

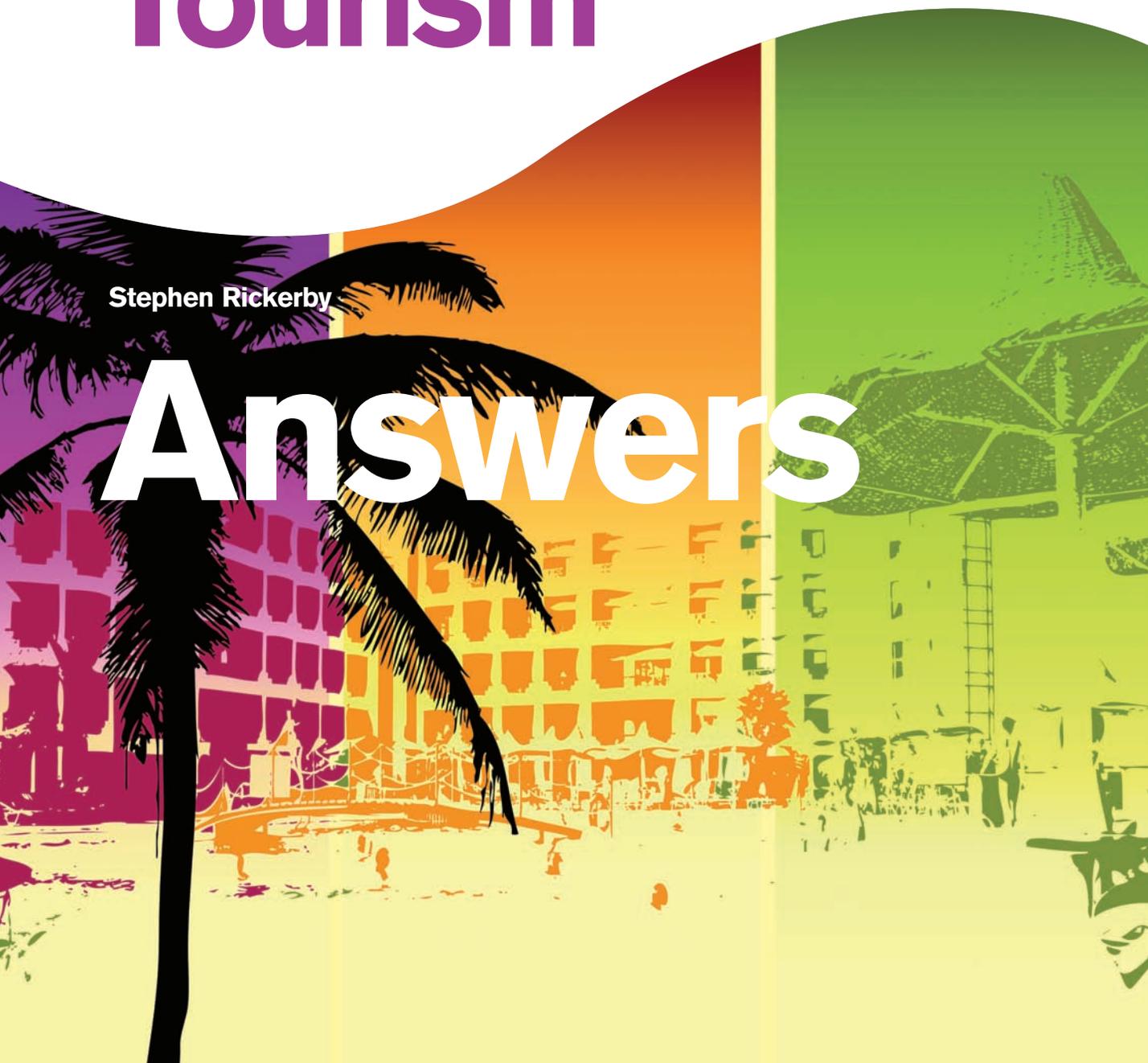
AQA GCSE



# Leisure & Tourism

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# Answers



# Answers to practice exams

## Unit 1 Practice exam

- 1 Accept any one long-haul city destination. Possibilities include New York, Rio de Janeiro, Hong Kong, Sydney. *(1 mark)*
- 2 Accept any UK beach (or seaside) resort. Possibilities include Blackpool, Scarborough, Brighton, Torquay, Tenby.

