

Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4764/01

LEISURE AND TOURISM

UNIT 4: Choice and Change in Leisure and Tourism

A.M. FRIDAY, 18 May 2012

1½ hours

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
Section A	1	12
	2	7
	3	6
	4	5
Section B	5	13
	6	16
	7	15
	8	16
Total	90	

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

If you run out of space, use a standard 4 page continuation booklet. Number the question(s) clearly and put your continuation booklet in this question-and-answer booklet. No other style of answer booklet should be used.

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

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

*Answer **all** the questions, writing your answers in the spaces provided.*

1. (a) Which **two** of the following are examples of *increased affluence*?

Tick (✓) **two** boxes only.

[2]

a. *Travelling abroad more often*

b. *Going to the same holiday destination as last year*

c. *Making a booking over the internet*

d. *Taking a domestic holiday*

e. *Choosing a four star hotel instead of a three star hotel*

(b) Outline **two** positive **economic** impacts that *increased affluence* might have on the leisure and tourism industry. [4]

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Leisure and tourism activities can also have *negative impacts* on a tourism destination.

(c) Suggest **two negative social impacts** of leisure and tourism activities. [2]

- 1.
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- 2.
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(d) For **one** destination you have studied, outline the *negative cultural impacts* of leisure and tourism activities. [4]

Name of destination:

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(Total 12 marks)



2. (a) Which **three** of the following are most likely to influence a young teenager's choice of leisure activities? Tick (✓) **three** boxes only. [3]

a. *A sports personality*

b. *Members of the family*

c. *A head teacher*

d. *A local MP*

e. *Neighbours*

f. *A newsreader*

g. *A friend*



Study **Fig. 1** which shows an image of the Beckham family.



Fig. 1

(b) Explain how celebrities might have positive and negative influences on a teenager's choice of leisure activity. [4]

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(Total 7 marks)



3. (a) Which **two** of the following are examples of a *short break holiday*?
Tick (✓) **two** boxes only.

[2]

a. *A week in New York*

b. *A health and beauty weekend*

c. *A one day conference*

d. *A holiday in the UK*

e. *A three day trip to Barcelona*

(b) Explain **two** reasons for the increasing popularity of *short break holidays*.

[4]

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(Total 6 marks)



- 4. Study **Fig. 2** below which shows examples of developments in technology that have had an impact on the working patterns of business people.

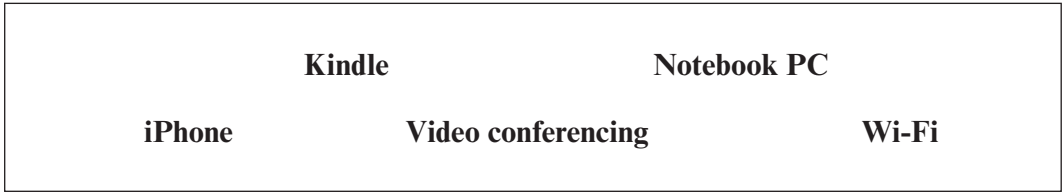


Fig. 2

Complete the following sentences by using the terms from **Fig. 2**. [5]

Kate is a Sales Manager for a major leisure organisation. While travelling on a train she will use to access the internet on her

When Kate arrives at the station she takes a taxi to a hotel and uses her to text or email her customers. While staying in the hotel Kate likes to relax by reading a book on her

When back in her office Kate sometimes uses to hold meetings with her overseas colleagues and customers in order to discuss business matters.

(Total 5 marks)

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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. Study **Fig. 3** which shows some forms of sustainable tourism.

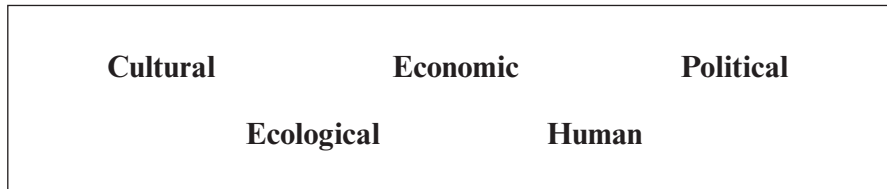


Fig. 3

- (a) Complete the table below by matching a correct form of sustainable tourism in **Fig. 3** with each statement. [3]

Statement	Form of sustainable tourism
“I am happy that tourists stay in our village because I now have a job in the hotel.”	
“We are pleased that we have received funding to promote our region’s arts festival.”	
“We have used signs to guide walkers through the nature reserve in order to protect rare plants.”	



You will have studied **one** sustainable tourism project about a destination **outside of the UK**.

(b) (i) Describe what the project involves and what it is aiming to achieve. [6]

Name of project:

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(ii) Evaluate the success of the project. [4]

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(Total 13 marks)



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6. Developments in transport have made it possible for people to travel to a wider choice of tourism destinations.

(a) (i) Outline **two** examples of developments in transport. [4]

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2.

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(ii) Explain and evaluate how developments in transport benefit the following: [6]

Travel and tourism organisations

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Tourists

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The environment

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There are concerns that continued transport development might have *negative impacts* on some tourism destinations.

