

Centre Number						Candidate Number				
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Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
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11	
12	
13	
14	
TOTAL	



General Certificate of Secondary Education  
June 2010

# Leisure and Tourism

**48401**

## Unit 1 Understanding Leisure and Tourism Destinations

**Monday 17 May 2010 1.30 pm to 2.30 pm**

**You will need no other materials.**  
You may use a calculator.

### Time allowed

- 1 hour

### Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

### Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers.
- Questions 10 and 14 should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.



J U N 1 0 4 8 4 0 1 0 1

Answer **all** questions in the spaces provided.

- 1** Tick **three** boxes below to show which statements are likely reasons for UK residents to travel abroad.

They might be visiting friends and relatives.

London is a popular destination for foreign visitors.

Air fares are generally much more expensive now than fifteen years ago.

Much business travel is now made to destinations abroad.

City breaks have increased in popularity.

(3 marks)

<b>3</b>

- 2** Draw **three** arrows to link each of the transport types below with the correct terminal/gateway. One arrow has been drawn for you as an example.

Eurostar Train

Ferry

Coach

Aircraft

London Gatwick

Victoria Coach Station

St Pancras International

Manchester Piccadilly

Dover

(3 marks)

<b>3</b>



- 3 Complete the table below, which shows some examples of visitor attractions.

Type of visitor attraction	UK example	Overseas example
Natural Attraction	Giants Causeway, Northern Ireland	Victoria Falls, Zambia
	Thorpe Park	Parc Asterix, France
Built Attraction		Museum of Modern Art, New York City
Sports/Entertainment Venue	Twickenham Rugby Stadium	

(3 marks)

<b>3</b>

- 4 Leisure and tourism destinations can be categorised into short-haul and long-haul destinations. Put ticks in **two** boxes to show which of the statements below are correct.

Seaside resorts within the Mediterranean Basin are all short-haul destinations.

Short-haul flights usually last longer than five hours.

Flights to North and South America, South-East Asia and Australia are all long-haul.

People usually travel by car from the UK to long-haul destinations.

(2 marks)

<b>2</b>

Turn over ►



**5** Tick **one** box next to the phrase that correctly finishes the sentence below.

Seasonal unemployment is...

...a positive economic impact of tourism.

...a negative social impact of tourism.

...a negative economic impact of tourism.

(1 mark)

1

**6** Tick **one** box next to the phrase that correctly finishes the sentence below.

Sustainable tourism ensures that...

...tourism businesses can make a large profit.

...the effects of tourism are fair for host communities.

...prices of holidays are kept down.

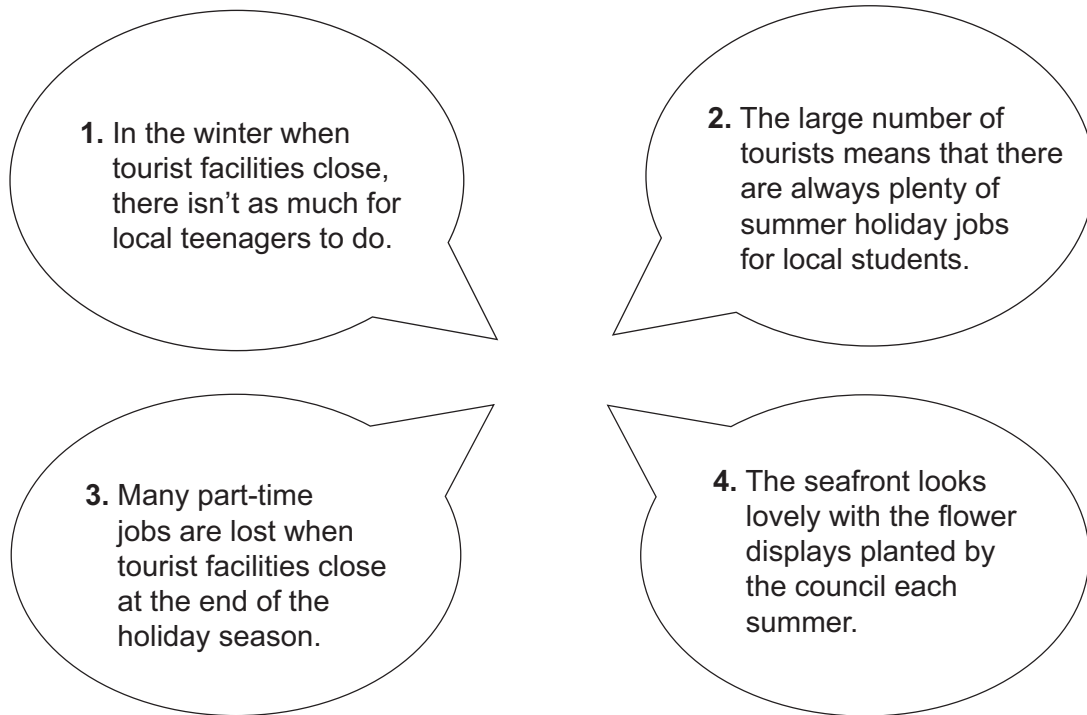
(1 mark)

1



7 Study **Figure 1**, which shows different attitudes to tourism in a seaside town.

**Figure 1**



Complete the table below to match the types of tourism impact with the attitudes **1** to **4** shown in **Figure 1**.

The positive environmental impact has been done for you as an example.