Accept any named attraction at the named resort, e.g. Blackpool Tower. *(2 marks)*
- 3 Accept any ski/snowsports resort. Possibilities include Klosters, Val d'Aosta, Cortina, Aspen.

Credit clear reasons why the resort meets the needs of people of different ages. For instance, what it provides for children, younger adults, mature adults. *(6 marks)*
- 4 Accept any two factors that affect people's choices of leisure and tourism destinations. Possibilities include the range of products/services offered, weather/climate, personal interests and tastes, cost, accessibility, promotion, events.

Credit clear reasons why they may particularly affect a retired couple deciding on an overseas destination for a holiday. *(6 marks)*
- 5(a) Historic attraction. Possibilities include Tower of London (UK) and Notre Dame cathedral, Paris.

(b) Built attraction. Possibilities include Spinnaker Tower, Portsmouth (UK) and Disneyworld in Florida.

(c) Natural attraction. Possibilities include High Force waterfall (UK) and the Grand Canyon, USA. *(6 marks)*
- 6 A built attraction was specially built to be a visitor attraction but a historic site was originally something else (a defensive fortress, a place of worship, etc.) and then became a tourist attraction later. *(2 marks)*
- 7 Credit clear reasons why one visitor attraction meets the needs of one of the types of leisure and tourism customer. *(6 marks)*
- 8 Eurostar trains operate to and from Paris. *(1 mark)*

- 9** Credit pros and cons of different modes, routes and carriers the two university students could use to travel from the local area to any overseas city destination. (9 marks)
- 10** Accept any three of air, rail, road, sea/water. (3 marks)
- 11** Any two examples of London railway terminals. Possibilities include St Pancras, King's Cross, Waterloo, Paddington, etc. (2 marks)
- 12** Possibilities include Newcastle, Manchester, Edinburgh, Belfast International, etc. (3 marks)
- 13** Public transport is transport anyone can use (e.g. bus, train, taxi, scheduled aircraft). Private transport is available only to those people invited by the owner. Private cars are the best example. (2 marks)
- 14** An online travel service is accessed via the internet to find out about and book travel on the web. (2 marks)
- 15** A good answer would be in terms of damage to the environment — pollution, visual despoliation, etc. (2 marks)
- 16** Visiting places because of the appeal of their natural environment in ways that negatively affect that environment as little as possible. (2 marks)
- 17** Accept any destination with nature as part of its appeal. Credit ways they could behave as responsible tourists causing little negative and maximum positive effect while they are there and why these would work. (9 marks)
- 18** Examples of how tourism can have each of the following impacts include:
- (a)(i)** Positive economic: providing jobs.
- (ii)** Negative economic: employment is often only seasonal. Economic leakage.
- (b)(i)** Positive social: more facilities for local people to enjoy.
- (ii)** Negative social: damage to traditional ways of life.
- (c)(i)** Positive environmental: money from tourism spent on improvements.
- (ii)** Negative environmental: pollution, noise, visual damage. (6 marks)
- 19(a)** Sustainability means behaving today in ways that don't damage the future environment and ways of life of people in the future.
- (b)** Responsible tourism means behaving in ways that minimise the negative and maximise the positive effects of tourism. (4 marks)

20	Beamish Museum	(J)
	Ironbridge Gorge	D
	The National Gallery	H
	Blackpool Tower and Pleasure Beach	A
	Longleat Safari Park	F
	Palace Pier, Brighton	G
	Camelot	B
	Chatsworth	C
	Stonehenge	E

(8 marks)

21 Possibilities include: doing art, riding on old vehicles.

(2 marks)

22 Example: British Museum. Located in Bloomsbury in central London.

Purpose: describe range of exhibits and include educational purpose and at least one secondary purpose such as catering.

