

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, 20 May 2011

1½ hours

	Question	Maximum Mark	Examiner Mark
<b>Section A</b>	<b>1</b>	<b>5</b>	
	<b>2</b>	<b>5</b>	
	<b>3</b>	<b>8</b>	
	<b>4</b>	<b>6</b>	
	<b>5</b>	<b>6</b>	
<b>Section B</b>	<b>6</b>	<b>9</b>	
	<b>7</b>	<b>12</b>	
	<b>8</b>	<b>12</b>	
	<b>9</b>	<b>11</b>	
	<b>10</b>	<b>16</b>	
	<b>Total</b>	<b>90</b>	

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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.

Write your answers in the spaces provided in this booklet.

If you run out of space in the question-and-answer booklet you may use continuation sheets.

Number the questions clearly and put your sheets in this question-and-answer booklet.

**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.



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**SECTION A**

*You are advised to spend approximately 30 minutes on this section.  
Answer **all** the questions, writing your answers in the spaces provided.*

1. People are now more aware of *ecotourism* activities.

(a) Identify which **three** of the following are examples of *ecotourism* activities.  
Tick (✓) **three** boxes only.

[3]

- a. *Visiting a theme park*
- b. *Learning about the natural environment*
- c. *Maintaining coastal footpaths*
- d. *Buying a second home in a National Park*
- e. *Touring in a car*
- f. *Staying in a large hotel*
- g. *Visiting a nature reserve*

(b) Suggest why *ecotourism* has become more popular with many tourists.

[2]

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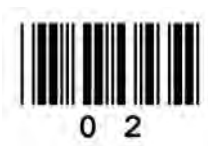
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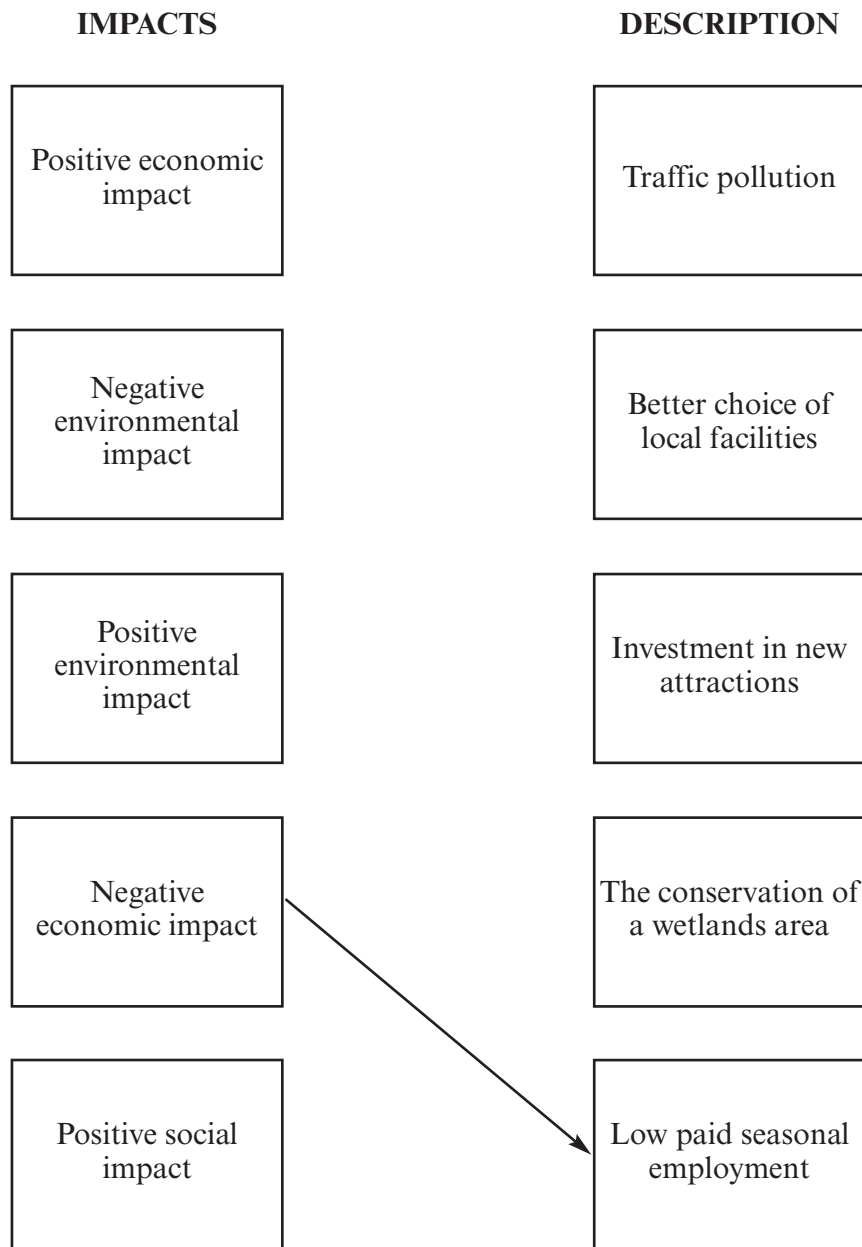
**(Total 5 marks)**



