

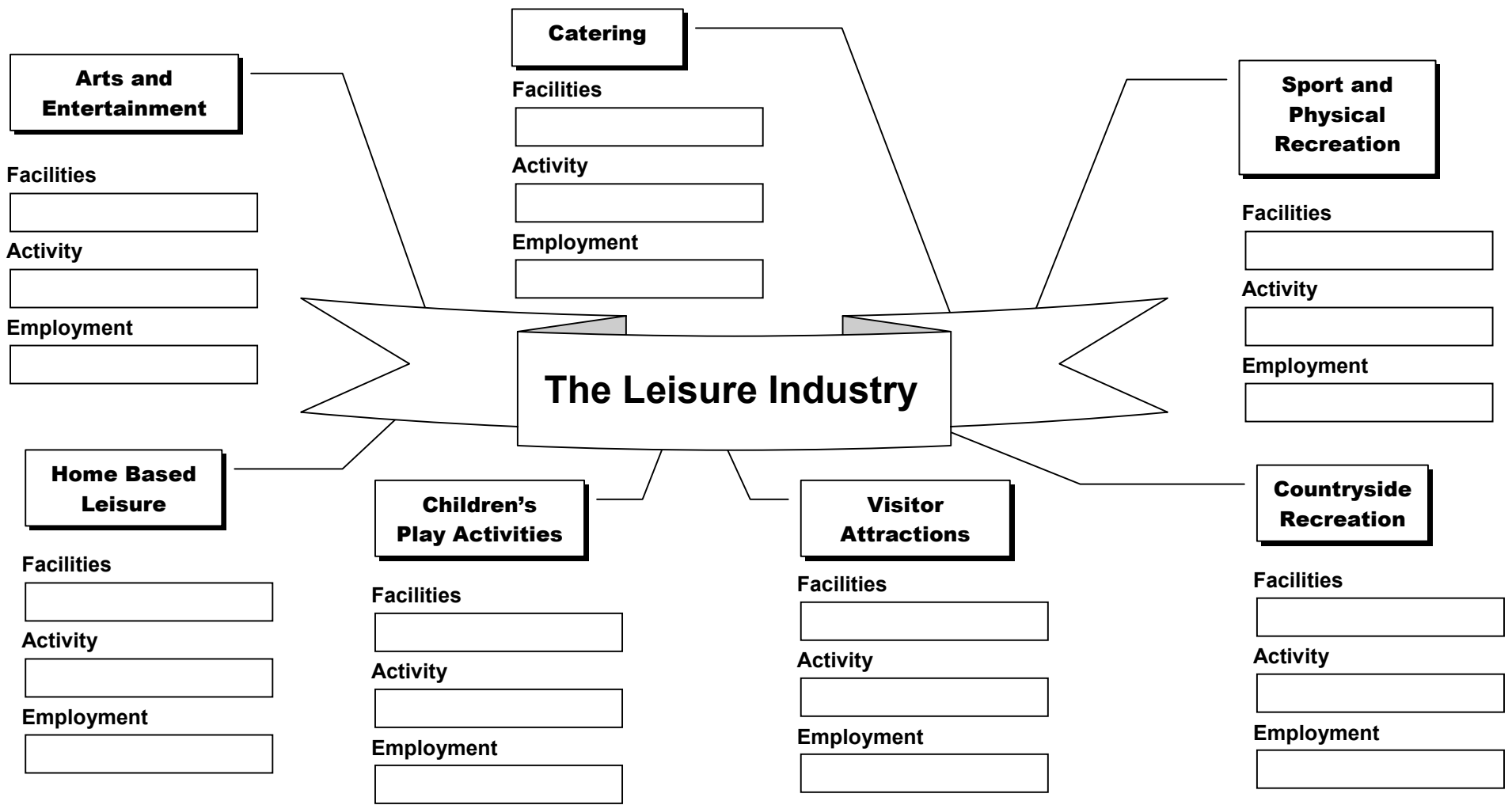
Revision Plan

What I will revise	When I will revise (Date/Time)	Achieved		Not achieved	New revision date/action
		Feel I know it	Confident I know it		
1. The leisure industry					
Leisure activities					
Leisure key components					
Changes in leisure facilities over past 20 years					
How leisure meets the needs of different people					
Leisure facilities					
Products and services					
Factors influencing choice					
Employment opportunities in leisure					
2. The travel and tourism industry					
Purpose of visit					
Travel and tourism key components					
Types of holidays					
Methods of travel					
Relative merits of travel					
Tourism destinations					
Social impact of tourism					
Economic impact of tourism					
Environmental impact of tourism					
Sustainable developments					
Employment in travel and tourism					
3. Links between leisure and tourism					
Why leisure and tourism need each other					
Which components appear in both leisure and tourism					



Components of the Leisure Industry - Facilities, Activities and Employment

Complete the diagram below by inserting examples of facilities, activities and employment opportunities for each component of the Leisure Industry.





The Leisure Industry - What do you know?

Components of the Leisure Industry

This question sheet is designed to help you see what leisure components you need to revise in more detail before your exam.

In the boxes below put a tick in the column that best describes how you feel about each of the questions that follow.

OK	I feel confident that I could answer questions on this
?	I think I need to revise!

I know each of the components of the leisure industry	Questions															
	1		2		3		4		5		6		7		8	
	OK	?	OK	?	OK	?	OK	?	OK	?	OK	?	OK	?	OK	?
Sport and Physical Recreation																
Arts and Entertainment																
Children's Play Activities																
Countryside Recreation																
Catering																
Visitor Attractions																
Home Based Leisure																

1. For each of the seven components I can recognise examples of activities
2. For each of the seven components I can give examples of activities
3. For each of the seven components I can recognise examples of facilities
4. For each of the seven components I can give examples of facilities
5. For each of the seven components I can give examples of changes over the last 20 years
6. For each of the seven components I can give examples of how the provision might differ throughout the UK
7. For different types of facilities I can describe examples of products and services
8. I can give examples of employment opportunities for each component of the leisure industry



The Leisure Industry - What do you know?

Components of the Leisure Industry:

Sport and Physical Recreation

Arts and Entertainment

Children's Play Activities

Countryside Recreation

Catering

Visitor Attractions

Home Based Leisure

9. I can write down all the components of the leisure industry exactly as they are above.	True	False
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Use of Leisure Time

10. I know and can explain the factors, listed below, that influence choices people make about how they use their leisure time.	True	False
---	-------------	--------------

- Age group
- Culture
- Special needs
- Type of household
- Gender
- Social group
- Availability of local facilities
- Availability of transport
- Their interests
- Fashion
- Influence of family and friends
- Money available to spend on leisure

11. If I was given information about a person I could identify the factors that help them make their choice of how they spend their leisure time.	True	False
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12. I can explain why it is the most appropriate factor linking my explanation to the information provided.	True	False
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Travel and Tourism Key Components

Look at the components in the left hand column and link them using a straight line to the most appropriate description in the right hand column.

Travel Agents

Organisations that can arrange your holiday through the internet.

Tour Operators

Organisations that provide information and/or activities for people to enjoy. Can be natural or purpose built.

Tourist Information and Guiding Services

Organisations that put together transport, accommodation and excursions and produce brochures.

Online Travel Services

Organisations that provide advice on holiday arrangements and sell holidays to customers.

Accommodation and Catering

Organisations that provide methods of travel to take you from one place to another.

