

Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4762/01

LEISURE AND TOURISM

UNIT 2: Leisure and Tourism Destinations

P.M. WEDNESDAY, 11 January 2012

1½ hours

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
Section A	1	9
	2	13
	3	8
Section B	4	17
	5	12
	6	13
	7	18
Total		90

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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 in Section A and Section B.

Write your answers in the spaces provided in this booklet.

If you run out of space, use a standard 4 page continuation booklet. Number the question(s) clearly and put your continuation booklet in this question-and-answer booklet. No other style of answer booklet should be used.

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. Study **Fig. 1** which shows images of four destinations.



Fig. 1



(a) (i) Using **Fig. 1**, identify **two** long haul destinations. [2]

1.

2.

(ii) Name **one** long haul destination in the USA **not** shown in **Fig. 1**. [1]

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(iii) Name **one** short haul destination in southern Europe **not** shown in **Fig. 1**. [1]

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(b) Identify which **two** of the following are examples of health tourism for UK residents. **Tick (✓) two** boxes only. [2]

a. *Flying to California for plastic surgery*

b. *Visiting a nearby dentist*

c. *Going to a local hospital for an operation*

d. *Travelling to a health spa in Italy*

e. *Going to a slimming class*

(c) Identify which **three** of the following are natural attractions. **Tick (✓) three** boxes only. [3]

a. *Thorpe Park*

b. *The French Alps*

c. *Tenby's south beach*

d. *The Oxford Canal*

e. *The River Thames*

f. *Blackpool Pleasure Beach*

g. *The London Eye*

(Total 9 marks)

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2. Tourism can be categorised as being *domestic*, *inbound* or *outbound*.

A – We are a family from Spain visiting the UK for a holiday.

B – We are a school party from North Wales visiting Alton Towers for the day.

C – We are students from Bath flying to Paris for a weekend.

- (a) Match the speech bubbles with the correct type of tourism listed below. Use **A, B or C** to indicate your answer. [3]

Types of tourism

Outbound tourism	<input type="checkbox"/>
Inbound tourism	<input type="checkbox"/>
Domestic tourism	<input type="checkbox"/>

- (b) Identify **two** key components of the travel and tourism industry most likely to be used on the day by the students visiting Alton towers. **Tick (✓) two** boxes only. [2]

- | | |
|-----------------------------------|--------------------------|
| a. <i>Transportation</i> | <input type="checkbox"/> |
| b. <i>Accommodation</i> | <input type="checkbox"/> |
| c. <i>Attractions</i> | <input type="checkbox"/> |
| d. <i>Travel agents</i> | <input type="checkbox"/> |
| e. <i>On-line travel services</i> | <input type="checkbox"/> |



(c) Suggest **two** reasons why the **UK** appeals to inbound tourists. Give examples to support your suggestions. [4]

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Study **Fig. 2** which shows a tourism graph.

Visits to the UK from the top 10 countries.

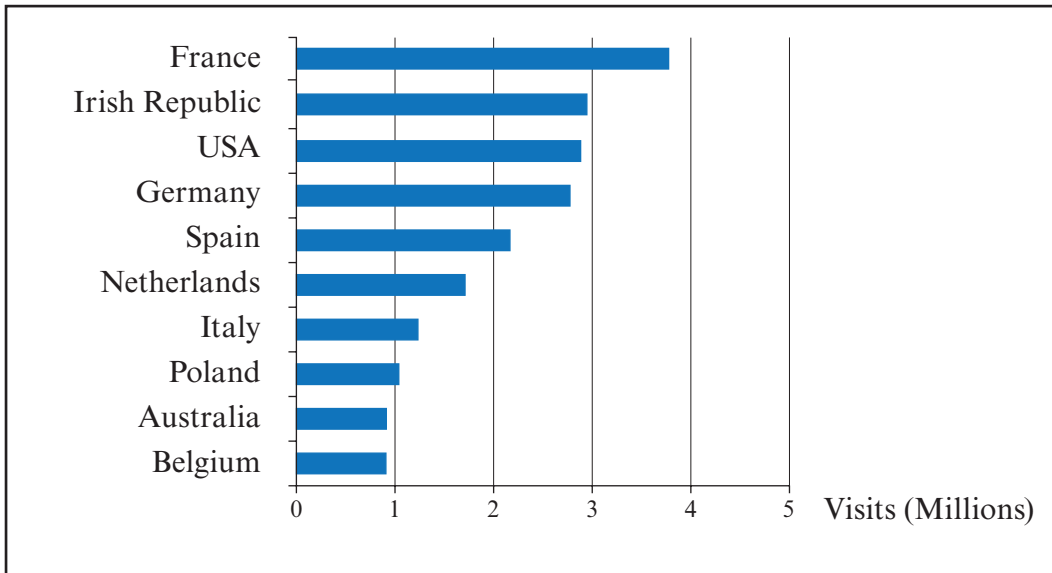


Fig. 2

(d) Explain why more tourists visit the **UK** from France and the Irish Republic than from Australia. [4]

