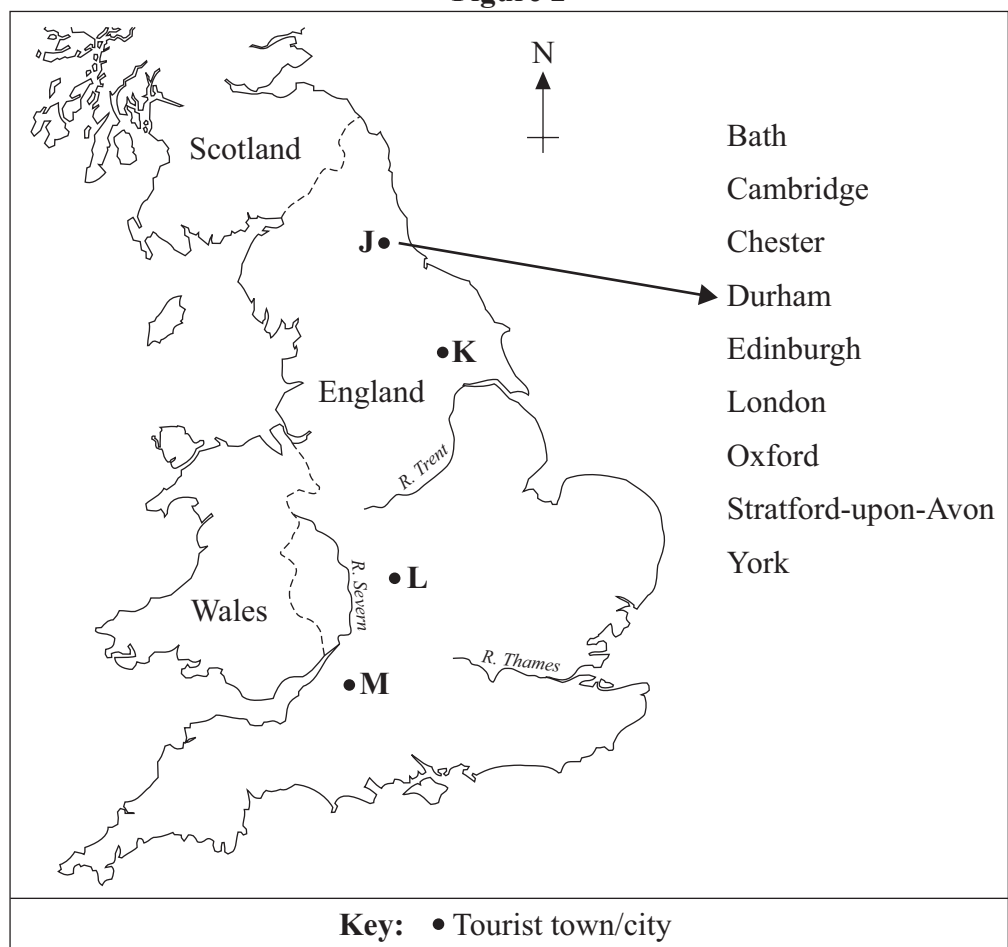
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(2 marks)

- 1 (b) (ii) Study **Figure 2**, which is a map showing the locations of some tourist towns and cities in the UK. For each of the towns/cities **K**, **L** and **M**, draw an arrow to link it with its name in the list provided. City **J** has been done for you as an example.

**Figure 2**



(3 marks)

Question 1 continues on the next page

Turn over ►



- 1 (b) (iii) Choose **one** of the tourist towns/cities listed in **Figure 2** and describe what it offers visitors.

Tourist town/city .....

What it offers visitors .....

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(4 marks)

- 1 (c) Countryside areas such as National Parks are also tourism destinations.

- 1 (c) (i) Name **two** National Parks, **one** in England and **one** in Wales.

England .....

Wales .....

(2 marks)

- 1 (c) (ii) What is meant by *National Park*?

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(2 marks)



- 1 (c) (iii) Explain, with reference to a countryside destination that you have studied, how a visit to a rural area such as a National Park can be **both** tourism **and** leisure.