(4 marks)

23

Beamish	→	The Crown Jewels are a major attraction here
The Royal Armouries	→	Where a ride is called a flight
The London Eye	→	A waxwork museum in central London
Madame Tussaud's	→	A theme park based on the story of King Arthur
Camelot	→	Out of London, by the River Thames, and famous for its maze
Hampton Court Palace	→	An open-air museum in Northeast England
Tower of London	→	Situated in Leeds

(6 marks)

24 Evaluate means to put a value on something. Usually, this means to say how much/how well or how likely and explain why.

In this case, how well would the chosen facility meet the needs of the specified family. Think of the individual members and also about how the needs of one can be met as a result of the satisfaction of another. For example, the adults may be able to relax while the children are engaged by an activity. The children are different ages and so will have different needs. The answer should end with an indication of how well each person's needs are met by the facility.

(8 marks)

25 Factors to consider: cost, convenience and availability. For each of (a) and (b) explain what is good about one element of each pair of methods compared with the other.

(6 marks)

26 Reasons might include: attractive scenery, peace and quiet, countryside recreation opportunities, sleepy villages, traditional market towns, natural attractions.

(3 marks)

- 27(a)** Exmoor is north of Dartmoor. (2 marks)
- (b)** Dartmoor is in southern Devon in Southwest England, lying between the cities of Exeter to the east and Plymouth to the west. (2 marks)
- (c)** Possible qualities: related to the landscape's ruggedness, unspoiltness, beauty, wildlife, vegetation, ecology, traditional rural uses, lack of industrialisation, sparse population, pretty village and small towns. (2 marks)

- 28** koplacbol = Blackpool  
 benty = Tenby  
 odddannul = Llandudno  
 nibthorg = Brighton  
 thurspro = Portrush

This Sussex resort is home to the Palace Pier.	Brighton
On the Fylde coast of Lancashire and famous for its Golden Mile.	Blackpool
On the Pembrokeshire coast of South Wales.	Tenby
Near to the Giant's Causeway — a visitor attraction in County Antrim.	Portrush
A North Wales resort with two bays, either side of the Great Orme.	Llandudno

(5 marks)

- 29(a)** Possibilities:

Attractions	Tourist information and guiding services
Sea Life centre	Tourist information office
North Bay golf course	
Miniature pleasure railway	
Corner Café	
Peasholm Park boating lake	
Harbour	
Scarborough Castle	
Futurist Theatre	
The Foreshore	
Stephen Joseph Theatre	
Spa Entertainments	
Transportation	Accommodation and catering
Mainline railway station	Corner Café
	Columbus Ravine and Queen's Parade hotels/guest-houses/self-catering apartments
	Grand Hotel
	St Nicholas Cliff and Esplanade hotels

(5 marks)

- (b)** An opportunity to investigate a second seaside town/city (the AQA Specification lists seven in addition to Scarborough but any other would be equally valid) or to use case study material from one already studied.

Compare means to say what is similar and what is different. Good answers will sum up the balance of similarities and differences to come to a valid conclusion. (4 marks)

**30(a)**

a	Durham Cathedral	historic
b	London Eye	built
c	Royal Crescent, Bath	historic
d	Edinburgh Castle	historic

(4 marks)

- (b) The answer should be in the format of Figure 9 with a greeting and sign off and should include references to road, rail and air links, naming at least one of the road options. Good candidates will use knowledge or research to add additional material such as airport names (Edinburgh and London), railway stations (Waverley and Kings Cross) and airline/train operator names (e.g. GNER). (4 marks)

- 31(a)** Possible correct answers:

Positive: a living for the campsite owner, jobs for staff there/in the village inn, business for inn/shop/PO.