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(Total 13 marks)



3. An increasing number of tourists are more aware of the principles of sustainable tourism.

(a) Complete the following table by indicating whether the statements are **true** or **false**. [4]

Statement	True or False
Sustainable tourism only takes place in countryside areas.	
Sustainable tourism involves local communities.	
Sustainable tourism has a negative impact on destinations.	
Sustainable tourism is the main aim of private sector organisations.	



Study **Fig. 3** which shows images of sustainable tourism activities.



Fig. 3

(b) Explain why the two activities shown in **Fig. 3** are examples of sustainable tourism. [4]

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(Total 8 marks)



SECTION B

You are advised to spend approximately 60 minutes on this section.

*Answer **all** the questions, writing your answers in the spaces provided.*

4. There are different types of tourism destinations.

(a) Complete the table by identifying a well known **UK** example for each destination type. [3]

Type of destination	UK example
Coastal	
Countryside	
Cultural	



5. Study **Fig. 4** which shows images of two major events.

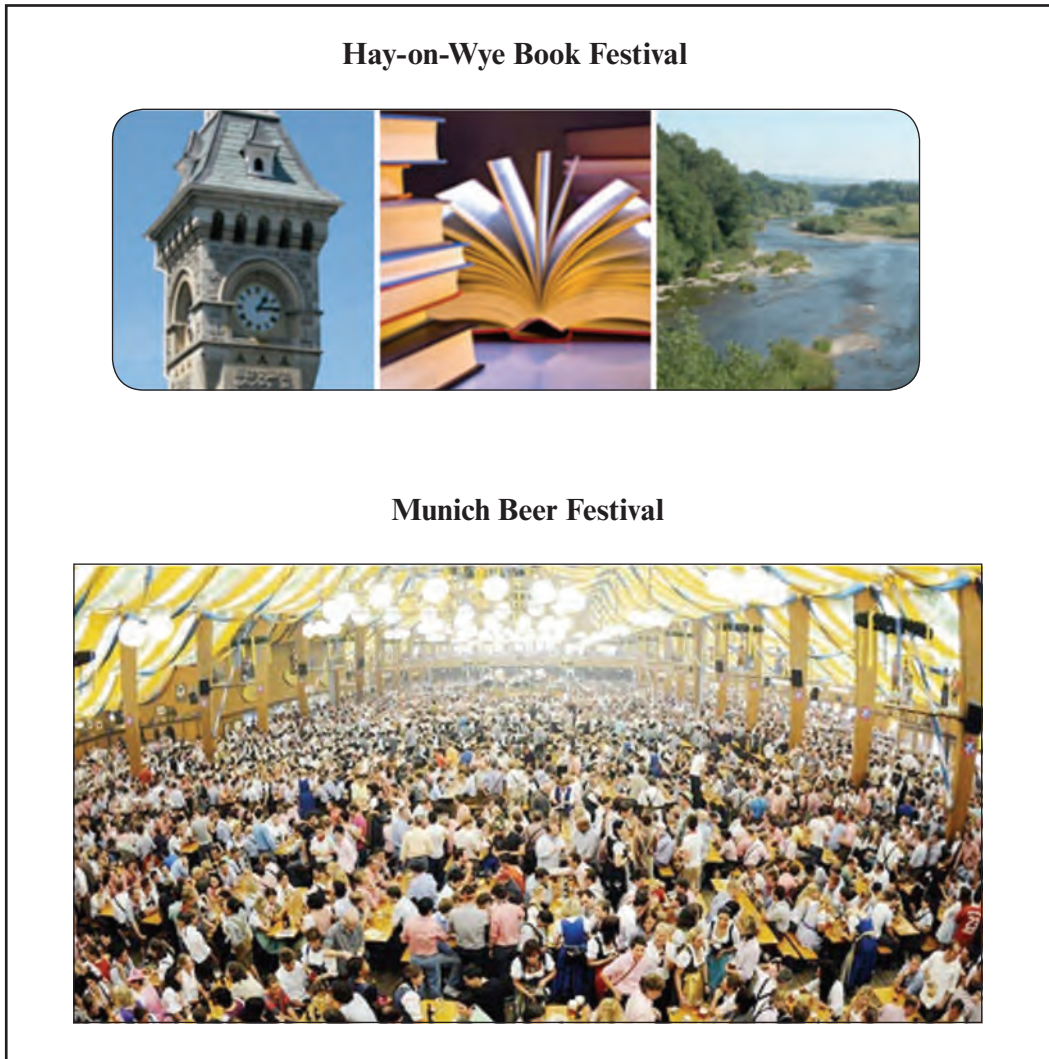


Fig. 4

- (a) (i) Name **one** major sporting event held in the **UK**. [1]