2. Leisure and tourism activities can have positive and negative impacts on communities and the environment.

(a) Link each impact to its correct description. Each impact should be linked to one description only. [4]

An example has been completed for you. The lines may cross over each other.



(b) Suggest **one** example of a *negative social impact*. [1]

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.....

(Total 5 marks)



3. Study Fig. 1 which shows images of two short break holidays.

## SHORT BREAK HOLIDAYS



**London theatre breaks**



**A city break in Rome**

**Adapted sources:**  
[www.thomson.co.uk](http://www.thomson.co.uk)

**Fig. 1**

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

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- (b) Give an example of a *short break holiday* that can be taken at destinations **other** than cities. [1]

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The following box gives three reasons why *short break holidays* have become increasingly popular with tourists.

<b>Transport developments</b>	<b>Increased affluence</b>
<b>Tour operator packages</b>	

(c) Explain how each of the above reasons have led to an increase in tourists taking a *short break holiday*. [6]

**Increased affluence:** .....

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**Transport developments:** .....

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**Tour operator packages:** .....

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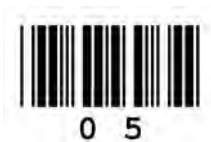
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**(Total 8 marks)**

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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.*

6. Study **Fig. 2** which shows images and text of one international hotel chain and its sustainable tourism action plan.



Hilton Worldwide operates with more than 3,500 hotels in 81 countries.

Hilton's sustainable tourism action plan, for 2009-2014, includes the following three aims:

1. Reduction of energy consumption by 20%.
2. Reduction of water consumption by 10%.
3. More use of renewable energy.

Adapted source: [www.hiltonworldwide.com](http://www.hiltonworldwide.com)

**Fig. 2**

- (a) Suggest how Hilton Worldwide hotels, together with its customers and staff, might achieve the aims shown in **Fig. 2**. [3]

**Reduction of energy consumption:** .....

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**Reduction of water consumption:** .....

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**More use of renewable energy:** .....

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7. Study Fig. 3 which shows an image of a modern stadium complex.

**Arsenal Football Club's £390m Emirates Stadium is an example of a modern stadium which has an impact on the local area.**



**Facilities in a modern stadium complex can include:**

Executive Boxes

Bars and Restaurants

Nightclub

Casino

Transport Terminals

Shops

Source: [www.arsenal.com](http://www.arsenal.com)

**Fig. 3**







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8. Study Fig. 4 which includes images of people with special needs in leisure and tourism.



Fig. 4

(a) Suggest **four** ways that leisure and tourism facilities provide for people with special needs. [4]

1. ....
2. ....
3. ....
4. ....





9. Leisure and tourism can have *positive* and *negative impacts* on communities and landscapes.

(a) For each of the following state whether the impact will be *positive* **or** *negative*. [3]

<b>IMPACT</b>	<b>POSITIVE or NEGATIVE</b>
Tourists mix with local people to enjoy a festival.	
Woodlands are destroyed to make way for a golf course.	
Crime rates rise during the main tourist season.	







10. Changes in lifestyle include changes in tastes and fashions.

- (a) (i) For **one** leisure activity discuss why it has become **more** fashionable and **more** popular in recent years. [4]

**Leisure activity** .....

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- (ii) For **one** leisure activity discuss why it has become **less** fashionable and **less** popular in recent years. [4]

**Leisure activity** .....

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