

Candidate Name	Centre Number	Candidate Number
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**GCSE**

4762/01

**LEISURE AND TOURISM**

**(DOUBLE AWARD)**

**Unit 2: Leisure and Tourism Destinations**

P.M. TUESDAY, 11 January 2011

1½ hours

	Question	Maximum Mark	Examiner Mark
<b>Section A</b>	1	9	
	2	7	
	3	4	
	4	10	
<b>Section B</b>	5	16	
	6	20	
	7	11	
	8	13	
	<b>Total</b>	90	

**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

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.

**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.

**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. (a) Identify **two** city destinations in Europe. **Tick** (✓) the correct boxes. [2]

- a. *Sydney*
- b. *Paris*
- c. *Milan*
- d. *Johannesburg*
- e. *New York*

(b) Identify which **two** of the following are more likely to be examples of non-serviced accommodation. **Tick** (✓) the correct boxes. [2]

- a. *Hilton Hotel*
- b. *Cotswold Country Cottages*
- c. *Green's Caravan Park*
- d. *Sheila's Guest House*
- e. *Bryn Villa Bed and Breakfast*

(c) Identify which **two** of the following are examples of special interest holidays. **Tick** (✓) the correct boxes. [2]

- a. *Visiting an aunt in Edinburgh*
- b. *A skiing holiday in the French Alps*
- c. *A package holiday to Majorca*
- d. *Bird watching in the Ria Formosa Nature Reserve*
- e. *Attending a conference in Leeds*

(d) Identify which **three** of the following are purpose-built **UK** attractions. **Tick (✓)** the correct boxes. [3]

- a. *Cheddar Gorge*
- b. *Alton Towers*
- c. *The New Forest*
- d. *St. Paul's Cathedral*
- e. *Legoland*
- f. *Madame Tussauds*

(Total 9 marks)

2. Package holidays are popular with many tourists and are made up of **three** main parts.

(a) Name these **three** main parts. The first letter of each is given. [3]

F .....

T .....

A .....

(b) (i) Give **two** advantages for tourists choosing a package holiday. [2]

1. ....

.....

2. ....

.....

(ii) Give **two** disadvantages for tourists choosing a package holiday. [2]

1. ....

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2. ....

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(Total 7 marks)

3. Study Fig. 1 which shows images of two different types of tourism.



Fig. 1

(a) What is sports tourism? Give a specific example. Do **not** use the example in Fig. 1. [2]

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(b) Give **two** examples of health tourism. Do **not** use the example in Fig. 1. [2]

1. ....

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2. ....

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(Total 4 marks)

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## 4. Study Fig. 2 which shows extracts from a holiday diary.

Saturday - July 1st 2010

We arrived at the cottage in a small village called Little Haven in Pembrokeshire. It was a long drive from London and Dad was really tired. He had to drive because there is no other easy way to get here.

Monday - July 3rd 2010

Today the weather was really nice so we went to the beach at Freshwater. We had a great time playing on the beach and swimming in the sea. In the afternoon we went for a walk along the coast which is part of the Pembrokeshire Coast National Park. In the evening we went to the cinema in Tenby and watched a Harry Potter film.

Tuesday - July 4th 2010

Today the weather wasn't that hot so we went to Oakwood Leisure Park. We had a fantastic day and the rides were really scary.

Friday - July 7th 2010

As the weather wasn't very good in the morning we went to Pembroke Castle which was really interesting but then we went to St. David's Cathedral which I didn't like! In the afternoon the weather was better and so we went canoeing on the River Cleddau and saw the Preseli Hills in the distance.

Fig. 2

(a) Using Fig. 2;

(i) Name **two** natural attractions. [2]

1. ....

2. ....

(ii) Name **one** purpose-built attraction. [1]

.....

(iii) Name **one** heritage attraction. [1]

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(b) Give **two** reasons why the tourism destination described in **Fig. 2** might appeal to tourists interested in taking an activity holiday. [2]

1. ....  
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2. ....  
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(c) Explain why **UK** countryside destinations, such as areas of Pembrokeshire, might **not** appeal to some types of tourists. [4]

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(Total 10 marks)

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**SECTION B**

*You are advised to spend about **60 minutes** on this section.  
Answer **all** the questions, writing your answers in the spaces provided.*

**5.** Business travel is an important part of the travel and tourism industry.

(a) Give **three** reasons why business people need to travel. [3]

- 1. ....
- 2. ....
- 3. ....

Business people use a variety of transport organisations.

(b) Complete the table by giving a **named** organisation for each type of transport. [3]

<b>Transport</b>	<b>Named Organisation</b>
Airline	
Train	
Car hire	

(c) Explain how business travel makes an important contribution to the tourism industry. [4]

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6. Some towns and cities are popular heritage and cultural tourism destinations which attract different types of leisure tourists.

(a) Suggest **three** types of leisure tourists likely to visit heritage and cultural towns and cities. [3]

1. ....

2. ....

3. ....

Short breaks to towns and cities have grown in popularity in recent years.

(b) Suggest **three** reasons for this growth in popularity. [3]

1. ....

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2. ....

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3. ....

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Study **Fig. 3** which shows a range of facilities provided in towns and cities that different leisure tourists are likely to spend their money on.



**Fig. 3**



7. Study **Fig. 4** which shows an image and some venues of Madonna's World Tour.

**Madonna announces first world tour dates**



**VENUES**

Cardiff Millennium Stadium - Berlin Olympic Stadium –  
Miami Dolphin Stadium

London Wembley Stadium - Frankfurt Commerzbank Arena

Rome Olympic Stadium - Chicago United Center - Amsterdam Arena

Montreal Bell Centre - Paris Stade de France –  
Vancouver BC Place Stadium

Adapted source: <http://www.nme.com/news/madonna/36464>

**Fig. 4**




8. Study Fig. 5 which shows images of *sustainable* and *ecotourism* in Kenya.

**Karibu! Welcome to Kenya, the original home of the great African safari. Our country is blessed with some of the world's richest wilderness areas and some of its rarest creatures.**

**Ecotourism Kenya is an organisation that was founded in 1996 to promote ecotourism and sustainable tourism practices in Kenya.**



[www.maasaimara.com](http://www.maasaimara.com)




[www.flickr.com](http://www.flickr.com)



[www.destination360.com](http://www.destination360.com)



[www.milgistrustkenya.com](http://www.milgistrustkenya.com)



[www.luxury-safaris.co.uk](http://www.luxury-safaris.co.uk)

Sources: via [www.images.google.com](http://www.images.google.com) and [www.ecotourismkenya.org](http://www.ecotourismkenya.org)

Fig. 5



*Ecotourism Kenya* (see **Fig. 5**) has produced an ecotourist leaflet highlighting guidelines for tourists.

(a) Suggest **three** guidelines that might be included in the leaflet. [3]

1. ....

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2. ....

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3. ....

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(b) Explain the term *sustainable tourism*. [2]

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(c) Evaluate the economic, social and environmental benefits of *sustainable* and *ecotourism* for destinations such as Kenya. [8]

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