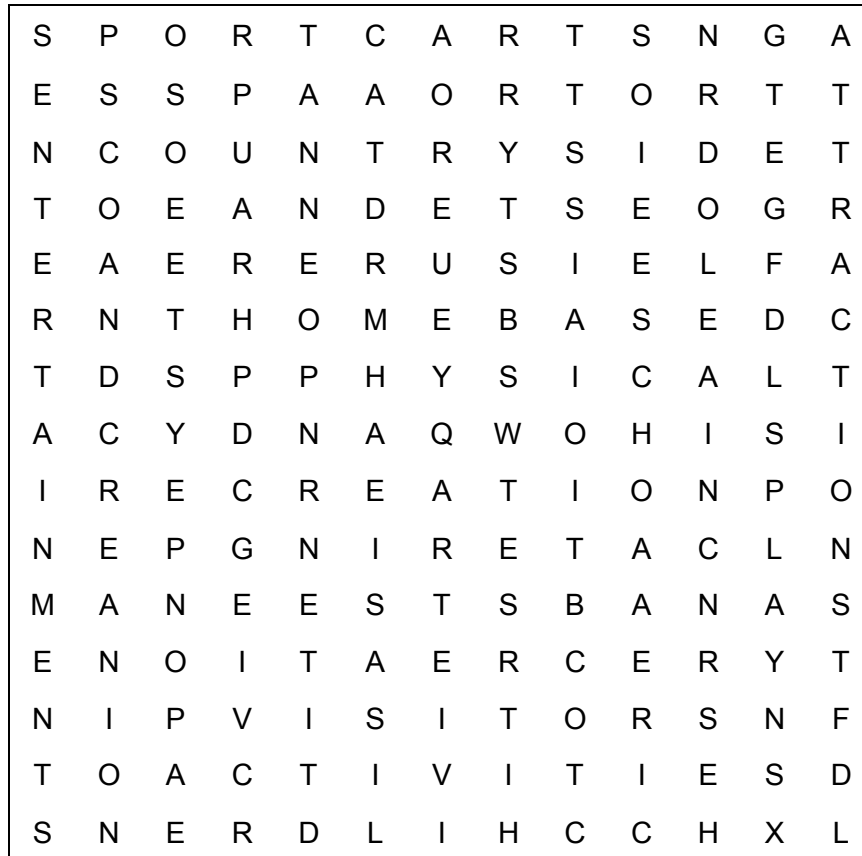
Transportation

Organisations that provide a place to stay and food facilities.

Attractions

Organisations that provide information to visitors about the local area.

Components of the leisure industry

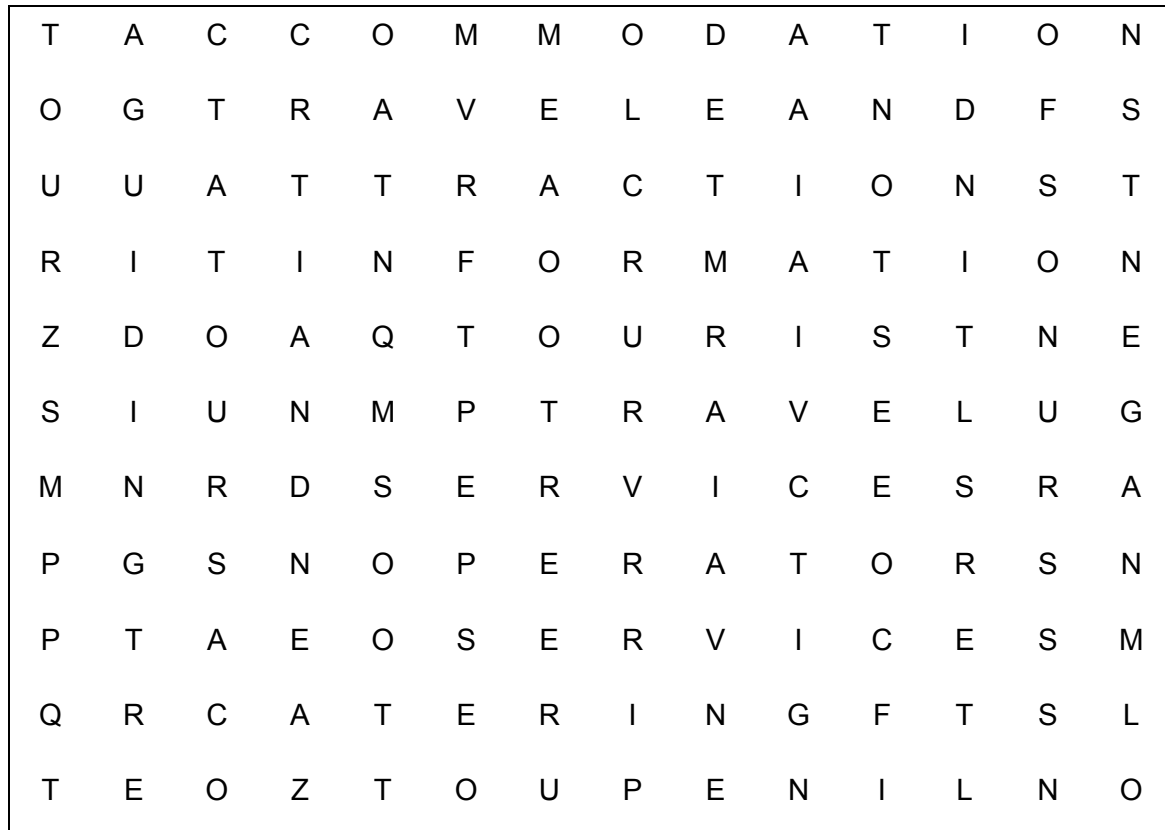


Can you find all the components of the leisure industry in the word search?



Components of the travel and tourism industry

Can you find the components of the travel and tourism industry in the following word search?



Which component of the travel and tourism industry cannot be found in the word search?



Tourism destination word search

Can you find all the types of tourism destinations in the word search?



Which type of tourism destination cannot be found in the word search?

Each tourism destination you have located above link to one of the destinations below:

Destination	Type
Lake District	
Wimbledon	
Blackpool	
Stevenage	
Edinburgh	

Products and Services



Customers have different needs and it is important to know how products and services are developed to meet these needs. Facilities have to look at their products and services regularly to make sure customer needs are met. The example below shows one service provided by a leisure centre and explains why that customer group would want that service.

Facility	Customer	Product/Service	Explain why they would want this product/service
Leisure centre	Children 8 - 12	After school swimming club	Children aged 8 to 12 will be at school during the day. After school they like to meet friends and do exercise. Swimming is popular for children. The club will be supervised and will help them improve their swimming as well as meet up with other people their own age.

Activity:

Complete the boxes below for other customer types. For each identify and explain why they would want the products/services for a range of customers.

Facility	Customer	Product/Service	Explain why they would want this product/service
Leisure Centre	Business person		
	Retired gentleman aged 65		
	Mother and infant aged 1 year		
	Wheelchair user		

Products and Services

Activity:

Complete the boxes below to identify and explain the products/services for a range of customers using a library.

Facility	Customer	Product/Service	Explain why they would want this product/service
Library	Student		
	Child aged 4 years		
	A person partially sighted		
	A teacher		

Inbound	Tourists from abroad coming into the country
Outbound	People from this country going abroad

Are these people inbound or outbound tourists?

1. Mrs Thirlaway and her children, Sam and Julie, are flying to Majorca for a two-week summer holiday.
2. Mr and Mrs Gray going on a day trip to France.
3. Johan Campaigne coming to work in England from France for three months.
4. Mr and Mrs Singh coming from India to visit their mother in London.
5. Mr Black returning to Scotland from New York after a business trip.

