

#### 4762/01

## LEISURE AND TOURISM

**UNIT 2: Leisure and Tourism Destinations** 

A.M. TUESDAY, 19 May 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.	10			
	2.	8			
	3.	12			
Section B	4.	12			
	5.	13			
	6.	16			
	7.	19			
	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 provided 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 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.

FIG. 1





## **SECTION A**

You are advised to spend approximately one third of your time on this section.

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

- 1. Study FIG. 1 opposite which shows images of two heritage and cultural tourist attractions.
- (a) Name TWO major heritage and cultural tourist attractions within the UK. [2]
  - 1.\_\_\_\_\_

2.\_\_\_\_\_

1(b)

**(i)** 

Identify which TWO of the following are

	examples of heritage and cultural tou activities. Tick (✓) TWO boxes only.			
a.	Eating traditional food			
b.	Visiting a theme park			
C.	Sunbathing on a beach			
d.	A battlefields tour			
e.	Enjoying a hotel's leisure facilities			
(ii)	Suggest TWO other examples of her and cultural tourist activities. [2]	ritage		
	1			
	2.			

1(c) Explain why heritage and cultural attractions appeal to education groups. [4]

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- 2. Visitors to tourism destinations need to consider a number of factors when choosing their method of transport.
- (a) Complete the following table by suggesting the best method of transport for each visitor type and give a reason for your suggestion. [4]

VISITOR TYPE	METHOD OF TRANSPORT	REASON
A couple from London would like to visit tourism destinations in north and south Wales.		
A family visiting London who want to see as much of the city as possible in one day.		

Transport developments, such as airport terminals, bridges, motorways and high speed rail are important for tourism destinations.

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2(b) Explain why transport developments are important for tourism destinations. Give named examples to support your answer. [4]


3. There are many types of holidays such as ALL-INCLUSIVE and PACKAGE HOLIDAYS which are popular choices for many UK tourists.

(a) Identify TWO components of an ALL-INCLUSIVE PACKAGE HOLIDAY. [2]

1.			
_			

2.\_\_\_\_\_

- (b) Name TWO popular SHORT HAUL PACKAGE HOLIDAY coastal destinations visited by UK tourists. [2]
  - 1.\_\_\_\_\_

2.\_\_\_\_\_

Mr. and Mrs. Potter and their two young children aged 7 and 9 have decided to book a PACKAGE HOLIDAY rather than organise their own holiday.

3(c) Explain TWO advantages to the Potter family in booking a PACKAGE HOLIDAY. [4]

1		

3(c)	2		

**FIG. 2** 



Study FIG. 2 opposite, a package holiday destination which is experiencing mass tourism.

Mass tourism involves large numbers of tourists visiting a destination at the same time.

3(d) Assess the negative IMPACTS of mass tourism on some PACKAGE HOLIDAY destinations. [4]

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### **SECTION B**

You are advised to spend approximately two thirds of your time on this section.

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

- 4. Attending sporting events held in LONG HAUL destinations has become increasingly popular with UK tourists.
- (a) Complete the following table with a tick (✓) to show the events which would involve a LONG HAUL flight for UK tourists. [4]

EVENTS	YES	NO
Formula 1 Grand Prix in Belgium		
The New York Marathon		
The Italian Tennis Open in Rome		
The Winter Olympics in South Korea		

4(b) Give the names of TWO major UK sporting stadiums. [2]

1			
-			
2			

Major sporting events can have different POSITIVE ECONOMIC and ENVIRONMENTAL IMPACTS on host destinations.

(c) Outline the possible POSITIVE ECONOMIC and ENVIRONMENTAL IMPACTS on destinations hosting sporting events. [6]

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- 5. Some LONG HAUL tourism destinations are popular with many UK visitors because of their climate.
- (a) Suggest THREE other reasons why long haul holidays have become popular with UK visitors.

[3]

1			
2			
3			

5(b) For ONE LONG HAUL TOURISM destination you have studied, assess the importance of its climate for UK visitors and how it affects the time of year when best for them to visit. [4]

NAME OF DESTINATION: \_\_\_\_\_

-		



FIG. 3





Study FIG. 3 opposite which shows images of NATURAL and BUILT ATTRACTIONS which appeal to different types of UK visitors travelling to LONG HAUL destinations.

5(c) For ONE LONG HAUL destination you have studied, name THREE attractions and explain why they would appeal to a particular tourist type. [6]

LONG HAUL DESTINATION:

1		

5(c)	2			

5(c)	3				



- 6. Business tourism involves travel for a number of reasons.
- (a) (i) Complete the following table with 'TRUE
  OR FALSE' to indicate whether or not the statement describes business tourism. [4]

STATEMENTS	TRUE OR FALSE
A business person flying from Bristol to Edinburgh to meet a client	
A business person taking a train to work in his office every day	
A business person attending a meeting in his place of work	
A business person travelling with clients to watch an international cricket game	

6(a)	(ii)	Suggest TWO other reasons why business people might need to travel. [2]
		2
	(iii)	Explain TWO factors a business person would consider when choosing a method of transport to travel to a meeting. [4] 1.

6(a)	(iii)	2		

BUSINESS TOURISM spending is worth more than £30 billion annually to the UK.

6(b) Explain why BUSINESS TOURISM spending is important to the UK's economy and travel and tourism industry. [6]


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- 7. Cruise holidays are popular with many tourists.
- (a) Identify which THREE of the following are examples of cruise holidays around European coastal destinations. Tick (✓) THREE boxes only.

[3]

The Mediterranean Sea а. **The River Nile** b. The Caribbean Sea C. Hawaii and Tahiti d. The coast of Alaska е. f. **The Canary Islands** Skye and the Hebrides g.

7(b)	Name TWO major cruise companies. [2]					
	1					
	2					
(c)	Explain TWO advantages to UK tourists when choosing a European cruise holiday rather than one further afield. [4]					
	1					

7(c)	2			

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FIG. 4
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Study FIG.4 opposite which shows some images and information about cruise holidays.

Traditionally, cruise holidays appealed to the over 55s but they now attract a range of tourist types.

7(d) Assess the appeal of cruise holidays for different types of tourists. [6]

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**FIG. 5** 





Study FIG. 5 opposite which shows cruise ships visiting Venice, Italy.

Local residents living near seaports and organisations such as Friends of the Earth are concerned about the NEGATIVE ENVIRONMENTAL IMPACTS of cruise holidays on tourism destinations.

7(e) Outline the possible NEGATIVE ENVIRONMENTAL IMPACTS on tourism destinations caused by cruise holidays. [4]

# **END OF PAPER**

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Question number	Additional page, if required. Write the question numbers in the left-hand margin.

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