



GENERAL CERTIFICATE OF SECONDARY EDUCATION

LEISURE AND TOURISM: DOUBLE AWARD

Investigating Leisure and Tourism

4875

Candidates answer on the Question Paper

OCR Supplied Materials:

None

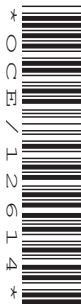
Other Materials Required:

None

Monday 17 May 2010

Afternoon

Duration: 1 hour 30 minutes



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- This document consists of **20** pages. Any blank pages are indicated.

1 Study Fig. 1.

Different types of leisure activity

Walking	Cinema	Eating out	Theme park
Camping	Horse riding	Historic castle	Cycling

Fig. 1

- (a) Using **Fig. 1** only, name **four** activities which belong to the countryside recreation component of the leisure industry.

1:

2:

3:

4: [4]

- (b) Describe a suitable location for **each** of the following activities:

• orienteering:

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• sailing:

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- paragliding:
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- [6]

(c) Using a geographical area which you have studied, explain **three** ways in which peoples' countryside recreational needs are met.

Name of chosen geographical area:

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3:

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..... [6]

[illegible]

.....

..... [9]

[Total: 25]

- 2 (a) Identify **four** jobs in the list below that are leisure industry roles.

Tick each correct answer.

[4]

Job type	Tick
Fitness instructor	
Travel consultant	
Lifeguard	
Conference organiser	
Air cabin crew member	
Tourist guide	
Ground staff (greenkeeper)	
Restaurant manager	

- (b) Describe **one** leisure activity from **each** of the key components given below:

• catering:

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• sport and physical recreation:

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• arts and entertainment:

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[6]

- (c) Describe **three** ways in which the key leisure components of sport and physical recreation **and** catering are often linked.

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3:

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..... [6]

Enjoy a luxury short break at the Flyford Hotel. The Flyford is located in the heart of the beautiful Kent countryside with many places to visit including Leeds Castle, Royal Tunbridge Wells and Canterbury.

newly refurbished en-suite accommodation;
breakfast and three course dinner in the restaurant;
complimentary use of the leisure club with instruction;
18 hole golf course with one complimentary round per guest;
reduced price tickets available to Leeds Castle;
reduced price tickets available for top London theatre shows.

Fig. 2

- (d)** Discuss how well the type of short break offered in **Fig. 2** above would meet the needs of a family of two adults and two children under 16 years of age.

[illegible]

Turn over

3 **Fig. 3** below is an extract from an airline comment form.

“After take off drinks and dinner were served. Drinks were good and dinner was quite tasty, with a good vegetarian option for my wife. From a quality and service point of view the meal service was good. Throughout the night, cabin crew were regularly coming through our cabin with juice and water services. Requests made via the call buttons were attended to promptly! Inflight entertainment was good until the system crashed.

Arriving into Terminal 5 was a new experience. The terminal is far too complex and user unfriendly for passengers arriving off long haul flights. However, the bags were ready and waiting on the carousel by the time we cleared immigration.”

Fig. 3

(a) Other than those identified in **Fig. 3**, name **four** services offered to passengers on a flight.

- 1:
- 2:
- 3:
- 4: [4]

(b) Describe the following **three** duties of a member of air cabin crew:

- safety demonstrations:
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- serving meals:
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- dealing with medical emergencies:
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..... [6]

(c) Explain how an airline can meet the requirements of passengers with **each** of the following needs:

- physical disability:
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- young children:
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- special dietary requirements:
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..... [6]

(d) Discuss the benefits and limitations of air travel as opposed to rail travel for short haul journeys.

[9]

4 Fig. 4 below is a newspaper extract.

Top package holidays 2008

The Association of British Travel Agents (ABTA) has named Crete, Cyprus, Turkey, Egypt and Greece as the top 'package' holiday destinations for 2008. Holidays which appeal to tourists are:

- Cyprus for getting married, walking, golf, history and spa holidays;
- Turkey's south-eastern coast for enjoying all-inclusive luxury, great beaches, amazing history and offering great value for money;
- Egypt for taking cruises along the Red Sea and the Nile.

Fig. 4

(a) Name **four** products or services which can be included in a package holiday.

- 1:
- 2:
- 3:
- 4: [4]

(b) Describe the appeal of **each** of the following activities:

- playing golf:

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- visiting a spa:

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- going on a cruise:

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[6]

[6]

(d) Discuss how the components of leisure and tourism are linked in a holiday resort.

[9]

[Total: 25]

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