Relative Merits of Travel



For each of the following select the most appropriate form of transport. Explain your choice.

1. Jane, who lives in Bristol, wants to visit her grandmother in London.
Choose from **Train** and **Plane** and explain your choice:

Transport:	Explanation:
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2. Mr Bell travelling from Liverpool to Belfast for a business meeting.
Choose from **Plane** or **Ferry** and explain your choice:

Transport:	Explanation:
------------	--------------

3. Mr Dubois travelling to Central London from Central Paris for a business meeting.
Choose from **Train** and **Plane** and explain your choice:

Transport:	Explanation:
------------	--------------

4. Mr Sparrow, a fashion designer, recently arrived into Heathrow after travelling First Class from New York with a suitcase of clothes. His meeting is in Central London.
Choose from **Taxi** or **Underground** and explain your choice:

Transport:	Explanation:
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5. The James family travelling from Plymouth to Santander in North Spain for their summer camping holiday.
Choose from **Plane** or **Ferry** and explain your choice:

Transport:	Explanation:
------------	--------------

6. A football team travelling from Ipswich to play an away game in Coventry.
Choose from **Car** or **Coach** and explain your choice:

Transport:	Explanation:
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Types of holiday



Below are descriptions of different holidays. For each description:

- (i) identify the most appropriate purpose of the visit
- (ii) state the appropriate type of holiday.

1. Mrs Strange is planning to visit Paris. When she is there she wants to see the Eiffel Tower, River Seine, Montmartre, Notre Dame, Tuileries, and the Arc de Triomphe.

Purpose of visit:	
Type of holiday:	

2. Mr Marsh is taking his family away for two weeks. He has been working very hard for the last three months and is looking forward to spending some time together in Florida.

Purpose of visit:	
Type of holiday:	

3. Moira, Elaine and Liz are art and design students planning to spend some time in London at the Tate Modern.

Purpose of visit:	
Type of holiday:	

4. Kristian Whitehart is going to Australia this summer as her mother went to live there two years ago.

Purpose of visit:	
Type of holiday:	

5. Gillian is planning to go to Italy this June because the European Championships will be held there.

Purpose of visit:	
Type of holiday:	

6. Beryl is spending three days in Prague where she will be going to a conference.

Purpose of visit:	
Type of holiday:	

Write your own description of holidays for each type in the specification.

Employment opportunities in travel and tourism



There are many employment opportunities within travel and tourism. Some of these are listed below:

Travel consultant	Conference organiser	Air cabin crew
Tourist guide	Resort representative	

Complete the table below by matching a job from the list above to the most relevant component given. Each job can only be used once.

Component	Job
Tour Operator	
Transportation	
Accommodating and Catering	
Tourist Information and Guiding Services	
Travel Agents	

Now think about what some of these people do at work.

Describe two duties of a travel consultant.

1. _____

2. _____

Employment opportunities in travel and tourism



Describe two duties of a member of cabin crew.

1. _____

2. _____

Describe two duties of a conference organiser.

1. _____

2. _____

There are many links between leisure and tourism industries. For example, both industries rely on each other for their customers.

This activity requires you to look at the links between leisure and tourism. You are required to use the words in the boxes then complete the statement for each scenario.

Scenario 1:

A rugby team from Erith in Kent who need to stay overnight in Kendal, Cumbria in order to play in a sporting event the following day.

hotel	accommodation and catering		
sporting	transportation	leisure	physical
	tourism	catering	
travel	rail	restaurant	sport

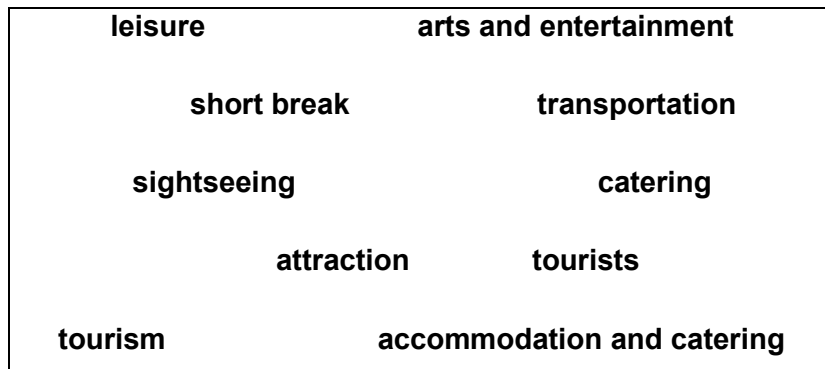
Statement:

The rugby team from Kent could not play their in Kendal without using a method of travel. In order to get to Kendal the team is going to have to by road or which is This is a component of travel and Once the team get to Kendal they will need to stay in a or guesthouse. They will also need to eat so might go to a These are examples of the component which is part of travel and tourism. is also a component of

There is an overlap here as a restaurant can be classed as both leisure and tourism. Once the team play in the event this is the component sport and recreation. This is also leisure.

Scenario 2:

Mr and Mrs Falstaff are travelling from Germany to the UK for a short break. They will drive to the UK and stay just outside London. They plan to visit Buckingham Palace and the National Gallery in Trafalgar Square. They also want to go and see a musical in the West End.



Statement:

There are many links between leisure and tourism in this short break. Firstly a

is classed as tourism however, it would not happen without having links with leisure. Mr and Mrs Falstaff will need transportation to get to the UK which is a component in travel and tourism. The accommodation they stay in is an example of the component which is part of tourism. They will also need to get to the centre of London which again is tourism. Buckingham Palace is an example of a visitor attraction which is a component. It attracts visitors who are and it is also an which is a key component in tourism. The National Gallery and the musical are classed in the component This is a component of leisure. It can also be classed as tourism as people visit these attractions for and they are also tourists. This is an example of a link between leisure and tourism. Another link is(leisure) and accommodation and catering (tourism) as Mr and Mrs Falstaff will stay in accommodation and need food and drink, which comes into both components. Leisure andrely on each other to exist.

Making links between Leisure and Tourism



Tour operators are now putting together package holidays to Athens for people wanting to watch the Olympic games.

This is an example of a link between Leisure and Tourism using the components **Sport and Physical Recreation** and **Tour Operators**.

Give examples of a link between Leisure and Tourism using the following components:

1. Arts and Entertainment and Transportation

2. Countryside Recreation and Attractions

3. Catering and Tour Operators

4. Accommodation and Catering and Sports and Physical Recreation

5. Attractions, Catering and Transportation

6. Catering, Tour Operators, Transportation and Arts and Entertainment

Who wants to be a Leisure and Tourism Millionaire?



£100: Which of these is <u>not</u> a component of the leisure industry?	
A. Sport and physical recreation	B. Arts and entertainment
C. Accommodation and catering	D. Children's play activity

£200: Which of these facilities would <u>not</u> be provided by the arts and entertainment component of the leisure industry?	
A. Theatre	B. Bingo Hall
C. Night club	D. Restaurant

£300: Which of these products and services would <u>not</u> be provided by a leisure centre?	
A. Sports activities	B. Video hire
C. Lessons and classes	D. Food and drink

£500: Which activity would <u>not</u> be considered as part of the component 'sport and physical recreation'?	
A. Surfing the web	B. Watching tennis
C. Playing football	D. Jogging

£1 000: In which two components could you put the activity 'horse riding'?	
A. Sport and physical recreation and children's play activities	B. Sports and physical recreation and countryside recreation
B. Art and entertainment and children's play activities	C. Countryside recreation and children's play activities



Who wants to be a Leisure and Tourism Millionaire?

