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| Candidate Name | Centre Number | Candidate Number |
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GCSE

4764/01

LEISURE AND TOURISM

Unit 4: Choice and Change in Leisure and Tourism

P.M. MONDAY, 17 January 2011

1½ hours

| | Question | Maximum Mark | Examiner Mark |
|------------------|--------------|--------------|---------------|
| Section A | 1 | 6 | |
| | 2 | 6 | |
| | 3 | 7 | |
| | 4 | 6 | |
| | 5 | 5 | |
| Section B | 6 | 16 | |
| | 7 | 18 | |
| | 8 | 15 | |
| | 9 | 11 | |
| | Total | 90 | |

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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.

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) (i) Identify which **two** examples of media technology have been introduced most recently for home based leisure entertainment. **Tick (✓)** the correct boxes. [2]

a. *Colour television*

b. *Wii*

c. *Video recorder*

d. *Personal computer*

e. *Blu-ray player*

- (ii) Name **two** other examples of recently introduced *media technology* for *home based leisure entertainment*. [2]

1.

2.

- (iii) *Home-based entertainment* has become increasingly popular. Suggest **two** reasons for this increased popularity. [2]

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2.

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(Total 6 marks)

2. Study Fig. 1 which shows images of passengers and staff at an airport.

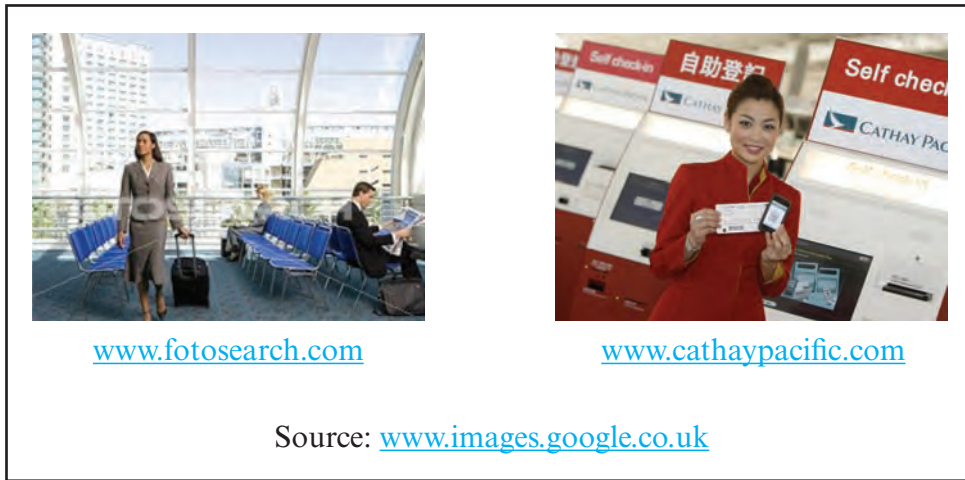


Fig. 1

Security technology is used to protect passengers and staff at airports.

(a) Give **two** examples of *security technology* used to protect passengers and staff at airports. [2]

1.
2.

(b) (i) Explain **one** advantage of airport *security technology*. [2]

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(ii) Explain **one** disadvantage of airport *security technology*. [2]



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(Total 6 marks)

3. Study **Fig. 2** which gives some information below about Jim's leisure activities.

www.worldofstock.com www.northumberlandlife.org

Jim is a retired doctor with a good pension. He is a member of the local golf club, enjoys going to the theatre and often goes out for a meal with his wife and friends.