Negative: seasonality (jobs and income in caravan site), leakage (owner saves money to spend in city in the winter). (2 marks)

- (b) Social impacts include: crowded streets, rowdiness at night, school/PO/shop still open. (2 marks)

- (c) Possibilities include:

Positive: regeneration/restoration of village buildings, conservation regulation/interest triggered by tourism, sustainable developments such as restored footpaths.

Negative: footpath erosion, traffic pollution (fumes), aesthetic impacts and noise of traffic and visitors in small village. (4 marks)

- 32(a)** Tourist development that protects a destination for the future enjoyment of tourists, for the benefit of local people allowing traditional ways of life to continue and the population to remain *in situ* while also conserving the environment. (2 marks)

- (b) Possible examples include: park and ride, rural/tourist buses, alternative viewpoint, restored footpath, environmental restoration working holidays, diversification of farm buildings into accommodation/catering, ranger-led guided walks, rural activity holidays. (3 marks)

- 33** Include transport/accommodation/catering and attraction elements. Vary the programme while giving a flavour of the area chosen. Name roads, hotels, attractions, etc. (6 marks)

- 34(a)** Include named local leisure facilities with appeal to the two ages specified. (3 marks)

- (b) Think of a round trip. Include destinations, transport methods and routes between them, accommodation and attractions there. Appropriateness to a week and variation of destination are factors to bear in mind. (9 marks)

## Unit 3 Practice exam

- 1 Customer-fronting. (1 mark)
- 2(a) A flyer is a hand-bill. Often smaller than a leaflet, it is printed on a single sheet of unfolded paper. A leaflet is folded. (2 marks)
- (b) Possibilities: brochure, poster, printed advertisement, website, media commercial, merchandise/souvenir. (3 marks)
- 3 There are risks in any place and in any human behaviour. Risk is managed to reduce the hazards posed. (2 marks)
- 4 An advertisement that wraps around a bus. In extreme cases the whole outside shell of the bus becomes the advertisement. (2 marks)
- 5 Interest. (1 mark)
- 6 Grey market is the segment that is made up of customers who are middle-aged and older (often grey-haired). (2 marks)
- 7 The customer hasn't requested them. (1 mark)
- 8 Possibilities: tripping, falling, slipping. (2 marks)
- 9 Evaluate means to weigh up and come to a conclusion about how well the organisation promotes its products/services or how it deals with one health and safety issue. A good answer would not only describe how the chosen one is done but go on to point out strengths and weaknesses, coming in the end to a balanced conclusion based on points made. (9 marks)
- 10 Customer-fronting jobs are those that involve dealing directly with customers most of the time. In a hotel they would include reception, bar, waiting, conference/function staff and managers. A better answer may well be produced by considering one operational role (such as waiter) and one managerial/supervisory (such as conference manager).
- (a) (4 marks)
- (b) (6 marks)
- 11 A customer-fronting job is one that involves dealing directly with customers most of the time. (2 marks)
- 12 Operational and supervisory/managerial. (2 marks)
- 13(a) A skill is an ability or competence that can be learned. A personal quality is an innate character trait. (2 marks)
- (b) An example of a skill is identifying customer need to make a sale. An example of a personal quality is friendliness. (2 marks)
- 14 (a) A duty is a required task. (2 marks)
- (b) In-house training is provided by the organisation for its own staff on its own premises. (2 marks)
- (c) On-the-job training is learning while performing the duties of the job. (2 marks)

