

**Wednesday 11 January 2012 – Afternoon**

**GCSE LEISURE AND TOURISM**

**B181/01** Understanding the Leisure and Tourism Industries

Candidates answer on the Question Paper.

**OCR supplied materials:**

None

**Other materials required:**

None

**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, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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).
- Do **not** write in the bar codes.

**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 **80**.
- The quality of written communication will be taken into account in marking your answer to the question marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.







2 Fig. 1 is an extract from a marketing leaflet.

Set amidst 20 acres of woodland valley in the heart of Wales, Brookfield Holiday Park is conveniently located near to the fishing port of Porthmadog and the picturesque mountain village of Beddgelert, which is famous for its walking and hiking trails. This is the ideal location for visitors who are looking to discover the beauty of the local area.

For anyone seeking a less energetic pace, simply sit back, relax and unwind in the spa club with its bar, bistro and superb outside patio area which offers breathtaking views across the mountain scenery of North Wales.

**Fig. 1**

(a) Using Fig. 1, identify **four** leisure activities in which visitors to Brookfield Holiday Park may take part.

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

(b) Outline **two** possible duties which might be performed by the housekeeping staff employed at Brookfield Holiday Park.

- 1: .....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....
- 2: .....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
..... [4]



The development of holiday parks such as Brookfield Holiday Park can have both positive and negative impacts on the countryside.

**(d)** Explain **two** likely positive and **two** likely negative impacts of such developments on the countryside.

Positive impact 1: .....

.....

.....

.....

Positive impact 2: .....

.....

.....

.....

Negative impact 1: .....

.....

.....

.....

Negative impact 2: .....

.....

.....

.....

[8]

[Total: 20]

3 (a) (i) In which country would you find each of the following:

Cairo? .....

Hanoi? ..... [2]

(ii) Identify, with an example, the reason why the following visitor types visit the destinations given below.

A couple visiting Kuramathi .....

.....  
.....  
.....  
.....  
.....

A group of friends visiting Edinburgh .....

.....  
.....  
.....  
.....  
..... [4]







4 Fig. 2 is a table showing volume and value of holiday trips in the UK in 2008–9.

Purpose of trip	Volume (millions of visitors)			Spend (£ millions)		
	Jan – Dec 2008	Jan – Dec 2009	% Change	Jan – Dec 2008	Jan – Dec 2009	% Change
Holiday, pleasure/leisure	75.4	84.3	+11.8	14,098	15,194	+7.8
VFR	20.6	20.8	+0.7	2,040	1,927	–5.5
Business Travel	18.2	18.0	–1.4	4,483	4,336	–3.3

**Fig. 2**

(a) Using Fig. 2:

which was the most popular purpose for a trip in 2009? .....

which trip purpose generated the lowest spend in 2009? .....

**[2]**

(b) (i) What is meant by the term ‘business travel’?

.....  
 .....  
 .....  
 ..... **[2]**

(ii) What is meant by the term ‘VFR’?

.....  
 .....  
 .....  
 ..... **[2]**





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..... [8]

[Total: 20]

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