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(3 marks)

20

**Turn over for the next question**

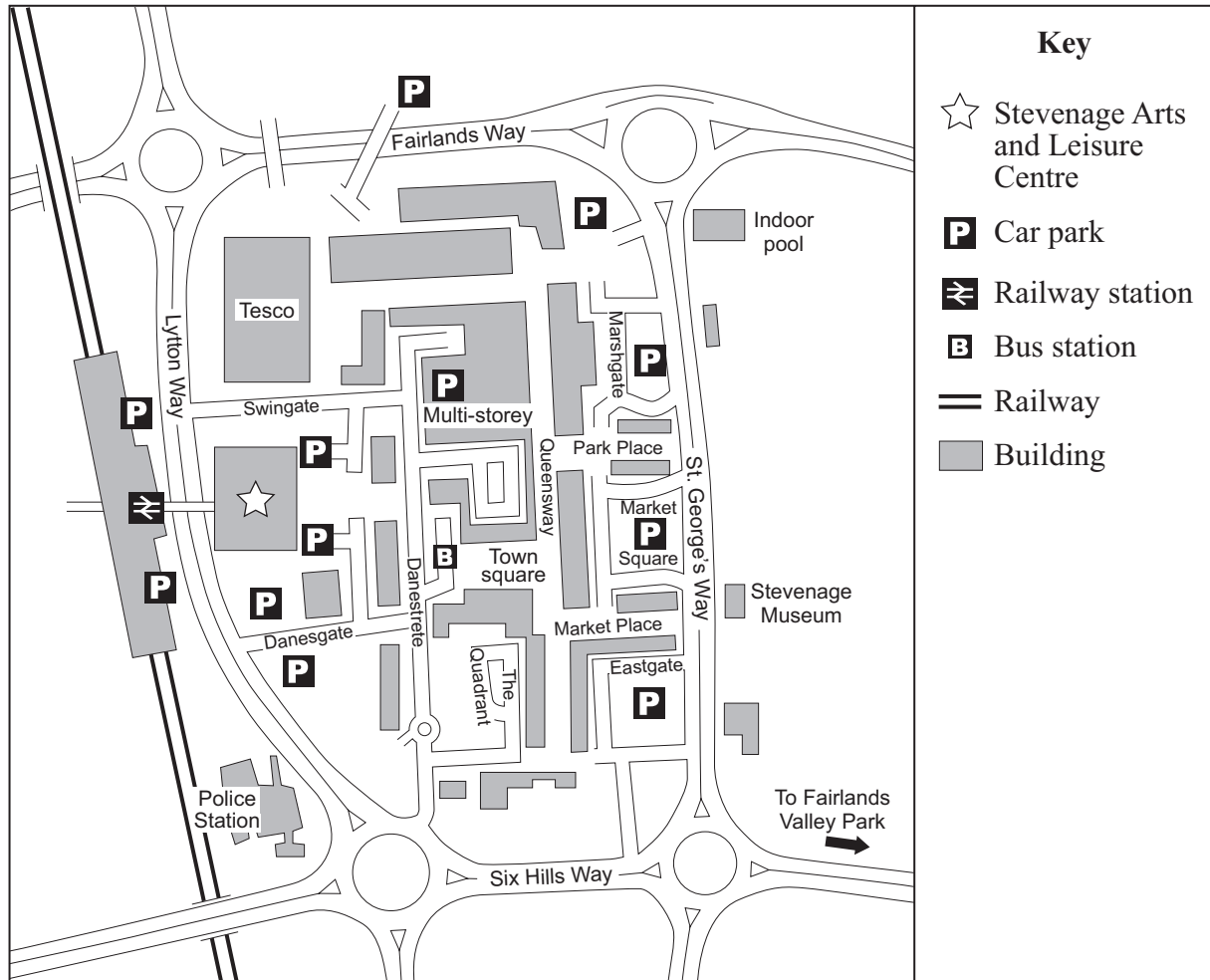
**Turn over ►**



**Total for this question: 15 marks**

**2** Study **Figure 3**, which gives information about leisure facilities in Stevenage.

**Figure 3**



**2 (a) (i)** Suggest how **two** leisure facilities shown in **Figure 3** might meet the needs of secondary school pupils looking for physical recreation in the school holidays.