Adapted source via: www.images.google.com

Fig. 2

(a) Identify **three** of the following factors which affect Jim's choice of leisure activity. **Tick** (✓) the correct boxes. **Tick**
[3]

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|--|--------------------------|
| a. <i>Trends and fashions</i> | <input type="checkbox"/> |
| b. <i>Availability of local facilities</i> | <input type="checkbox"/> |
| c. <i>Special needs</i> | <input type="checkbox"/> |
| d. <i>Money</i> | <input type="checkbox"/> |
| e. <i>Gender</i> | <input type="checkbox"/> |
| f. <i>Availability of time</i> | <input type="checkbox"/> |
| g. <i>Influence of the media</i> | <input type="checkbox"/> |

(b) Select **two** factors from the list in (a) and explain how they affect **your** choice of leisure activities. [4]

Factor 1:

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Factor 2:

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(Total 7 marks)

4. Flights to *long haul* holiday destinations have become increasingly popular.

(i) Identify **two** changes in lifestyle which have influenced this trend. **Tick (✓)** the correct boxes. [2]

- a. *Increased affluence*
- b. *Increased environmental awareness*
- c. *Ageing population*
- d. *Increased awareness of healthy lifestyle*
- e. *Transport developments*

(ii) Explain why flights to *long haul* holiday destinations are unpopular with people concerned about the environment. [4]

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(Total 6 marks)



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5. Study **Fig. 3** which includes an image and information about *Center Parcs*.



Awaken your senses with
Perfect moments
at Center Parcs...

Center Parcs is the leading UK short break holiday organisation. We specialise in providing family holidays in forest locations.

The Center Parcs experience is built around our guests enjoying the natural forest. It therefore makes sense for us to protect it. We felt it was essential to identify where we had the biggest impact. We identified three areas in which we needed to reduce our impact:

1. Energy use.
2. Waste production.
3. Water use.

Adapted source: www.centerparcs.co.uk

Fig. 3

- (a) Using **Fig. 3** identify which type of impact *Center Parcs* is aiming to reduce. Tick (✓) the correct box. [1]

a. *Economic impact*

b. *Social impact*

c. *Environmental impact*

d. *Cultural impact*

(b) Explain how *Center Parcs* might be able to reduce their energy and water use. [4]

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(Total 5 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. Leisure facilities are provided for a range of age groups.

(a) Complete **Fig. 4** by matching a facility with the most likely age group.

[5]

| FACILITY | |
|--------------------------------|------------------------|
| Night club | Gardening club |
| Fitness and crèche club | Kids craft club |
| Youth club | |

| Age groups | Facility |
|-------------------------|-----------------|
| Children under 7 | |
| Teenagers aged 13 to 15 | |
| Young adults | |
| Young mothers | |
| Senior citizens | |

Fig. 4

- (b) (i) For **one** area you have studied, describe and evaluate the choice of leisure facilities and activities available for young adults. [8]

Named area:

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- (ii) For your named area, identify and explain **one** gap in the leisure provision for young adults. [3]

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7. Study **Fig. 5** which shows quotes from three different **UK** residents about their changing patterns of travel and tourism.