- 15** Many leisure and tourism activities depend on the weather. In the summer season seaside resorts are busy, In the winter, ski resorts are. (2 marks)
- 16(a)** Unsocial hours are work times that may interfere with family/social life. Evening, bank holiday and weekend working are examples. (2 marks)
- (b)** Casual work is temporary short-term work — often available during peak periods such as high season. (2 marks)
- 17** The public, the organisation’s customers and its staff. (3 marks)
- 18** Reasons include: to comply with the law, to do the right thing by its staff, customers and the public, to maintain its reputation/avoid litigation/bad publicity. (4 marks)
- 19(a)** People (passengers/customers) may slip over and hurt themselves and/or others. (2 marks)
- (b)(i)** Platforms, carriage steps, station concourse, carriage vestibule floors. (3 marks)
- (ii)** To warn passengers (customers), to minimise the chances of an accident, to avoid litigation/bad publicity, to comply with the law, to do the right thing, out of genuine concern, her/his responsibility. (5 marks)
- 20(a)(i)** Electrocutation, trip (over cable), used in an assault/thrown in play. (2 marks)
- (ii)**
- | Potential cause                 | Examples of risk   |
|---------------------------------|--|
| Glass door to balcony           | 1 Swing into someone<br>2 Shatter and cut                                    |
| En-suite bathroom               | 1 Slip on wet surface, e.g. bath floor<br>2 Scald from excessively hot water |
| Tea and coffee making equipment | 1 Spills of hot water<br>2 Trip over flex                                    |
| Iron                            | 1 Drop as a heavy weight (broken foot)<br>2 Burn from hot sole plate         |
- (4 marks)
- (b)** Possible sources include: central tap on washbasin (e.g. bang head), bath with shower (fall when climbing in/out), sliding wardrobe doors (trap fingers), balcony (fall), television (trip, dropped weight, electric hazard), etc. (3 marks)
- (c)(i)** Tripping hazard and additional fire risk. (1 mark)
- (ii)** Abuse by minors, potential for an accident with broken glass. (1 mark)
- 21(a)** Swing strike, falls from apparatus, trips and slips on surface, misuse of equipment by self/others. (2 marks)
- (b)(i)** Bad publicity may put people off visiting the campsite, loss of trade/income. (3 marks)
- (ii)** It doesn’t have to be absolutely true — perception is what counts. ‘No smoke without fire’. On the other hand, complete fabrication could allow a law suit, although damage is probably done anyway. (8 marks)

- 22** Example: hotel.
- (a)** Risks: fall, trip, slip, fire, food poisoning, etc., with a description that links the hotel, the risk and the customer. (4 marks)
- (b)** Deliveries and vehicles entering/leaving the premises are sources of risk for passers-by. (2 marks)
- 23** Compare means identify similarities in the level of health and safety risk faced by the organisation you chose for question 22 with that faced by another leisure and tourism organisation. In your answer, do not deal with the two organisations separately because it is then difficult to make true comparisons. Statements of similarity will entail noting differences too. (6 marks)
- 24** Evaluate means weigh and conclude the degree to which risks to health and safety are inevitable for leisure and tourism organisations. Good answers will identify hazards that exist no matter what steps are taken to reduce or eliminate them. You should include measures taken to minimise the risk and conclude how much of a gap there is. (9 marks)
- 25** Measures to minimise the risk of fall, trip, slip, poison, electrocution, dropping heavy weights, moving heavy obstacles, etc. (3 marks)
- 26(a)(i)** Travel to a place beyond the usual home-work area for a work-related purpose. (2 marks)
- (ii)** A venue for hosting meetings and associated hospitality. Likely to include meeting rooms, café-bar, restaurant and hotel-standard accommodation. (2 marks)
- (b)** All are about preventing the spread of infectious disease such as flu. (2 marks)
- 27** Health and safety matters because businesses must comply with the law, they must do the right thing by their staff, customers and the public and they must maintain their reputations/avoid litigation/bad publicity. Discuss means to write from the viewpoints of two sides in an issue. Here, a good answer would talk about how much the individual reasons really matter in relative terms, coming to a final conclusion. (8 marks)
- 28(a)** Warning notices and providing lifeguard supervision are two possibilities. Justify in terms of the reasons why health and safety matter. (6 marks)
- (b)** A hotel (for example) will provide fire escapes and fire evacuation procedure notices in bedrooms. (6 marks)
- 29(a)** Discuss means to write from the viewpoints of two sides in an issue. Here, a good answer could talk about how much the briefing matters to canoeists of differing experience, given the presence of staff. (6 marks)
- (b)** How to get in and out safely. What to do if you become separated from the group. (4 marks)
- 30** Compare means to examine similarities. A good answer to the question will not deal with the two organisations separately but will genuinely compare them. 'How well' means pointing out what one does better than the other, so some differences are relevant too. (6 marks)