£2 000: A couple plan to visit New York and see the Statue of Liberty, Empire State Building, Broadway, Times Square, and Central Park. What is the purpose of their visit?	
A. Holiday	B. Sightseeing
C. Visiting friends and relatives	D. Visiting an attraction

£4 000: Which of the following types of transport use the road?	
A. Horse and carriage	B. Helicopter
C. Barge	D. Train

£8 000: What type of destination is the New Forest?	
A. Coastal areas	B. Tourist towns and cities
C. Places of historic interest	D. Countryside areas

£16 000: Within which component of the travel and tourism industry would you be working if you were a resort representative?	
A. Online travel services	B. Transportation
C. Travel agents	D. Tour operators





Who wants to be a Leisure and Tourism Millionaire?

£32 000: Justin Timberlake is in the UK to present the National Music awards. He is staying in a 5* hotel in Kensington and the awards are to be held in Kensington. Which type of transport would be most suitable for Justin to use from the hotel to the awards?	
A. Taxi	B. Hire Car
C. Limousine	D. Tube

£64 000: Which of the following is a component of the travel and tourism industry?	
A. Online travel agents	B. Online travel operators
C. Online travel services	D. Online tour services

£125 000: The Ewell family are planning a two week trip to Greece. They have seen exactly what they are looking for in a brochure. What type of holiday will they be taking?	
A. Domestic	B. Short break
C. Package	D. Special interest

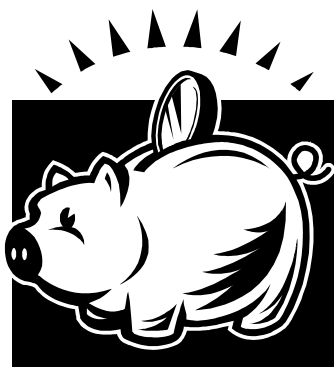
£250 000: Which of the following is <u>not</u> a factor that influences the choices people make about how to enjoy leisure time?	
A. Influences of family and friends	B. Availability of transport
C. Price	D. Gender



Who wants to be a Leisure and Tourism Millionaire?

£500 000: Lots of people go walking in the Lake District. What type of impact does this tourist activity have on the Lake District?	
A. Positive environmental	B. Negative environmental
C. Positive economic	D. Negative economic

£100 000 000: One way of developing sustainable tourism would be?	
A. Have car parks at the start of walking routes with lots of signals showing people the way to go	B. Turn an airfield into an airport for international flights
C. Build a theme park on the edge of the city	D. Convert a derelict school into a heritage centre that shows what life was like in a destination in Victorian times



Exam command words



The following are the types of word you will find in your exam questions and what they mean.

Identify

This means	From information you have been given, pick out what you think is right.
Where	The answer to the question is in the information given in the question.
Type	This type of question usually has one mark so you only need to give short answers.
Example Q	Entrance to the aquarium costs £3.50 and buses stop right outside. The advert shows you all about it including all the fish displays they had. Q: Identify a product or service of the aquarium. A: Fish display

State/Give

This means	Say what you think is right from everything you have learned.
Where	Answers come from what you have learnt and revised before the exam. You should have learnt the answer from the 'what you need to learn' part of the unit.
Type	This type of question usually has one mark so you only need to give short answers.
Example Q	Q. State two factors that might prevent a family from using the Aquarium. A: The money they have to spend on leisure time activities Their age group

Select

This means	Pick out what you think is right – it might be from information you have been given or from what you have learnt. It is another way of saying Identify, State or Give.
Type	This question usually has one mark so you only need to give a short answer.
Example Q	Q. Select one product or service available from a travel agency. A: Book a package holiday

Link/Match

This means	Show which box on one side has information that relates to information on a box on the right by drawing a line between them.
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Complete

This means	Fill in each box in the table and state or identify what you think is right.								
Type	Each box in the table is usually one mark so you often only need to give a word or short phrase.								
Example Q	Complete the table below by stating a job for each component given.								
Answer	<table> <thead> <tr> <th>Component</th> <th>Job</th> </tr> </thead> <tbody> <tr> <td>Transportation</td> <td>Pilot</td> </tr> <tr> <td>Catering</td> <td>Chef</td> </tr> <tr> <td>Sport and Physical Recreation</td> <td>Fitness Instructor</td> </tr> </tbody> </table>	Component	Job	Transportation	Pilot	Catering	Chef	Sport and Physical Recreation	Fitness Instructor
Component	Job								
Transportation	Pilot								
Catering	Chef								
Sport and Physical Recreation	Fitness Instructor								

Describe

This means	Say what something is or what it looks like. Imagine someone has never seen it before or knows nothing about it.
Type	There are usually 2 or 3 marks for these questions, the more detail you give the more marks you will get.
Example Q	Describe a product or service at the airport.
Basic Answer	<p>Cafes</p> <p><i>Comment – This is stating and not describing. You need more detail if you are to get all the marks. You could say how many cafes there are, where they are, the type of food and drink you can buy, whether it is self service.</i></p>
Detailed Answer	<p>Restaurants and places to have drinks. There are two cafes, Starbucks and Café Nero where you can get hot and cold drinks and sandwiches and Garfunkels where you can get a wide range of hot and cold meals as well as drinks.</p> <p><i>Comment – this will get you maximum marks</i></p>



Explain

This means	Give reasons behind why something has happened or why it is the right way to do something or why you think something is right.
Type	There are usually 4 or more marks available. You will probably write quite a lot in your answer. Answers must have reasons. The better the reason, the better the marks. In your answer you should think of using 'because'; if someone could still ask 'why' at the end of your answer you need to give more detail.
Example Q	Explain why an attraction prints their information leaflets in languages other than English.
Basic Answer	So visitors can understand what they are reading and have all the information they need.
Detailed Answer	Many visitors come from abroad like France and Greece where they speak other languages and they might not speak English. So if things are written in their own language they can understand it and get more out of their visit.

Analyse

This means	To break down the situation and look at it in detail. Imagine you have to tell someone all aspects of a problem.
Type	Questions that ask you to analyse will appear towards the end of the exam paper. There will be a number of marks allocated. You will need to write quite a lot in your answer. Answers must consider a number of different points. In your answer you should think of using 'such as', 'whereas', 'however', 'meaning', 'so that'.
Example Question	One positive impact of the construction of the Channel Tunnel is more employment opportunities. Analyse the negative impacts of increased tourism due to the construction of the Channel Tunnel.
Basic Answer	The Channel Tunnel has meant that there is an increased amount of traffic in Kent. Due to this there will be more car fumes polluting the air resulting in poor air quality. There will also be more traffic jams which makes travelling for local people very difficult.
Detailed Answer	The Channel Tunnel has meant that there is an increased amount of traffic in Kent. Due to this there will be more car fumes polluting the air resulting in poor air quality. There will also be more traffic jams which makes travelling for local people very difficult. The government has improved the roads however at busy times such as Bank Holidays even these new roads cannot cope and congestion is a problem. Another problem is that although this has allowed people to travel from Europe to the UK more easily it also means more people from the UK will go out of the country to shop and have short breaks meaning money won't be spent in the UK.



Model answers based on January 2004 paper

Please note these are suggested answers for revision guidance only and some of the examples are actual student responses. The mark at the side of each question is an indication of the number of marks that would be awarded for each response.