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- (ii) Name **one** major music event held in the **UK**. [1]

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(c) Outline how leisure and tourism organisations benefit from visitors attending a major event. [4]

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(Total 12 marks)



6. Study Fig. 5 which shows images of two conference centres.

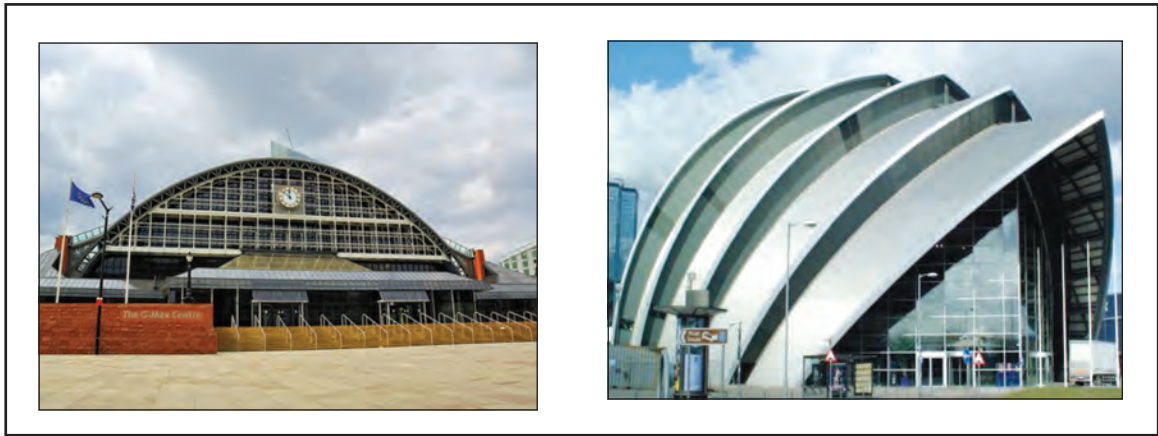


Fig. 5

Business people often travel to a conference as part of their work.

(a) Suggest **three other** reasons that might require a business person to travel. [3]

- 1.
- 2.
- 3.



7. Study **Fig. 6** which shows a number of *motivating factors* why people travel to tourism destinations outside the UK.

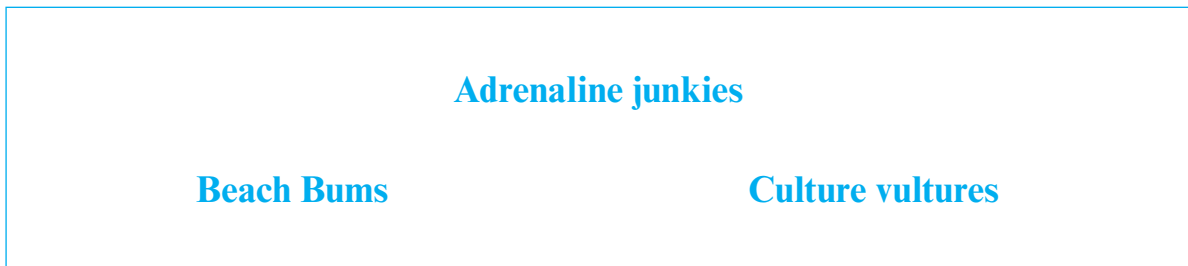


Fig. 6

- (a) Complete the table below by explaining any **two** of the above factors. Give an example of a **non-UK** destination to support your answer. [6]

Explanation	Non-UK destination
<i>Motivating factor 1:</i>	
<i>Motivating factor 2:</i>	



(c) Explain why tourism destinations use marketing to promote their destinations. [4]

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(Total 18 marks)



Acknowledgements

Question 1

Colosseum - Rome-guide.it
Beijing - China Internet Information Centre
Golden Gate Bridge - © Shutterstock
Amsterdam - Photograph courtesy of Ondrej Pastirik

Question 3

Tourist market - © Shutterstock
Cyclists - © Shutterstock

Question 5

Book festival - Hay-on-Wye Council/Giles Morgans/istockphoto.com
Beer festival - AFP

Question 6

Manchester central - © Shutterstock
Scottish Exhibition and Conference Centre - freefoto.com/Ian Britton

