

Tuesday 23 May 2017 – 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. 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 barcodes.

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) There are many varied attractions in the Leisure & Tourism industries.

Chester Zoo	The British Museum	Canterbury Cathedral
Brighton Pier	Eden Project	Flamingo Land Theme Park and Zoo
Portsmouth Historic Dockyard	West Midland Safari Park	Rother Valley Country Park

Fig. 1

Identify from Fig. 1

(i) **three** themed visitor attractions

.....

 [3]

(ii) **three** cultural attractions

.....

 [3]

(b) Outdoor activity centres are in the leisure component of the leisure and tourism industry. Name and describe **two** activities that take place in an activity centre that you have studied.

Name of activity centre

Activity 1

.....

Activity 2

.....

- 2 (a) Holiday parks often have many facilities from different components of the leisure and tourism industries.

Some of these are shown in Fig. 2 below.

sports centre	log cabins	caravans
laser tag	ten pin bowling	glamping tents
spa	restaurant	outdoor activity centre

Fig. 2

Identify from Fig. 2

- (i) **two** facilities from the leisure component.

.....
 [2]

- (ii) **two** facilities from the accommodation component.

.....
 [2]

- (iii) **two** facilities from the entertainment component.

.....
 [2]

(b) Describe each job role given below.

- Website administrator.....

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- Children’s representatives

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.....

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.....

[6]

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

- Cairo
- Hanoi

[2]

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

- Barcelona
-
- Kurumathi
-

[4]

Different visitor types often choose different forms of transport.

- (b) Explain the likely choice of transport for each of the visitor types given in the following situations.

A group of twelve Japanese tourists who want to see many of the sights of London in one day.

Main methods of transport:.....

Explanation:.....

.....

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.....

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A family including three children renting a holiday cottage in Mid Wales.

Main methods of transport:.....

Explanation:.....

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[6]

4 Refer to Fig. 3.

The table below shows trends in inbound tourism for the period 2011 to 2015 based on the Office for National Statistics International Passenger Survey.

Year	Number of visits (m)	Spend (£bn)	Average spend per visit £	Average nights per visit	Nights (m)
2011	30.8	18.0	584	7.6	235
2012	31.1	18.6	600	7.4	230
2013	32.7	21.3	650	7.5	245
2014	34.4	21.9	636	7.7	265
2015	36.1	22.1	611	7.6	273

In 2015 38% of visits to the UK were for a holiday, whilst 25% were for business. Trips to visit friends or relatives (VFR) account for the largest share of nights 39%

Fig. 3

(a) Using Fig. 3. Identify **two further** upward trends given by the statistics.

Trends	✓
Number of visits	✓
Spend	
Average spend per visit	
Average nights per visit	
Nights	

[2]

(b) Describe **two** trends shown in Fig. 3.

1.....
.....
.....
.....
.....
.....
.....

2.....
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.....
.....
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.....
.....

[4]

(c) (i) Explain why inbound visits to the UK might be increasing.

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

[3]

(ii) Explain why VFR nights account for the largest share of nights spent by tourists.

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

[3]

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 horizontal dotted lines extending across the width of the page, providing a grid for writing.

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



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