Q3 (b)	Describe two duties of a park ranger.
Basic Response	<i>Make sure animals are looked after.</i> 1/2
Suggested Answers	<i>Has to look after the park and keep it clean and make sure the gates are opened and closed at the correct times.</i> 2/2

Q4 (a)	Leisure and Tourism provide products and services to their customers. Describe two products and services offered to users of public library facilities.
Basic Response	<i>Books and computers.</i> 2/4
Suggested Answer	1) <i>You can borrow books to take home</i> 2) <i>You can use the computers to look up information on the Internet</i> 4/4

Q 4 (b)	Travel agents sell holidays, flights and other travel arrangements. What other products and services might a travel agent provide?
Basic Response	<i>Foreign currency.</i> 1/4
Suggested Answer	<i>Travel agents provide different currencies so when you go abroad you can change pounds into currency like the Euro.</i> <i>Travel agents also provide holiday insurance in case you have an accident or lose something abroad.</i> 4/4



Model answers based on January 2004 paper

Q5	You can travel from Newcastle to Amsterdam by plane or ferry. Explain why a business person would choose to travel by plane to attend a meeting in Amsterdam.
Basic Response	<i>The plane is quick.</i> 1/4
Suggested Answer	<i>It takes a short time to fly to Amsterdam so a plane would be quick. Planes run more than once a day. A business person might need to be in Amsterdam in the morning then somewhere else in the afternoon. If he/she travels by plane then they can do this.</i> 4/4

Q6 (a)	Explain how the Festival Theatre meets the needs of people with disabilities.
Basic Response	<i>It has wheelchair access, audio performances, concessions and interpreted performances.</i> 2/5
Suggested Answer	<i>The Festival Theatre meets the needs of people with disabilities by offering wheelchair access. This would help a disabled person who is using a wheelchair so they would not find it difficult to access the building. They offer audio so a person with impaired hearing can enjoy the performance because they will be able to hear it more clearly. Also for a person with impaired hearing or is deaf, they provide described language and sign language so it is easily expressed to them so they can properly understand it. Some disabled people may be blind or deaf so they provide interpreted performances again so they can understand the show. They also meet the needs of disabled people by offering concessions to people with disabilities. This is a lower cost compared to normal adult prices. This is good as some disabled people find it difficult to work full time and therefore do not have a lot of money.</i> 5/5

Q6 (b)	Explain why a child might not visit the theatre
Basic Response	<i>Its boring and they might not be able to afford to go as they don't have much money.</i> 2/4
Suggested Answer	<i>The theatre might not be appealing to a child as it may not be in fashion for children between 7 and 15. The cinema is very popular. The theatre is a lot more expensive than going to the cinema and most children only receive a limited amount of pocket money per week (like £5). Transport can also be late and become expensive when you only have a bit of money. Children aren't old enough to drive so might have to get a lift from their parents. This might not be possible so they could not go.</i> 4/4



Model answers based on January 2004 paper

Q6 (c)	Explain how the products and services of a theatre might be improved to meet the needs of families.
Basic Response	<i>They could have a family seating area where all families sit.</i> 1/3
Suggested Answer	<i>They could have a family area in a place that has good views so it is good for young children. This would be better because the family can all sit together and the place that it would be would mean the children could see the stage easily as children are small and cannot see over the heads of lots of people.</i> 3/3
Q7 (a)	A survey of its customers has recently been conducted for a leisure centre. The survey provided useful information which showed that the leisure centre might not be meeting the needs of all its customers. Explain how the leisure centre's products and services could be developed to meet the needs of the following: Young people aged between 10-16 who might want to use the leisure centre.
Basic Response	<i>A gym session for kids.</i> 1/3
Suggested Answer	<i>Gym sessions for children A gym with treadmills, rowing and skiing, machines. This would be good for young people as they would feel grown up using this equipment and they would be able to workout with people their own age.</i> 3/3
Q7 (b)	People who might want to use the leisure centre after work.
Basic Response	<i>Lockers.</i> 1/3
Suggested Answer	<i>Lockers that have space to put your clothes in and have a key that can secure your stuff. This would be good because people will be coming in their posh suit and carrying laptops. They can store these properly so that they won't get stolen.</i> 3/3

Model answers based on January 2004 paper



Q8 (b)	Explain the links between the leisure and tourism industries in the Manchester United Museum and Tour package.
Basic Response	<p>1. <i>The Museum is a visitor attraction which is leisure. The hotel is accommodation and catering as they are having a meal. This is tourism. The tour might have a guide.</i></p> <p style="text-align: right;">2/5</p> <p>2. <i>The hotel is accommodation and catering which is tourism. It could also be catering which is leisure. The Museum is also leisure. Getting to the stadium is transport which is tourism and the tour is tourism.</i></p> <p style="text-align: right;">3/5</p>
Suggested Answer	<p><i>You are staying in accommodation and having breakfast which is accommodation and catering. Breakfast can also be classed as catering. This means it is leisure and tourism. The museum is a visitor attraction which is classed as leisure. It could also be an attraction which is part of tourism. The tour will probably have a guide which again is tourism. They both rely on each other because if you are travelling from outside the area you would probably need accommodation and catering to be able to use this leisure facility.</i></p> <p style="text-align: right;">5/5</p>

Q8 (c) i	Describe how football grounds, such as Old Trafford, have changed over the last 20 years
Basic Response	<p><i>They now have more seats and catering facilities.</i></p> <p style="text-align: right;">2/5</p>
Suggested Answer	<p><i>Today due to the tragic Hillsborough disaster, where 90 football fans were killed because of too many fans standing on a terrace, seats have now been introduced at football stadiums. Nearly every top football club has been made an all-seater stadium and the old terracing has gone. The stadiums are big and now you can also see the players in action on massive screens around the grounds. They show goals again. This was not there 20 years ago instead you had to wait until you got home to see the replay goals.</i></p> <p style="text-align: right;">5/5</p>



Model answers based on January 2004 paper


8 (c) ii	Describe how other leisure facilities have changed over the last 20 years.
Basic Response	<i>Cinemas now have multi-screens.</i> 1/4
Suggested Answer	<i>Cinemas used to be in the city or town centre and just used to show one film at a time. There was a lady who served ice cream to you at the interval. Cinemas also had hard uncomfortable seats. Now, cinemas are huge with multi screens showing lots of films at the same time. You can still find cinemas in towns and cities but also in retail parks. Most cinemas now have restaurants and or bars in or near them as well as places to buy popcorn, nachos and sweets. They don't have intervals any more but you can buy the food and drink and take it into the film with you. 20 years ago you bought a ticket on the day and sat where you wanted. Today you can pre book seats over the Internet or on the phone. In some cinemas you are allocated a specific seat. The seats are also much better as they are much comfier and some are even reclining.</i> 4/4
9 (a)	The proposed development of the Resort Casino Hotel in Blackpool will have positive and negative impacts. Analyse the negative impacts this development could have.
Basic Response	<i>There will be lots of noise and air pollution and it will become overcrowded with lots of visitors.</i> 2/8
Suggested Answer	<i>To start off with there will be a lot of traffic around due to the construction of the hotel. Once it is built lots of people will come which will mean lots of traffic. The building of the hotel will ruin an area of land and this might move some wildlife from their habitat. The building work will look ugly because there will be lots of mud and it will look an eyesore until it is built. Environmental impacts such as more pollution would happen because of the fumes from increased traffic and also the lorries and other large vehicles involved in building the hotel. The development is going to bring more people to the area and due to the location people will probably travel there by car, which means an increase of cars on the road, which could result in congested roads, and traffic jams. This would be a real problem on days such as bank holidays when more people come to the area. If this development takes off then people may want to live in Blackpool. Due to demand house prices will rise which may force some local first time buyers from the area to move to somewhere else.</i> 8/8



