



GCSE

4764/01

LEISURE AND TOURISM

UNIT 4: Choice and Change in Leisure and Tourism

P.M. TUESDAY, 2 June 2015

1 hour 30 minutes plus your additional time allowance

Surname _____

Other Names _____

Centre Number _____

Candidate Number 0 _____

For Examiner's use only			
	Question	Maximum Mark	Mark Awarded
Section A	1.	6	
	2.	7	
	3.	9	
	4.	8	
Section B	5.	13	
	6.	12	
	7.	17	
	8.	18	
	Total	90	

INSTRUCTIONS TO CANDIDATES

Use black ink, black ball-point pen or your usual method.

Write your name, centre number and candidate number in the spaces on the front cover.

Answer ALL questions in Section A and Section B.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded that assessment will take into account the quality of written communication used in your answers that involve extended writing.

SECTION A

You are advised to spend approximately 30 minutes on this section.

Answer ALL the questions, writing your answers in the spaces provided.

1. These days people are more aware of a HEALTHY LIFESTYLE when choosing their leisure and tourism activities.

(a) Which TWO of the following activities show an awareness for a healthy lifestyle?

Tick (✓) TWO boxes only. [2]

a. Listening to music

b. Cycling to work

c. Reading a travel magazine

d. Watching sport in a pub

e. Employing a personal fitness trainer

2.

6

2. Study the information given in the box below.

Natalia is the new manager of a small hotel which would like to attract more business customers.

(a) Suggest **THREE** products or services which would attract business customers. [3]

1. _____

2. _____

3. _____

2(b) Outline TWO reasons why hotels need to regularly update their products and services. [4]

1. _____

2. _____

FIG. 1

Accor is one of the world's leading hotel operators.

Accor's Planet 21 programme has identified 21 aims in support of sustainable tourism. Examples of their ideas include:

- 1. Reducing water usage.**
- 2. Increasing the use of solar energy.**
- 3. Buying from local food producers.**
- 4. Employing local people.**
- 5. Planting millions of trees.**
- 6. Ensuring the safety of staff and customers.**
- 7. Training staff.**

3. Study FIG. 1 opposite which shows images and information from a hotel operator’s website.

Leisure and tourism organisations are aware of environmental impacts and the need to support sustainable tourism.

(a) Using FIG. 1, identify THREE examples made by Accor Hotels to reduce the negative environmental impacts: [3]

1. _____

2. _____

3. _____

4. **CULTURE** is a factor which might affect a person’s choice of leisure and tourism activities.

(a) Identify, by writing either **TRUE** or **FALSE**, which of the statements in the box below are cultural activities. [4]

STATEMENT	TRUE OR FALSE
Buying from a local arts and craft centre	
Visiting a city’s cathedral	
Walking in the mountains	
Travelling by train to a tourism destination	

2. _____

SECTION B

You are advised to spend approximately 60 MINUTES on this section.

Answer ALL the questions, writing your answers in the spaces provided.

5. You will have studied tourism destinations outside of the UK.

(a) Describe the range of leisure activities which attract tourists to ONE tourism destination OUTSIDE of the UK. Give named examples to support your answer. [5]

NAMED TOURISM DESTINATION:

6. Leisure and tourism activities might have NEGATIVE ENVIRONMENTAL IMPACTS on tourism destinations.

(a) Suggest FOUR examples of NEGATIVE ENVIRONMENTAL IMPACTS on tourism destinations. [4]

1. _____

2. _____

3. _____

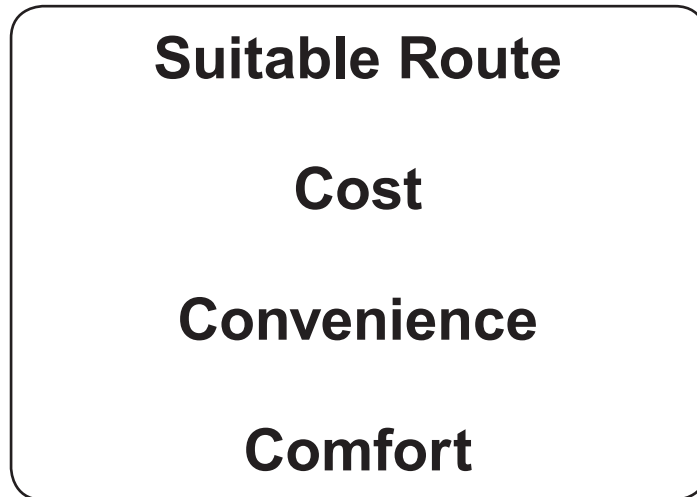
4. _____

7. **TRANSPORT DEVELOPMENTS** have provided tourists with the means to travel to a wide range of destinations.

(a) Complete the following table by giving a major UK example for EACH transport development. [5]

TRANSPORT DEVELOPMENTS	UK EXAMPLE
Motorway	
Bridge	
Airport	
Train station	
Ferry port	

7. The following box includes four factors which tourists might need to consider before choosing a method of transport.



- (c) Select **THREE** factors from the box and explain how **EACH** might influence tourists' choice of transport. [6]

1. _____

2. _____

3. _____

8. Study FIG. 2 below which highlights the **UK's** ageing population.

FIG. 2

The UK's ageing population

According to the latest data in the UK, there are now more adults aged over 60 than there are under-16s.

Average life expectancy in the UK is now nearly 80 years, an increase of 10 years since the 1950s.

8(a) Outline TWO reasons why people in the UK are living longer than they were 50 years ago. [4]

1. _____

2. _____
