

**Tuesday 19 May 2015 Morning**

**GCSE LEISURE AND TOURISM**

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

Candidates answer on the Question Paper.

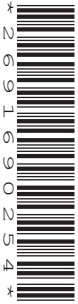
**OCR supplied materials:**

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.











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

Tokyo? .....

Xi'an? .....

[2]

(ii) Identify, with an example, the reasons why tourists visit each of the following destinations:

• Cornwall .....

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• Sentosa Island .....

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[4]

(b) Many people choose Majorca for a summer sun holiday. There are a number of factors which affect peoples' choice of summer sun destination. These factors may include:

- weather and climate
- visitor attractions in the area
- accessibility
- the range of products and services on offer
- the cost of visiting the destination.

Explain how **two** of these factors may affect peoples' choice of summer sun destination.

Chosen factor 1 .....

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Chosen factor 2 .....

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[4]

(c) A couple in their fifties would like to visit a city destination for a long weekend.

Suggest a suitable city destination which would appeal to this couple. Give a reason for your suggestion.

Suggested city destination .....

Reason .....

.....

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.....

[2]







(c) Describe **two** ways in which leisure and tourism organisations can encourage sustainable practices.

1 .....

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2 .....

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[4]



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