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(4 marks)

- 2 (a) (ii) Using **Figure 3**, state **one** public transport facility that the pupils could use.

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.....  
(1 mark)

- 2 (b) Explain **two** factors which affect what secondary school pupils choose to do in their leisure time.

1 .....  
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.....  
2 .....  
.....  
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.....  
(4 marks)

**Question 2 continues on the next page**

**Turn over ►**



- 2 (c) (i) Describe **two** ways in which tourist information and guiding services could be used to inform visitors about the range of leisure facilities available in a town such as Stevenage.

1 .....

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2 .....

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(4 marks)

- 2 (c) (ii) Suggest **two** types of leisure facility that are often found in town centres but are **not** shown in **Figure 3**.

Facility 1 .....

Facility 2 .....

(2 marks)





3 (a) Study **Figure 4** on the colour insert. This will be used as the front cover of a travel guide to **one** area that you have studied.

Area .....

Description and explanation .....

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**Question 3 continues on the next page**



- 3** (b) For your chosen area, how well does the leisure industry provide for the needs of teenagers compared with the needs of families with young children?

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(6 marks)

15



**Total for this question: 18 marks****4 (a)** Complete the following:

Lord's in London is a national sports venue where \_\_\_\_\_ is the main sport played. The England Rugby Union team's home ground, also in London, is called \_\_\_\_\_ ; Murrayfield is the Scottish equivalent and is located in the city of \_\_\_\_\_. In Northern Ireland, the national football team plays most home matches at \_\_\_\_\_ . *(4 marks)*

**4 (b) (i)** Describe **two** examples of how sports venues can be used for other leisure purposes.

- 1 .....
- .....
- .....
- .....
- .....
- 2 .....
- .....
- .....
- .....
- .....
- (4 marks)*

**Question 4 continues on the next page****Turn over ►**

- 4 (b) (ii) Explain why sports venues often have other leisure uses.

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(4 marks)

- 4 (c) (i) Name **two** leisure industry jobs that you would expect to find at a major sports venue.

Job 1 .....

Job 2 .....

(2 marks)

- 4 (c) (ii) Explain the skills and personal qualities needed to do **one** of the jobs that you chose in (c)(i).

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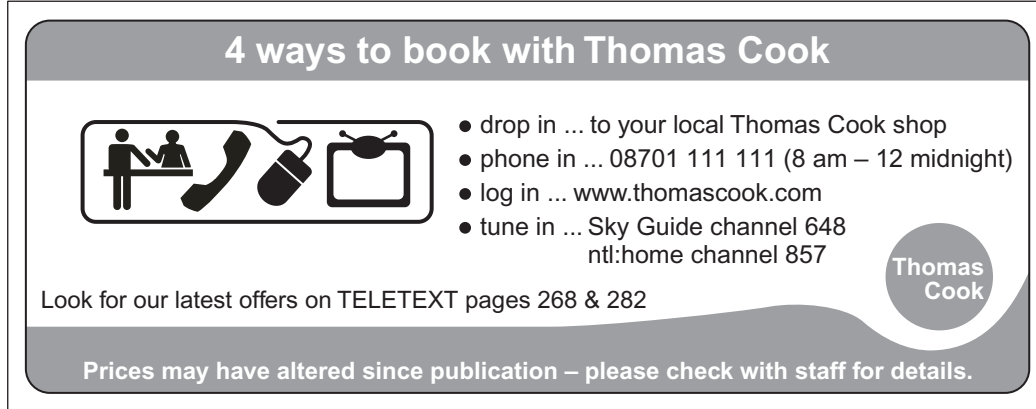
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(4 marks)



**Total for this question: 15 marks**

- 5** Study **Figure 5**, which is a sticker attached to package holiday brochures by Thomas Cook travel agency staff.

