

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education  
January 2011

# Leisure and Tourism

**48401**

## Unit 1 Understanding Leisure and Tourism Destinations

**Tuesday 11 January 2011 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 8(b) 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.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
<b>TOTAL</b>	



J A N 1 1 4 8 4 0 1 0 1

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

- 1 **Figure 1** is a map showing the locations of some historic sites that are visited by tourists.

**Figure 1**



Which **one** of the historic sites shown on the map is a long-haul destination?

**On the map**, draw a ring around the correct answer.

(1 mark)

1

- 2 Which **one** of the following statements is correct? Tick **one** box.

Long-haul flights are typically over six hours in duration.

☐

Australia and New Zealand are short-haul destinations.

☐

Destinations in the Mediterranean Basin are long-haul.

☐

(1 mark)

1



- 3 Which type of transport would you be using if you arrived in the UK at London Stansted?

Draw **one** ring around the correct answer.

*Train*

*Coach*

*Aircraft*

*Car*

(1 mark)

1

- 4 **Figure 2** is a photograph of Stair Hole, Dorset, UK.

**Figure 2**



Draw **one** ring around the correct type of visitor attraction shown by **Figure 2**.

*Built attraction*

*Natural attraction*

*Historical site*

*Theme Park*

(1 mark)

1

Turn over ►



- 5** Three different types of visitor attraction are historic sites, theme parks and built attractions.

Choose **one overseas built** attraction that you have studied.

Describe the range of leisure activities/facilities that help people to enjoy their visit to this attraction.

Name of overseas built attraction .....

Range of leisure activities/facilities .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

5
---

- 6** Tourism creates impacts on host communities. Suggest what is meant by a host community.

.....

.....

.....

.....

(2 marks)

2
---



[illegible]

Extra space .....

6

**Turn over ►**



8 **Figure 3** is a photograph taken at a theme park in the UK.

**Figure 3**



8 (a) What is meant by a *theme park*?

.....

.....

.....

.....

(2 marks)

8 (b) Choose **one** theme park that you have studied.

Evaluate how well the theme park meets the needs of **one** of the following types of customer:

*Single people*

*Ethnic and cultural groups*

*People with special needs*

*Families with children under five years old*

Name of theme park .....

Type of customer .....

Evaluation .....



(6 marks)

8

1

- 10** Draw **three** arrows to link each type of tourism impact with the correct example. An example has been drawn for you.

Type of Impact	Example
Positive Economic	Vegetation is trampled
Positive Social	Job creation
Negative Environmental	Possibility to meet new people
Negative Economic	Low paid employment
	Airlines have taken steps to reduce their carbon footprint

(3 marks)

3
---

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

Ecotourism is...

...the same as mass tourism.

☐

...about reducing impacts on the environment.

☐

...about exploiting destinations and their host communities.

☐

(1 mark)

1
---

- 12 (a)** Name a seaside resort in the UK .....

Describe where it is located within the UK.

.....

.....

.....

.....

(2 marks)



**12 (b)** Name **two** attractions within one UK seaside resort and describe what they offer visitors.

Name of UK seaside resort .....

Name of first attraction .....

What it offers .....

.....

.....

.....

.....

.....

.....

Name of second attraction .....

What it offers .....

.....

.....

.....

.....

.....

.....

(2 x 3 = 6 marks)

8

**Turn over for the next question**

**Turn over ►**



**Figure 4** shows the numbers of visits made abroad from the UK, for different purposes and by different modes of travel, in 2007.

A bar chart showing the number of visits (in millions) by mode of transport (Air, Ferry, Channel Tunnel) and purpose (Holiday, Business, Visiting friends and relatives). The Y-axis represents the number of visits in millions, ranging from 0 to 40. The X-axis lists the modes of transport. The legend indicates that dark grey bars represent Holiday visits, light grey bars represent Business visits, and white bars represent Visiting friends and relatives visits.

Mode of Transport	Holiday (millions)	Business (millions)	Visiting friends and relatives (millions)
Air	37	8	10
Ferry	6	1	1
Channel Tunnel	3	1	0.5

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

*Extra space* .....

.....

.....

.....

.....

<b>6</b>

**Turn over for the next question**

**Turn over ►**



14

**Figure 5** is an email from a group of retired people who are seeking advice about a city destination and a National Park to visit within the UK.

**Figure 5**

<p><b>To:</b> VisitBritain  <b>From:</b> Jeff Wheeler  <b>Re:</b> Tourism Advice</p>
<p>Hello,</p> <p>We will be touring the UK for three weeks this summer. We are a group of 30 retired Canadians hoping to see one of the UK's city destinations and one of its National Parks.</p> <p>What do you recommend?</p> <p>Yours</p> <p>Jeff Wheeler</p>

Recommend **one** city and **one** National Park that the Canadian group should visit. Justify and evaluate your choices.

Recommended City .....

Recommended National Park .....

Justification and evaluation .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(12 marks)

12

**Turn over ►**



15

Here are some statements about travel and transport into and around the UK. Draw **one** ring around each correct answer. One ring has been drawn for you as an example.

Belfast International is an airport in England / Wales / Northern Ireland.

Cross-channel ferries operate from Holyhead / Poole / Hull.

The M5 motorway links the Midlands with the South-East / North / South-West.

Victoria is a coach station in London / Edinburgh / Manchester.

Cardiff Central is an airport / railway station / ferryport.

(4 marks)

4

**END OF QUESTIONS**



**There are no questions printed on this page**

**DO NOT WRITE ON THIS PAGE  
ANSWER IN THE SPACES PROVIDED**



**There are no questions printed on this page**

**DO NOT WRITE ON THIS PAGE  
ANSWER IN THE SPACES PROVIDED**

**ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS**

Question 4    Figure 2    Photograph Simon Watkins.  
Question 8    Figure 3    Photograph Simon Watkins.  
Question 13   Figure 4    Office for National Statistics. Reproduced under the terms of the Click-Use Licence.

