



**4762/01**

**LEISURE AND TOURISM**

**UNIT 2: Leisure and Tourism Destinations**

**P.M. FRIDAY, 23 May 2014**

**1 hour 30 minutes plus your additional time allowance**

**Surname** \_\_\_\_\_

**Other Names** \_\_\_\_\_

**Centre Number** \_\_\_\_\_

**Candidate Number** 0 \_\_\_\_\_

<b>For Examiner's use only</b>			
	<b>Question</b>	<b>Maximum Mark</b>	<b>Mark Awarded</b>
<b>Section A</b>	<b>1.</b>	<b>9</b>	
	<b>2.</b>	<b>10</b>	
	<b>3.</b>	<b>11</b>	
<b>Section B</b>	<b>4.</b>	<b>18</b>	
	<b>5.</b>	<b>21</b>	
	<b>6.</b>	<b>9</b>	
	<b>7.</b>	<b>12</b>	
	<b>Total</b>	<b>90</b>	

## **INSTRUCTIONS TO CANDIDATES**

**Use black ink, black ball-point pen or your usual method.**

**Write your name, centre number and candidate number in the spaces on the front cover.**

**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 the continuation pages at the back of the booklet, taking care to number the question(s) correctly.**

## **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 one third of your time on this section.**

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

- 1. People have different MOTIVATIONAL FACTORS for travel.**
- (a) Identify which TWO of the following are examples of HEALTH TOURISM for UK residents. Tick (✓) TWO boxes only. [2]**

- |  |                          |
|--|--------------------------|
| <b>a. Flying to India for a heart operation</b>  | <input type="checkbox"/> |
| <b>b. Visiting the local health centre</b>       | <input type="checkbox"/> |
| <b>c. Visiting a friend in a local hospital</b>  | <input type="checkbox"/> |
| <b>d. Travelling to a health resort in Spain</b> | <input type="checkbox"/> |
| <b>e. Going to an aerobics class</b>             | <input type="checkbox"/> |

**1(b) Identify which TWO of the following are examples of business tourism for UK business people.**

**Tick (✓) TWO boxes only. [2]**

**a. Going to a meeting in the local office**

**b. Travelling to a meeting in Rome**

**c. Working from home during the school holidays**

**d. Teleconferencing with a client from Russia**

**e. Going to a trade fair in Berlin**

**Another MOTIVATIONAL FACTOR why people travel is for leisure purposes.**

**(c) Name THREE different types of leisure travel. [3]**

**1.** \_\_\_\_\_

**2.** \_\_\_\_\_

**3.** \_\_\_\_\_

**VISITING FRIENDS AND RELATIVES is an increasingly important MOTIVATIONAL FACTOR why people travel.**

**1(d) Explain ONE reason why travel to VISIT FRIENDS AND RELATIVES has increased in recent years. [2]**

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**2. There are 15 National Parks in the UK.**

**(a) Name TWO National Parks in the UK. [2]**

**1.** \_\_\_\_\_

**2.** \_\_\_\_\_

**(b) Give TWO purposes of National Parks. [2]**

**1.** \_\_\_\_\_

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\_\_\_\_\_

**2.** \_\_\_\_\_

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**2(c) (i) Suggest ONE reason why National Parks are popular with families. [2]**

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2(c) (ii) Suggest TWO reasons why some people do not visit National Parks. [4]

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3. Tourism can be described as being **DOMESTIC**, **INBOUND** or **OUTBOUND**.

**A** We are a hen party flying from Bristol to Prague for a weekend.

**B** I am a backpacker from Australia visiting the UK.

**C** We are a family from Essex holidaying in Scotland.

(a) Match the letters with the correct type of tourism listed below. Write A, B or C to indicate your answer. [3]

**TYPES OF TOURISM**

**In-bound tourism**

**Domestic tourism**

**Out-bound tourism**

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

**1.** \_\_\_\_\_

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**2.** \_\_\_\_\_

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**3(c) Explain why the UK might not appeal to some overseas tourists. [4]**

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**SECTION B**

You are advised to spend approximately two thirds of your time on this section.

Answer ALL the questions, writing your answers in the spaces provided.

4. **SHORT HAUL** destinations are those that involve a flight of less than four or five hours.

(a) Complete the following table with 'TRUE OR FALSE' to indicate whether or not the statements involve a **SHORT HAUL** flight. [4]

<b>STATEMENTS</b>	<b>TRUE OR FALSE</b>
A business person flying from Birmingham to Dublin	
A backpacker flying from Sydney to Paris	
A honeymoon couple flying from London to the Mediterranean	
A rugby team flying from Canada to Wales	

**4(b) Suggest TWO advantages to UK tourists in choosing a SHORT HAUL holiday destination rather than a LONG HAUL holiday destination. [2]**

**1.** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2.** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4(c) (i) For ONE SHORT HAUL destination you have studied, evaluate attractions which appeal to different types of UK visitors. [8]**

**NAME OF SHORT HAUL**

**DESTINATION:** \_\_\_\_\_

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**4(c) (ii) Suggest TWO types of promotional material used to market SHORT HAUL destinations.**

**[2]**

- 1.** \_\_\_\_\_
- 2.** \_\_\_\_\_



**4(c) (iii) Explain why SHORT HAUL destinations use promotional materials. [2]**

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5. Study Fig. 1 opposite which shows a map of the UK and part of the European mainland.

An Edinburgh youth club is planning a visit to Paris for its 40 members. The organisers are considering different transport methods for the 700 mile journey.

- (a) (i) Complete the following table by giving a major UK organisation for each method of transport. [3]

TRANSPORT	NAMED ORGANISATION
Airline	
Coach	
Train	

Fig. 1



5(a) (ii) Choose one method of transport from (a)(i) and explain its advantages and disadvantages to the youth club for its planned 700 mile journey. [8]

ADVANTAGES: \_\_\_\_\_

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**DISADVANTAGES:**

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Lined writing area with horizontal lines.

Many cities are introducing measures to reduce the **NEGATIVE ENVIRONMENTAL IMPACTS** of transport within their destination.

5(b) (ii) Suggest **TWO** measures that cities have introduced to reduce the **NEGATIVE ENVIRONMENTAL IMPACTS** of transport within their destination. [4]

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5(b) (ii)

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**6. Changes in lifestyle and technology can have an influence on people’s leisure and tourism activities. The following list shows four influences.**

**Increased affluence**

**Changing family structures**

**The internet**

**Environmental awareness**

**(a) Suggest THREE examples of how the internet might influence people’s leisure and tourism activities. [3]**

**1.** \_\_\_\_\_

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**2.** \_\_\_\_\_

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**3.** \_\_\_\_\_

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**Fig. 2**

**An artist's impression of how the marina will look and Newry Beach where most of the planned development will take place.**



**Anglesey councillors have granted permission for a £100m redevelopment of the Newry Beach area of Holyhead into a marina which will include:**

- **326 homes, a mix of apartments and houses**
- **Shops**
- **Restaurants and bars**
- **Hotel**
- **A new youth centre**
- **A public beach area**
- **A new maritime museum and visitor centre**
- **A marina which can berth 500 boats**



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**7(b) Explain TWO POSITIVE SOCIAL IMPACTS the planned redevelopment is likely have on the area.**

**[4]**

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**2.** \_\_\_\_\_

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