Model answers based on January 2004 paper

9 (b)	Explain how the proposed development of the Resort Casino Hotel in Blackpool will have a positive impact on the Northwest region.
Basic Response	<i>This will mean that the area has more money. There will be jobs available for people in the area.</i> 1/4
Suggested Answer	<i>The Resort Casino Hotel will be open year round. There will be jobs in the hotel, which will be available to people in the area. These jobs will be year round meaning permanent employment rather than seasonal work. More people will visit Blackpool and will also probably visit the surrounding area i.e. Northwest. These visitors may use the local facilities such as restaurants, bars, visitor attractions etc. This means they will be spending in the area bringing money to the region.</i> 4/4

9 (c)	Analyse why the development of transport links in the Blackpool area are essential to the development of the Resort Casino Hotel.
Basic Response	<i>Transport links are essential otherwise no tourists would be able to visit there. If tourists cannot use local transport from the hotel they are less likely to visit the Casino Hotel or stay at the hotel. They will need more trams to deal with all the visitors.</i> 2/6
Suggested Answer	<i>Transport needs to be considered when developing the Resort Casino Hotel because if they have not got good transport links to get there then people will not go. There needs to be lots of methods of transport available so that the roads do not get too congested. The roads need to be able to deal with the increased traffic so they might need to be widened and they need to have good signage. Other methods of transport also should be considered. They could have a ferry port as Blackpool is on the coast and this could attract people from places like Ireland. They could also extend the routes available at Blackpool airport. They may also need to think about increasing the airport's size to deal with more visitors. The airport will also need good facilities so that people come to Blackpool rather than Manchester. The train system needs to also be improved with direct routes to major towns and cities across the UK. This will mean that Blackpool has excellent choices or ways to get there. If services are direct then people can get there easier and quicker making it more appealing and then people many even come for a one night stay.</i> 6/6



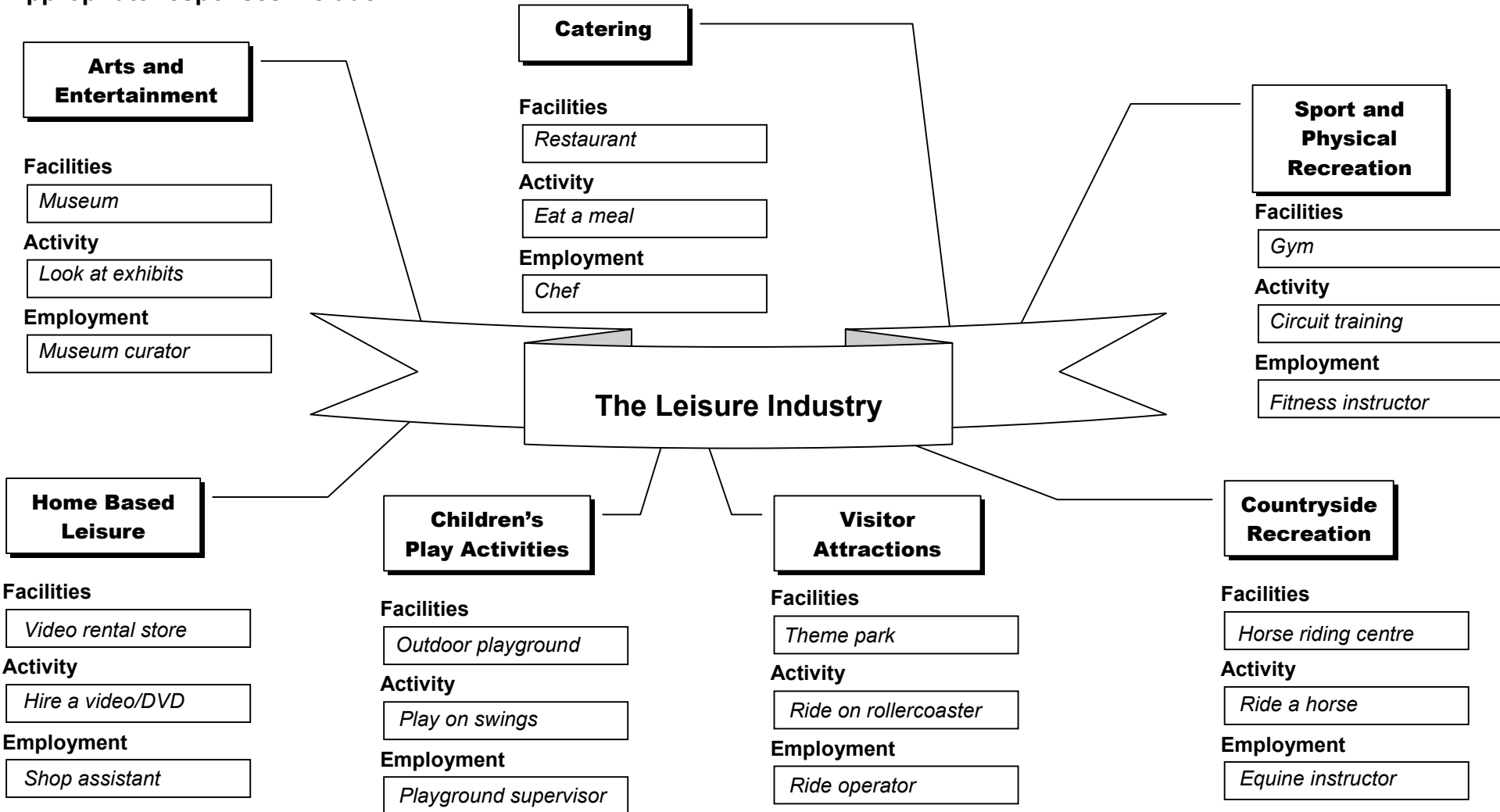
Tips for the Exam

1. Don't panic – you are well prepared!
2. Remember you have 90 minutes and there are 90 marks available – so a mark a minute.
3. Make sure you read everything carefully. Read the scenarios in detail underlining or ringing key words.
4. Make sure you check all the pages and don't miss any questions. Check the back page.
5. Note the command words for each question such as identify, describe, explain, analyse. If you are asked to describe the products and services of a library answering with the word 'book' is not a description.
6. Remember the easy questions are at the beginning of the paper. The paper gets harder later on and response questions should take longer.
7. If you are given information such as a map of transport routes in a town or city use this information. If the question clearly states you are to use the information provided then your response **must** relate to this and not to any other information.
8. Make links with actual examples for higher grades. If you are asked how the products and services of a theatre might be improved to meet the needs of a family, you need to describe the products and services linking them back to how they would help the family with their needs. Remember to think about what **a family** would want.
9. If you get stuck on a question, move on to the next one. If you have time you can come back to it at the end.
10. Generally, if you are running out of time you will get more marks for starting a new question rather than finishing off an old one.