**Figure 5**

- 5** (a) (i) What is meant by:

*travel agency* .....

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.....

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*package holiday?* .....

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(4 marks)

- 5** (a) (ii) Suggest why there are many different ways to book Thomas Cook holidays.

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(2 marks)

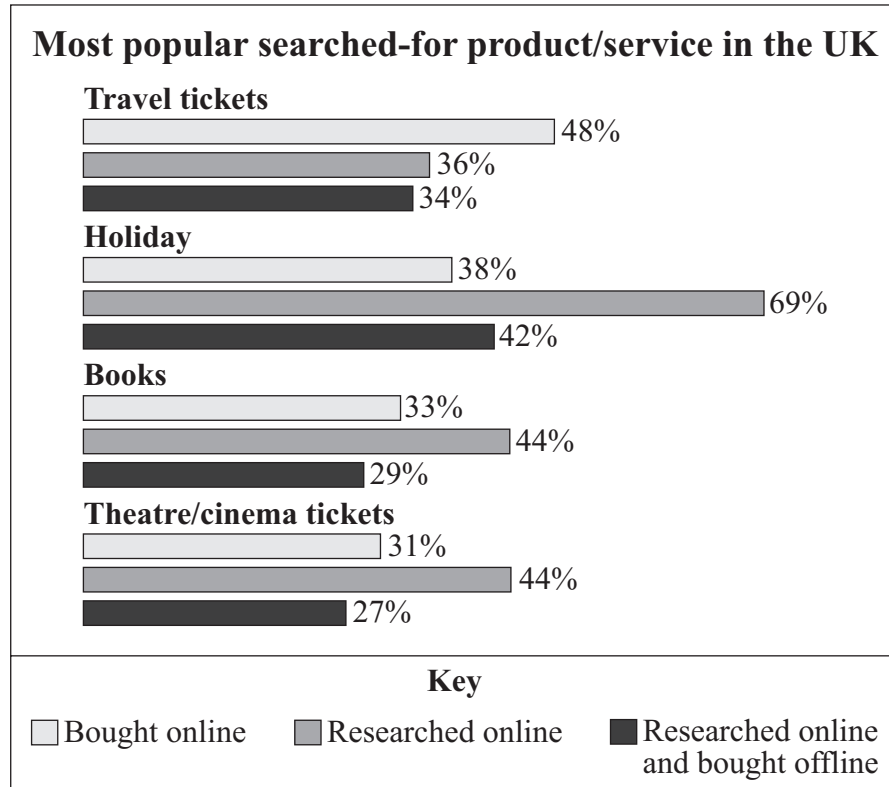
**Question 5 continues on the next page**

**Turn over ►**



- 5 (b) Study **Figure 6**, which shows the most popular products and services researched and bought using the internet in 2005. For example, 31% of theatre/cinema tickets bought in the UK were purchased online.

**Figure 6**



- 5 (b) (i) Name the product or service most commonly bought online according to **Figure 6**.

.....  
(1 mark)

- 5 (b) (ii) Suggest why there is such a big difference between the percentage of holidays researched on the internet and the percentage bought online.

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(2 marks)



- 5 (b) (iii) Compare the patterns shown for researching and buying travel tickets with those for researching and buying books.

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(4 marks)

- 5 (b) (iv) The internet is increasingly used to buy books. Name **two** types of facility that provide for home-based leisure that are threatened by this change.

1 .....

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2 .....

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(2 marks)

15
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**Turn over for the next question**

**Turn over ►**



**Total for this question: 7 marks**

- 6 (a)** Tourists travel for a variety of purposes. Describe **two** purposes of tourism **other than** holidays.

1 .....

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2 .....

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*(4 marks)*

- 6 (b)** Explain, giving an example, how the environmental impact of tourism can be reduced.