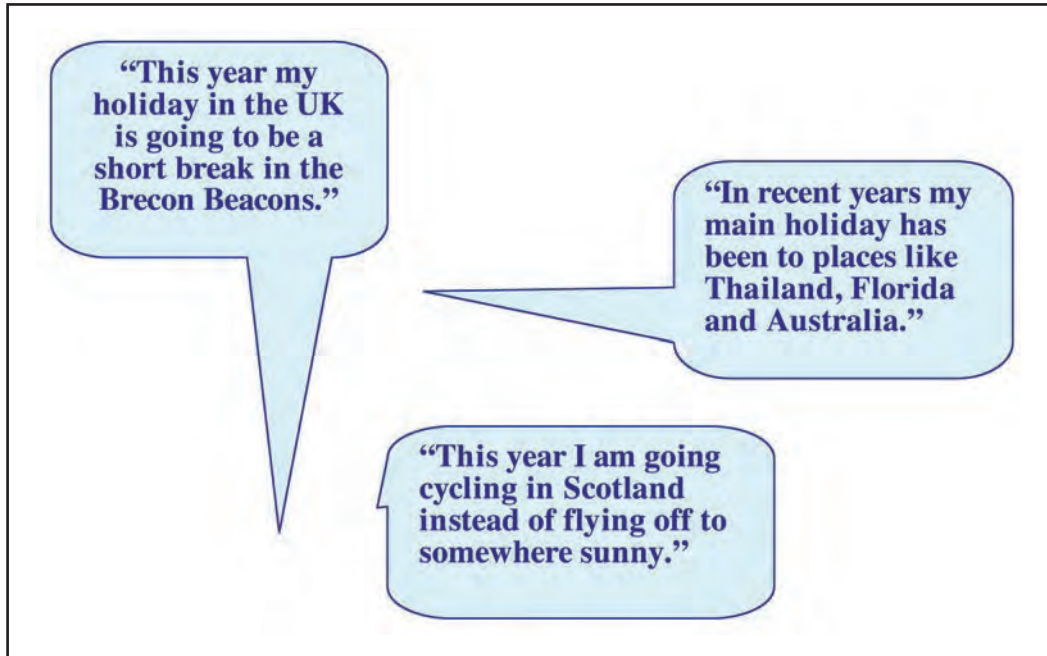


Fig. 5

- (a) Discuss the reasons why patterns of travel and tourism change over time.

[6]

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Travel and tourism activities also have a number of **negative social and cultural impacts** on destinations.

(c) Identify and explain **three** examples of **negative social and cultural impacts**. [6]

Example 1:

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Example 2:

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Example 3:

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(Total 18 marks)

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8. Study **Fig. 6** which shows a number of reasons why patterns of *leisure activity* are continually changing.

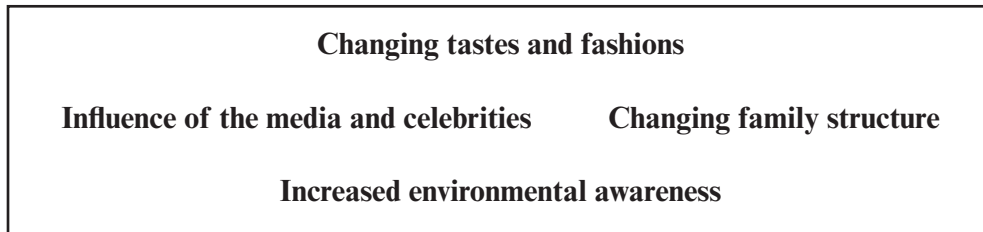


Fig. 6

- (a) Discuss how the reasons identified in **Fig. 6** might affect people's changing patterns of leisure activity. [9]

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Increased awareness of a healthy lifestyle is another reason which might affect people's patterns of leisure activity.

(b) Using examples, discuss how this increased awareness of a healthy lifestyle might affect people's pattern's of leisure activity. [6]

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(Total 15 marks)

9. Study Fig. 7 which includes information and images about sustainable tourism in Crete.

Crete is the largest island in Greece and is located in the eastern Mediterranean.



An organised birdwatching walk and locally produced olive oil soap.

Pure Crete is a tour operator which has been operating since 1989. They offer travel packages with accommodation in locally-owned traditional village houses and farms.

Pure Crete helps local owners to restore village properties, and works with the community to protect the environment, which in turn, benefits the local economy by creating construction jobs.

They also organise birdwatching, wildflower, and archaeological trips as well as food and wine exhibitions. Recently they have sponsored projects such as recycling, solar energy and the conservation of the bearded vulture and the sea turtle.

Adapted source: www.stigmes.gr/br/brpages/articles/TOURISM_CRETE.htm

Fig. 7

(a) Using Fig.7:

- (i) Identify **one** example of *economic sustainability*. [1]

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- (ii) Identify **one** example of *ecological sustainability*. [1]

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- (iii) Identify **one** example of *cultural sustainability*. [1]

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You will have studied a *sustainable tourism project* on a destination **outside of the UK**.

(b) Outline the project's aims and evaluate its impacts on the destination. [8]

Named project and destination:

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(Total 11 marks)

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