Good luck
Principal Examiner

Components of the Leisure Industry - Facilities, Activities and Employment

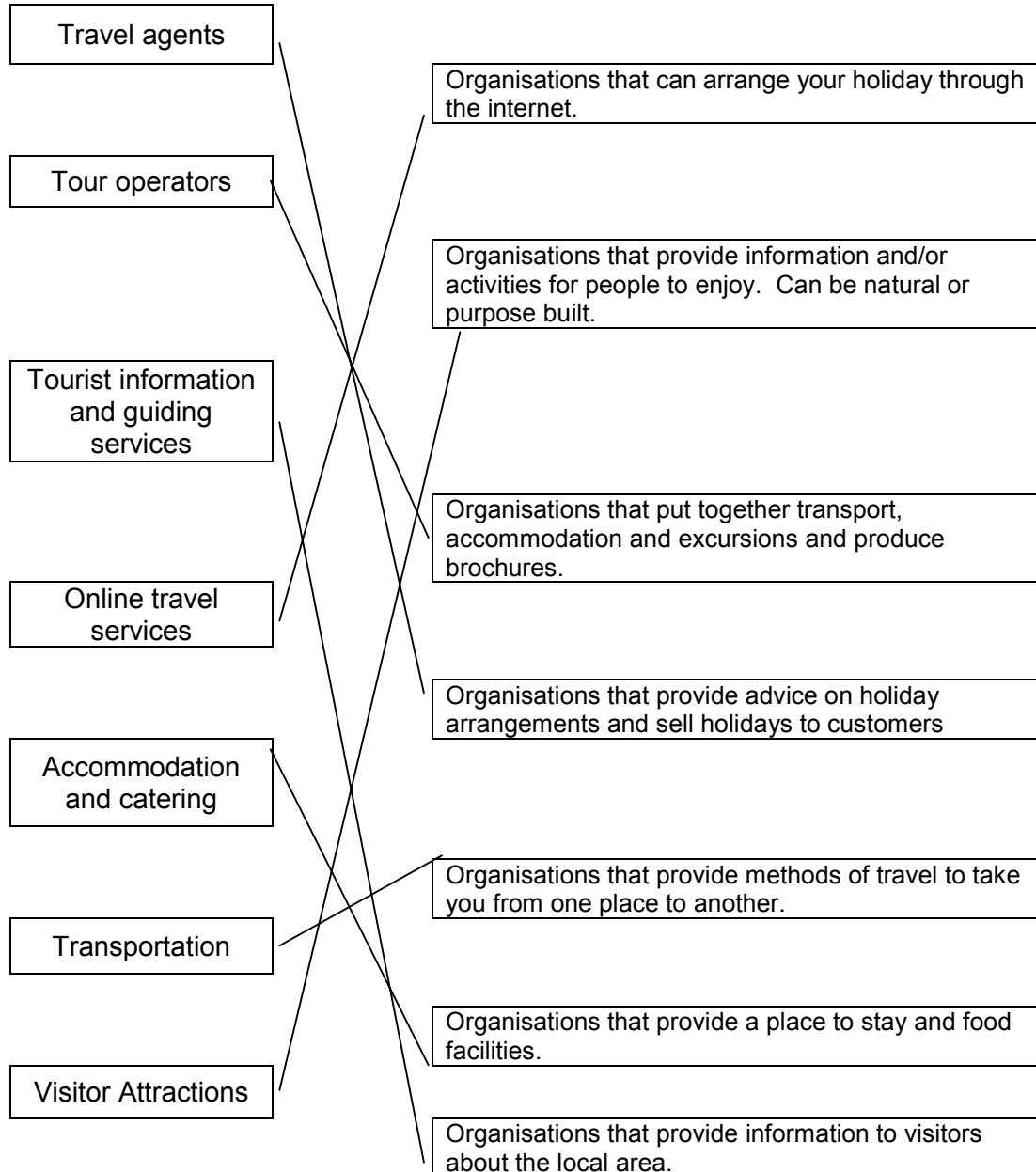
Appropriate responses include:



Travel and Tourism Key Components

Answers

Look at the components in the left hand column and link them using a straight line to the most appropriate description in the right hand column.



Word-search answers:

Components of the travel and tourism industry - Transportation is missing

Tourism destination – Tourist Towns and Cities is missing

Products and Services

Possible Answers – there could be many more

Facility	Customer	Product/Service	Explain why they would want this product/service
Leisure Centre	Business person	Lockers	So that they can hang up their work clothes and keep their clothes and laptop in a secure place.
	Retired gentleman aged 65	Mid-day swimming sessions	A retired person would have time during the day to go swimming and it would be quieter for them as most other people are in school or work.
	Mother and infant aged 1 year	Crèche	The mother might want to keep fit in the gym and might need someone to look after her child while she was in the gym.
	Wheelchair user	Hosts and help at the swimming pool	Many wheelchair users find swimming good but they need help to get into the pool. Special hosts and trained personnel can help them.

Facility	Customer	Product/Service	Explain why they would want this product/service
Library	Student	Computers	Many students have to produce coursework and need the Internet for research purposes.
	Child aged 4 years	Story book reading session with the librarian	Children love being read to and it is a good introduction to the library and reading.
	A person partially sighted	Braille books and large print	Partially sighted people have difficulty reading normal print therefore books with larger print and/or Braille books will let them read like anyone else.
	A teacher	Being able to request books not normally kept at the library	Teachers need to research in detail and may need to get special books. Libraries will get in any books requested if they have not got them on the shelf.

Answers

Statement 1:

The rugby team from Kent could not play their SPORT in Kendal without using a method of travel. In order to get to Kendal the team is going to have to TRAVEL by road or RAIL which is TRANSPORTATION. This is a component of travel and TOURISM. Once the team get to Kendal they will need to stay in a HOTEL or guesthouse. They will also need to eat so might go to a RESTAURANT. These are examples of the component ACCOMMODATION AND CATERING which is part of travel and tourism. CATERING is also a component of LEISURE. There is an overlap here as a restaurant can be classed as both leisure and tourism. Once the team play in the SPORTING event this is the component sport and PHYSICAL recreation. This is also leisure.

Statement 2:

There are many links between leisure and tourism in this short break. Firstly a SHORT BREAK is classed as tourism however it would not happen without having links with leisure. Mr and Mrs Falstaff will need transportation to get to the UK which is a component in travel and tourism. The accommodation they stay in is an example of the component ACCOMMODATION AND CATERING which is part of tourism. They will also need TRANSPORT to get to the centre of London which again is tourism. Buckingham Palace is an example of a visitor attraction which is a LEISURE component. It attracts visitors who are TOURISTS and it is also an ATTRACTION which is a key component in tourism. The National Gallery and the musical are classed in the component ARTS AND ENTERTAINMENT. This is a component of leisure. It can also be classed as tourism as people visit these attractions for SIGHTSEEING and they are also tourists. This is an example of a link between leisure and tourism. Another link is CATERING (leisure) and accommodation and catering (tourism) as Mr and Mrs Falstaff will stay in accommodation and need food and drink, which comes into both components. Leisure and TOURISM rely on each other to exist.

Making links between Leisure and Tourism

Possible Answers

- 1 Tour operators are packaging weekend breaks which include rail and theatre tickets such as train from Manchester to London and tickets to see The Lion King.
- 2 Many National Trust properties are old historic houses that are attractions. Often they are set in large grounds and some have lakes where you can fish or walk around.
- 3 Tour operators package holidays together such as a holiday to Benidorm. Lots of these holidays include meals, such as breakfast or evening meal which is catering.
- 4 The London Marathon attracts people from outside of the area to participate. The event is sports and physical recreation. The participants may need somewhere to stay and food which is accommodation and catering and they might stay in a hotel and eat in a restaurant.
- 5 A family would probably go to Alton Towers by car, which is transportation. Alton Towers is an attraction that provides lots of rides. In the attraction there are places to have dinner such as restaurants and take-away food stands, they are linked to catering.
- 6 Tour operators sell excursions, one popular excursion is Pirates in Majorca. Customers book the excursion with the representative who works for the tour operator. The excursion includes a bus to Magaluf, unlimited local drink and a three course meal. The food is catering, Pirates is a show which is arts and entertainment. The person organising and selling the excursion is the tour operator and the bus they use to get there is transportation. Therefore they are all linked.