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*(3 marks)*

7
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**END OF QUESTIONS**

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Question 2      Figure 3:      Stevenage Town Centre Management Co. Ltd.  
 Question 5 (a)      Figure 5:      Thomas Cook UK Limited  
 Question 5 (b)      Figure 6:      © Guardian News and Media Limited 2006

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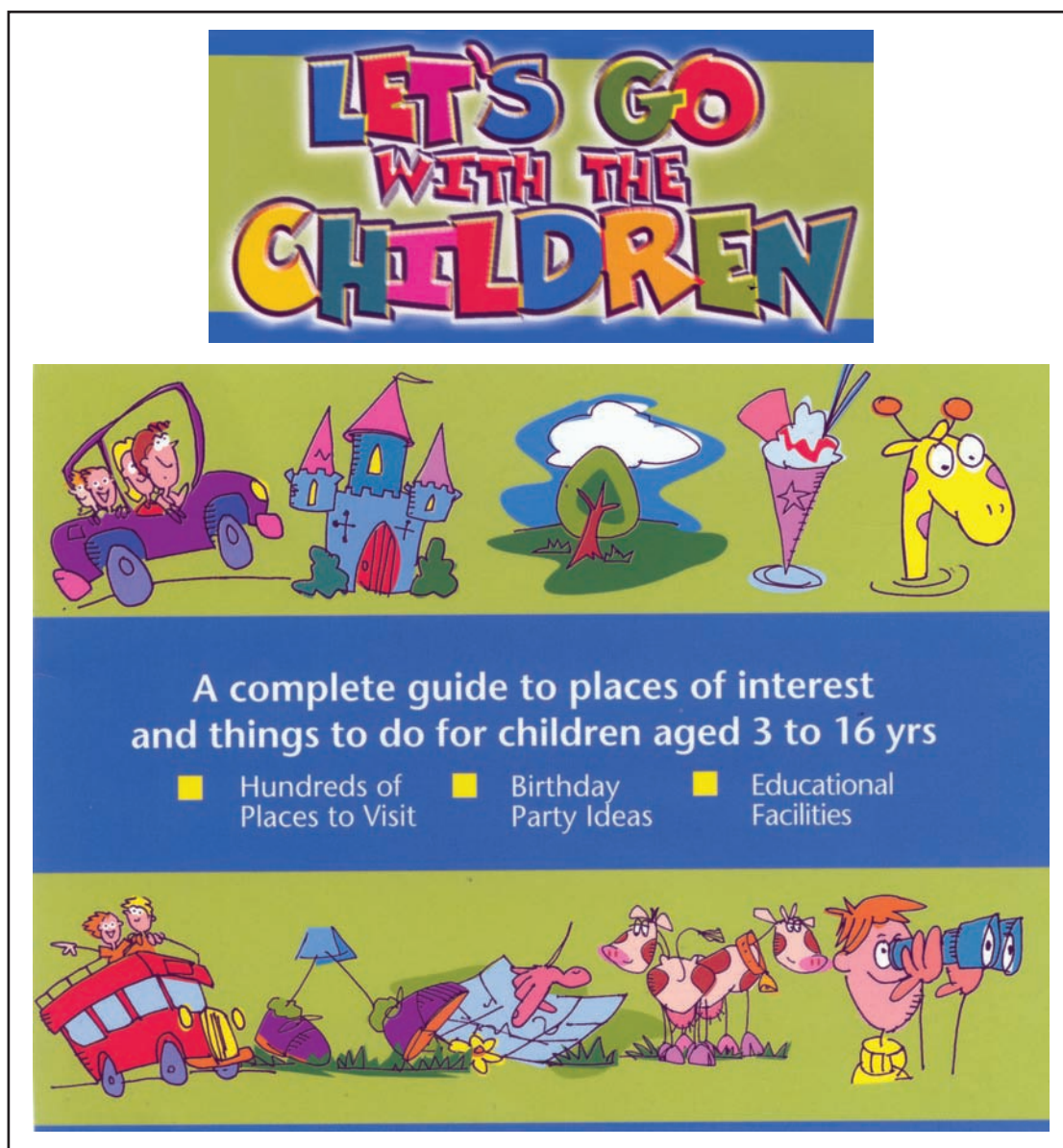




## Insert

For use with Question 3

Figure 4



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Question 3 Figure 4: *Let's Go with the Children* Guides

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