(b) Discuss the likely *negative impacts* of developments in transport on tourism destinations. [6]

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(Total 16 marks)



7. Airports and airlines have introduced a range of new technologies in the last ten years including e-tickets and security systems.

(a) What is an *e-ticket*? [2]

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(b) (i) Suggest **three** examples of security technology used at major airports. [3]

- 1.
- 2.
- 3.

(ii) Suggest **two** advantages to airports and airlines of using new technologies. [2]

- 1.
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- 2.
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Study **Fig. 4** which shows images of a modern airport terminal and aircraft.

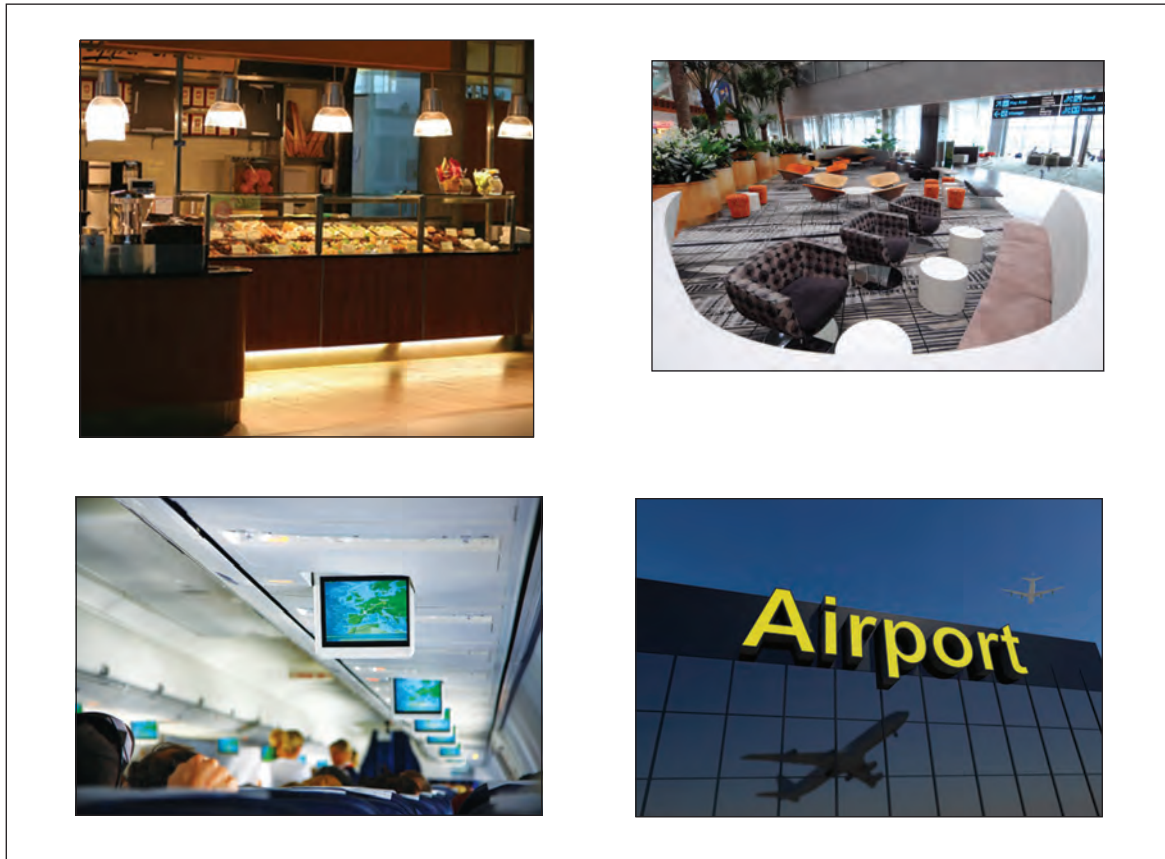


Fig. 4



8. Study **Fig. 5** which shows a number of factors which might affect a person's choice of leisure activities.

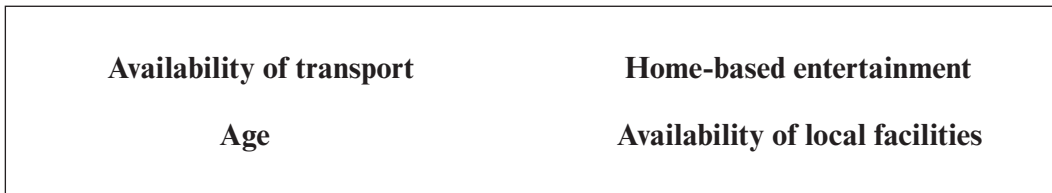


Fig. 5

- (a) Explain how **one** of the factors in **Fig. 5** above could affect a person's choice of leisure activities. [2]

Factor:

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- (b) Suggest **two other** factors that might affect a person's choice of leisure activities. [2]

1.

2.



Study **Fig. 6** showing an extract from a news website.

**Manchester City Council
Cuts Services!**

Leisure centres and libraries will close as part of the council's plan to make nearly £110 million of savings in the next financial year.

Fig. 6

- (c) Suggest the likely impacts of these spending cuts on people's choice of leisure activity within the Manchester area. [4]

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Acknowledgements

Question 2 image courtesy of Alamy Images.

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