

Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4764/01

LEISURE AND TOURISM

UNIT 4: Choice and Change in Leisure and Tourism

P.M. WEDNESDAY, 22 May 2013

1½ hours

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
Section A	1	5
	2	8
	3	10
	4	7
Section B	5	13
	6	9
	7	14
	8	16
	9	8
Total	90	

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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 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 page 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.



M A Y 1 3 4 7 6 4 0 1 0 1

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. In the **UK** today there is an increased awareness for the need of a *healthy lifestyle*.

(a) Identify which **three** of the following are examples of a *healthy lifestyle*.

Tick (✓) **three** boxes only.

[3]

- a. *Watching television*
- b. *Eating fast foods regularly*
- c. *Taking regular walks*
- d. *Eating a balanced diet*
- e. *Binge drinking*
- f. *Playing team sports*
- g. *Playing computer games*

(b) Suggest **two** benefits of living a *healthy lifestyle*.

[2]

- 1.
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- 2.
-

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2. Leisure and tourism activities can have *positive* and *negative economic impacts* on tourism destinations.

(a) Complete the table by stating whether the *economic impact* is more likely to be *positive* or *negative* for tourism destinations. Tick (✓) **one** box only for **each** economic impact. [4]

ECONOMIC IMPACT	POSITIVE	NEGATIVE
Jobs are created in local accommodation providers.		
Many jobs created are only seasonal.		
Some jobs created are low paid.		
More income is created for non-tourism organisations.		

Tourism can also have *positive* and *negative impacts* on the way of life of people living in a tourism destination.

(b) (i) Explain **one positive impact**. [2]

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(ii) Explain **one negative impact**. [2]

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3. Study Fig. 1 which shows images of short break city destinations.

Great Value Short Breaks with easyJet

		
Paris	Prague	Rome

Fig. 1

(a) What is meant by the term *short break holiday*? [1]

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(b) Suggest **three** types of *short break holidays* other than city breaks. [3]

1.
2.
3.

Images: © Alexander Chaikin/Shutterstock / © Martin Muránsky/Shutterstock / © Pasquale Lazzaro/Shutterstock



Short break holidays have become increasingly popular with **UK** tourists.

(c) Identify **two** changes in lifestyle which best explain this trend.

Tick (✓) **two** boxes only.

[2]

- a. *A healthy lifestyle*
- b. *Environmental awareness*
- c. *Increased affluence*
- d. *Changing tastes*
- e. *Tour operator packages*

Transport developments between the UK and Europe have also led to an increase in **UK** tourists taking a *short break holiday*.

(d) Describe how these *transport developments* have led to an increase in **UK** tourists taking a *short break holiday* in Europe. Give examples to support your answer. [4]

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4. Study **Fig. 2** which shows some information and images about senior citizens.



Many senior citizens are keen to take part in leisure activities but are restricted because they no longer drive, have health problems and their pension is their only source of income.

Fig. 2

(a) Using **Fig 2**, identify **three** of the following factors which are most likely to affect the senior citizens' choice of leisure activity. Tick (✓) **three** boxes only. [3]

- a. *Availability of transport*
- b. *Influence of celebrities*
- c. *Income*
- d. *Trends and fashions*
- e. *Special needs*
- f. *Availability of time*
- g. *Culture*

Images: © YMCA Sussex Central



The *availability of leisure facilities* in an area will affect a person's choice of leisure activity.

(b) Explain how the *availability of leisure facilities* in **your own area** affects your choice of leisure activity. [4]

Area Chosen:

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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. People are now more aware of *sustainable tourism*.

(a) Identify which **three** of the following are examples of *sustainable tourism*. [3]

Tick (✓) **three** boxes only.

- a. *Visiting a theme park*
- b. *Staying in a local guest house*
- c. *Exploring a National Park*
- d. *Shopping in a supermarket*
- e. *Touring an area by car*
- f. *Staying in a Premier Inn*
- g. *Shopping at the local market*



Study **Fig. 3** which shows a sign outside a farm.



Fig. 3

(b) Explain why this sign helps sustainable tourism.

[2]

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Image: © Charlotte Burton



You will have studied **sustainable** tourism projects from different tourism destinations.

(c) (i) Describe **one sustainable tourism project** you have studied. [4]

Name of project:

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(ii) Evaluate how successful your chosen *sustainable tourism project* has been. [4]

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6. As a result of *developments in technology*, an increasing number of people are able to work from home.

(a) Suggest **three** *developments in technology* that have influenced the rise in the number of people working from home. [3]

1.

2.

3.

(b) Suggest how employers might benefit from allowing their staff to work from home. [2]

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(c) Discuss how working from home might affect a person's patterns of leisure activity [4]

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7. Recently people have become more aware of the *environmental impacts* of tourism on the destinations that they visit.

(a) For each of the following indicate whether the statement is true **or** false.
Tick (✓) **one** box only for **each** statement.

[4]

STATEMENT	TRUE	FALSE
Long haul flights are good for the environment.		
The regeneration of a docks area is good for a town or city.		
National Park Authorities are concerned that visitors will wear away their footpaths.		
The European Union Blue Flag Beach programme is making beaches cleaner.		



There are an increasing number of countryside destinations that are protected for conservation.

Somerset coast chosen for new wetland area



The land shown above will be flooded to create the wetland habitat for wildfowl and wading birds.

- (b) Explain how the conservation of countryside areas can be seen as an example of a *positive environmental impact* of tourism. [4]

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Image: © Wildfowl & Wetlands Trust (WWT)



You will have studied the *positive* and *negative environmental* impacts of leisure and tourism activities on different destinations.

- (c) For **one** destination you have studied describe **and** assess the *environmental impacts* of leisure and tourism activities. [6]

Name of destination:

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8. Leisure and tourism activities can be influenced by the *media* and *celebrities*.

(a) Suggest **two** types of media. [2]

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2.

(b) Explain how the *media* and *celebrities* might influence people’s choice of holiday. [4]

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(c) Discuss how *celebrities* might influence a young teenager's choice of leisure activity. [4]

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(d) Describe how *developments in media technology* have led to a greater choice in home entertainment. [6]

Dotted lines for writing answers.

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