Changes in leisure facilities

Possible Responses:

- Seats
- Screens
- Audio commentaries
- Disabled areas
- Shops
- Tours
- Museums
- Security
- Food outlets
- Conference rooms
- Banqueting facilities
- Hospitality boxes.



Who wants to be a Leisure and Tourism Millionaire?

Answers

£100:	C. Accommodation and catering
£200:	D. Restaurant
£300:	B. Video hire
£500:	A. Surfing the web
£1 000:	B. Sports and Physical Recreation and Countryside Recreation
£2 000:	B. Sightseeing
£4 000:	A. Horse and carriage
£8 000:	D. Countryside area
£16 000:	D. Tour operators
£32 000:	C. Limousine
£64 000:	C. Online travel services
£125 000:	C. Package
£250 000:	C. Price
£500 000:	B. Negative environmental
£100 000 000:	D. Convert a derelict school into a heritage centre that shows what life was like in a destination in Victorian times.



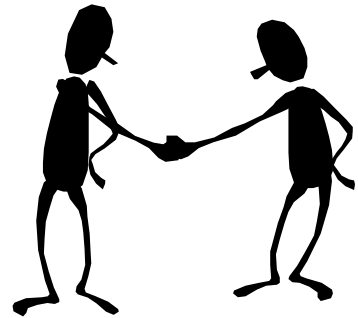
Revision Tips

Edexcel
Success through qualifications

Exams coming up?

Get ready!

1. Find a revision buddy to work with



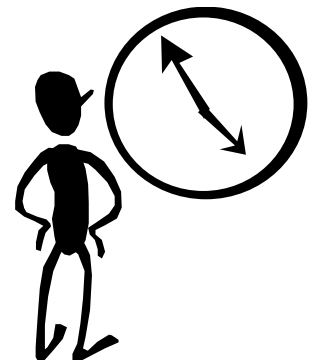
2. Make sure that you both have a complete set of notes

If you have missed any work for the examined unit:

- copy up the notes
- do any homework/class work that was set

3. Draw up a revision timetable:

- put in all of your exam dates
- block out time not available for revision
- count down days/weeks
- plan in your revision topics
- set achievable targets for each revision session – work with about 20 minute slots

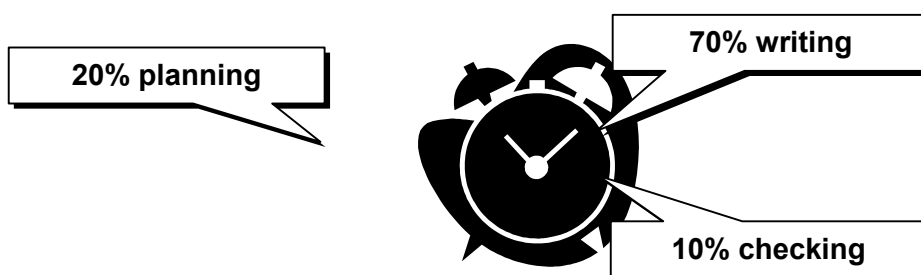


Get Set!

- 1 How do you remember things best? Is it by:
 - seeing – charts, diagrams, pictures, mind maps, etc?
 - hearing – eg talk with a revision buddy, listening to tapes which you or your buddy prepared?
- 2 See what you do know - use a checklist of all the topics in the unit and tick off the ones you feel confident with.
- 3 The ones you haven't ticked are then the ones that you don't know – plug the gaps by revising these topics.
- 4 Self help techniques:
 - work with your revision schedule
 - give yourself rewards when you keep to it – a reward might be to watch TV, meet your friends, have something nice to eat for example.



- 5 The day before the exam just go over the key points – avoid excessive, in depth revision.
- 6 Devise a strategy for exam day, know where you have to go and get there on time.
- 7 Identify where you will get most of your marks.
- 8 Consider how you will spend your time in the exam. Try the following:



- 9 If you have special requirements your schools can make special arrangements with the exam board.
- 10 If you are ill before an exam or have a family crisis – tell your teacher before the exam as this could affect your exam performance.
- 11 Have a good night's sleep the night before.
- 12 And don't forget to have breakfast on the day.

Go!

Getting there and getting settled:

- 1 Remember that you have done a lot of good revision!
- 2 Take a bottle of water with you.
- 3 Do a final review of key points if it helps to reassure you.
- 4 Leave your phone behind.
- 5 Turn up at the exam room in plenty of time.

6 Make sure you have all the pens, rulers, erasers, etc that you need and are allowed to take in with you.



- 7 Bring your candidate number (you will need to write it on the paper).
- 8 Leave your bag and other 'non-allowed' items where instructed.
- 9 Find your seat.
- 10 Note the position of the clock.



Think positively about doing your best

- 11 Be calm – start and remain calm.
- 12 Keep to the rules of 'exam conditions' - eg no talking.



Starting the exam

Read through these and try to remember key things – highlight anything that is especially important for you.

- 1 When told to, read and fill in the front cover of the exam paper/answer book.
- 2 When told to, read the exam questions carefully. Plan your time per question – and stick to it.
- 3 Read the questions carefully – what is the question asking you to do, for example, explain, identify, give reasons.

4



Don't panic

- 5 If necessary use calming techniques – breathe deeply.
- 6 Use highlighters on the questions to pick out those things that you want to include in your answers.
- 7 Look at the marks allocated to the parts of each question (in brackets) - two reasons and two marks mean one mark per reason – no need to give three reasons!
- 8 Look at the structure in the answer book – four lines means more detail needed than two lines, for more marks spend more time.
- 9 Try each question and do as many parts of it as possible. If you get stuck move on to the next question.–
- 10 Structure your answers to match what the question is asking for - as you write your answer refer back to the question and make sure that you are keeping to it.
- 11 Keep an eye on the time throughout the exam.
- 10 **Dnt use txt in xams coz xmins nd 2 no what u r saing**
(don't use text in exams because examiners need to know what you are saying).
- 11 Watch your handwriting – the examiner cannot mark what they cannot read.
- 12 Give yourself ten minutes at the end to check through your answers – eg spelling, punctuation, grammar, all questions answered.

After the exam don't dwell on what you have done – have a break and relax, you may have another exam to get ready for!

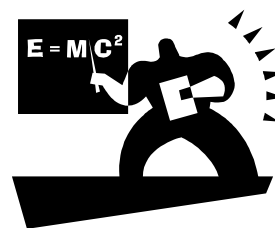


Ideas to help with revision

- 1 Use past and specimen exam papers and mark schemes – these are on the Edexcel web:

www.edexcel.org.uk

- 2 Look carefully at the structure of the exam paper so that you are familiar with the layout before the day of the exam!
- 3 Attempt the questions and check your answers against the mark scheme – how many marks would you have got? Do this with your revision buddy and then 'mark' each other's work.
- 4 Think about where you went wrong on those questions where you did not get many marks, ask your teacher if there are things you don't understand. Look again at your notes and structure an answer that will help you get maximum marks.
- 5 When answering whole papers give yourself the allowed time only and work within it plan the time for each question. Treat it like the real exam!
- 6 Look at the different types of questions and marks allocated to them – this will help you decide how much time to spend on each section.
- 7 Different types of questions will need different types of answers – for example, the answers to questions requiring short or long answers will be structured differently.
- 8 Re-use any case studies or similar exercises that are relevant to the exam.
- 9 Ask your teacher for help if you get stuck.



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