**31** Discuss means to write from the viewpoints of two sides in an issue. Here, a good answer could talk about how leisure organisations need to protect health and safety while many customers just want to have fun. On the other hand, some customers may be highly safety-conscious and good customer satisfaction will depend upon keeping them happy too. (8 marks)

**32** Possibilities include:

**(a)** lifeguard, masseur(se), receptionist, fitness instructor (3 marks)

**(b)** reception desk staff, concierge, conference organiser, housekeeping jobs. (3 marks)

**33** Clearly identify the job as a leisure and tourism one.

Personal qualities are those qualities a person innately has, e.g. they are calm, friendly, cheerful, organised, caring, patient.

The command word is 'evaluate': explain why each quality helps do the job and say how important it is and why. (6 marks)

**34(a)** One possibility is a campsite children's representative (for a UK tour operator) in France. (1 mark)

**(b)** Take each of Gavin's self-evaluation comments in turn and say how the job matches it. (3 marks)

**35** Gain experience (work placement, junior-level job) in related workplaces and achieve qualifications through courses such as GCSE Leisure Studies/Travel and Tourism, BTEC and OCR Nationals and NVQs at college, leading to possible Foundation Degree/Degree courses in HE in Leisure/Tourism Management. (4 marks)

**36** Clearly identify a leisure job or a travel and tourism job.

Consider personal qualities, skills and experience to date and then say how well prepared each makes you for the job currently. What can you do to improve shortfalls? (6 marks)

**37(a)(i)** The top photo suggests that it is a modern facility, with car parking space, floodlighting and outdoor facility space. Bottom photo set: variety of facilities and appeal to different customer groups. (2 marks)

**(ii)** So that workers can access the centre before or after the normal working day. (2 marks)

**(b)(i)** Possibilities include: leaflets, brochures, posters. (3 marks)

**(ii)** A flyer is a single sheet whereas a leaflet is folded into several leaves. (2 marks)

**(iii)** Give them out at the centre, letterbox drop in Alnwick and district, have them available in public buildings, e.g. libraries and tourism facilities such as local hotels. (2 marks)

**38(a)** A possible completion:

Promotional materials	Promotional techniques
Leaflet	Advertising
Poster	
Advertisement	
Flyer	
Press release	
Brochure	
	Direct marketing
	Public relations

(4 marks)

- (b) Promotional material possibilities include: merchandising materials, promotional videos, websites. Promotional techniques possibilities include: personal selling, displaying, sponsoring, demonstrating and running sales promotions. (2 marks)

**39(a)** Possibilities include:

Technique: advertise locally, direct marketing, window display.

Material: flyer, poster, website entry, local press release, local advertisement. (2 marks)

- (b) Reasons should relate to maximising the efficiency of message projection while keeping costs down. (4 marks)

**40(a)** A good description could include: award won; a nostalgia experience; what the outside looks like and the way in; address and other contact details; an audio tour available.

(4 marks)

- (b) Apply the AIDA method. Consider what a customer needs to know in advance, why this material grabs their attention and makes them want to go, what they can do now.

(3 marks)

**41** Clearly identify the town/city first. Content would include:  
where it is

- what it offers visitors
- the main transport routes to it
- The answer should give reasons for the content chosen.

(6 marks)