Type of tourism impact	Attitude
Positive environmental	4
Negative social	
Negative economic	
Positive economic	

(2 marks)

2
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Turn over ►



8 **Figure 2** shows four groups of people who are travelling to different destinations.

**Figure 2**

<b>Group A</b>	<b>Group B</b>	<b>Group C</b>	<b>Group D</b>
A school rugby team going to Australia	Nine anglers carrying their rods and fishing equipment travelling to a national tournament	A family of two adults and two children travelling to the seaside for a day	Two friends, aged 15, travelling to a concert in the city centre

Decide which **one** of the types of transport in the table below is the best for **each** group.

Write the group letters **A**, **B**, **C** and **D** in the correct spaces. Use each letter only once.

<b>Transport type</b>	<b>Car</b>	<b>14-seater minibus</b>	<b>Bus</b>	<b>Plane</b>
Group letter				

(3 marks)

<b>3</b>



9 Study **Figure 3**, which is a photograph of Stonehenge, a historic site in the UK.

**Figure 3**



9 (a) Name **one overseas** example of a historic site.

.....  
(1 mark)

9 (b) Describe the range of leisure activities/facilities which help people to enjoy their visit to the overseas historic site that you named in 9(a).

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(4 marks)

5

Turn over ►



10

Many factors affect people's choice of destination.

Analyse the factors that may affect a retired couple's choice of holiday destination.

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(6 marks)

*Extra space* .....

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6





11 Evaluate how well **one** visitor attraction that you have studied meets the needs of **one** of the following types of leisure and tourism customer.

**Teenagers      Groups      Mature adults      People with special needs**

Visitor attraction .....

Customer type .....

Evaluation .....

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*(8 marks)*

*Extra Space* .....

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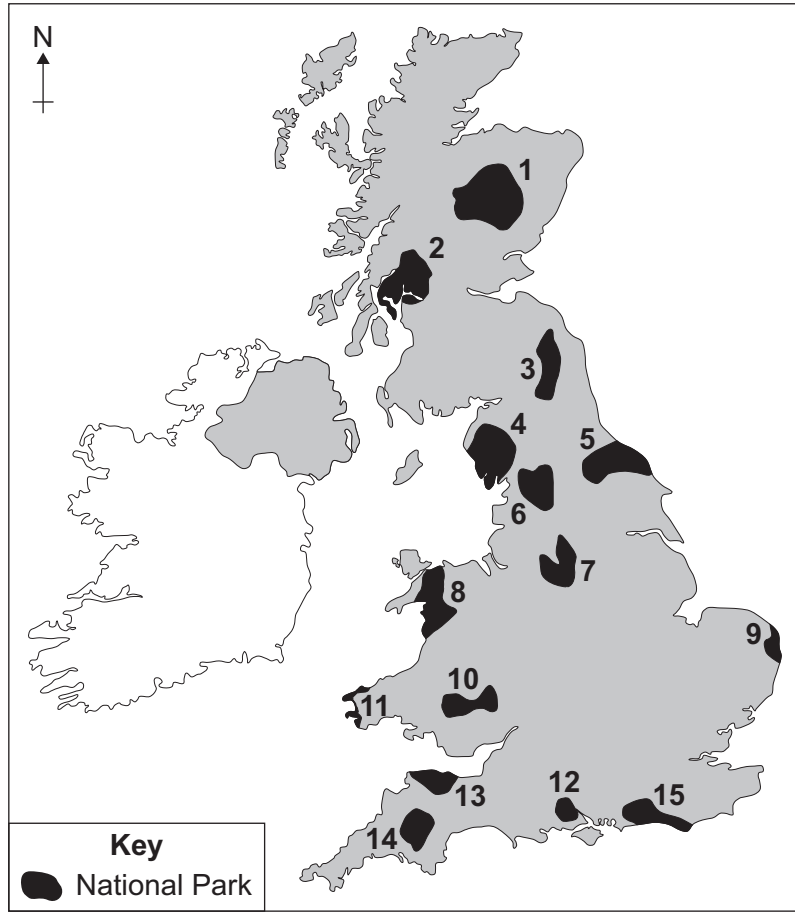
8

Turn over ▶



12 Study **Figure 4**. Each number on the map shows the location of a UK National Park.

**Figure 4**



**12 (a)** What is meant by a *National Park*?

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(2 marks)

**12 (b)** Identify and name **one** UK National Park shown in **Figure 4**.

Number of UK National Park (1–15)	Name of UK National Park

(1 mark)

**12 (c)** Describe the location of the UK National Park that you named in 12(b).

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(2 marks)

<b>5</b>

**Turn over for the next question**

**Turn over ►**



**13** Identify **two** attractions within **one** National Park and describe their appeal for visitors.

Name of National Park .....

Name of first attraction .....

Appeal for visitors .....

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Name of second attraction .....

Appeal for visitors .....

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*(2 × 3 = 6 marks)*

<b>6</b>



**Turn over for the next question**

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ANSWER IN THE SPACES PROVIDED**

**Turn over ►**



14 **Figure 5** is a photograph of an overseas beach resort.

**Figure 5**



A young married couple asks you to recommend a holiday to an overseas beach or seaside resort.

Evaluate the suitability of the range of leisure activities and visitor attractions available to the young married couple at the resort which you recommend.

Overseas beach or seaside resort .....

Evaluation .....

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(12 marks)

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12

**END OF QUESTIONS**



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