

# OCR

Oxford Cambridge and RSA

## Tuesday 24 May 2016 – 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	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

#### 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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- 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.

1 (a) Theatres, galleries and museums often host a variety of events throughout the year.

(i) Name **two** types of show which might be held at a theatre.

1 .....

2 ..... [2]

(ii) Name **two** events that may be held at a large gallery.

1 .....

2 ..... [2]

(iii) Name **two** types of museum that can be found in the UK.

1 .....

2 ..... [2]

(b) Castles are in the cultural component of leisure and tourism. Name and describe **two** events that can take place in a castle that you have studied.

Name of castle .....

Event 1 .....

.....

.....

.....

.....

.....

Event 2 .....

.....

.....

.....

.....

..... [6]

- (c) Discuss how cultural component providers offer activities that can appeal to a wide range of visitor types.

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

[8]

2 (a) Large hotels often have many facilities available for guests and people who live locally.

Some of these are shown in Fig. 1 below.

bar	beauty salon	conference centre
function room	gardens	golf course
gym	meeting room	restaurant
sauna	steam room	swimming pool
WiFi		

Fig. 1

Identify from Fig. 1.

- **two** facilities from the **entertainment** component of the leisure and tourism industry.

1 .....

2 ..... [2]

- **two** facilities from the **leisure** component of the leisure and tourism industry.

1 .....

2 ..... [2]

- **two** facilities that hotel guests may use for business purposes.

1 .....

2 ..... [2]

(b) Describe each job role given below.

- Gym Instructor .....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

- Waiter .....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[6]



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

- Rio de Janeiro .....
- Rome ..... [2]

(ii) Describe why a tourist might visit each of the following destinations.

- Masai Mara .....  
.....
- Cornwall .....  
..... [4]

(b) Explain **one** method of transport that can be used to travel from the UK to each of the following destinations.

Disneyland Paris .....

Method of transport: .....

Explanation: .....

.....

.....

.....

.....

.....

.....

Barcelona .....

Method of transport: .....

Explanation: .....

.....

.....

.....

.....

.....

.....

[6]





## 4 Refer to Fig. 2.

One of the biggest changes in the UK accommodation stock in the past 5 years has been the increasing number of branded budget hotel rooms. The income earned by budget hotels rose from £1 billion in 2006 to £1.5 billion in 2012. The number of rooms available is set to rise by 4.8% between 2012 and 2017. The budget hotel chains have followed the low cost airlines example of using 'no frills', price cutting and new technology to create their rapid growth.

Key features of a budget hotel are:

- standard price scheme operated by the hotel chain
- rooms are a standard size and layout
- limited room service
- restaurant and/or bar facilities are available either in-house or in an adjacent property

**Fig. 2 U.K. accommodation trends**

(a) Identify **two** budget brand hotels from the list below.

Hotel chain	✓
Hilton Hotels	
Travelodge	
Premier Inn	
Warner Leisure Hotels	
Q Hotels	

[2]

(b) Describe **two** features listed in Fig. 2 that make budget hotels popular.

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

[4]

(c) Explain **two** ways that budget hotels may generate additional income.

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]



**ADDITIONAL ANSWER SPACE**

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).

A large area of lined paper for writing. It consists of a vertical solid line on the left side, creating a margin. To the right of this line, there are numerous horizontal dotted lines spaced evenly down the page, providing a guide for handwriting.

A series of horizontal dotted lines for writing, spanning the width of the page. A vertical solid line is positioned on the left side, creating a margin.



A large rectangular area with a solid vertical line on the left side and horizontal dotted lines extending across the page, providing a grid for writing answers.



**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.