

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
TOTAL	



General Certificate of Secondary Education
January 2012

Leisure and Tourism

48401

Unit 1 Understanding Leisure and Tourism Destinations

Wednesday 11 January 2012 1.30 pm to 2.30 pm

You will need no other materials.
You may use a calculator.

Time allowed

- 1 hour

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- You are reminded of the need for good English and clear presentation in your answers.
- Questions 8 and 9 should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.



J A N 1 2 4 8 4 0 1 0 1

Answer **all** questions in the spaces provided.

- 1 **Figure 1** is a photograph of Spinnaker Tower, in the UK, from where people can enjoy views across Portsmouth Harbour. It opened in 2005.

Figure 1



Which **one** of the following types of visitor attraction is shown in **Figure 1**?
 Draw a ring around the correct answer.

- Built attraction
- Historic attraction
- Natural attraction
- Theme park

(1 mark)

1

- 2 What is meant by a *natural attraction*?

.....

.....

.....

.....

(2 marks)

2



- 3 Complete the paragraph below which is about tourists travelling into London.

Eurostar passenger trains from Europe arrive at railway station in London. International flights arriving into London may use Gatwick, Heathrow, Luton or airport. Coach passengers arriving into London arrive at coach station.

(3 marks)

3

- 4 Complete the table below which names some examples of tourist destinations.

Destination type	UK example	Overseas example
Beach or seaside resort		Rimini, Italy
	Edinburgh	Barcelona, Spain
Ski/Snowsports resort	Aviemore	
National Park		Yellowstone, USA

(4 marks)

4

Turn over for the next question

Turn over ►



5 Figure 2 is a photograph of Budapest, a popular short-haul city destination.

Figure 2



5 (a) What is meant by a *short-haul* destination?

.....

.....

.....

.....

(2 marks)

5 (b) Identify **two** visitor attractions within **one** city destination and describe their appeal for visitors.

Name of city destination

Name of first attraction

Appeal for visitors

.....

.....

.....

.....



.....
.....

Name of second attraction

Appeal for visitors

.....
.....
.....
.....
.....
.....
.....

(2 x 3 = 6 marks)

8

6 Tourists need to know how to travel to destinations. Describe a route from your home area to an **overseas city** destination.

Home area

Overseas city destination

Description of route

.....
.....
.....
.....
.....
.....
.....

(3 marks)

3

Turn over ►



- 7 Study **Figure 3**, which gives information about the choice of holiday destination for Ben, an art college student.

Figure 3



Many factors affect how people choose their holiday destinations. These include:

- the range of products and services on offer
- personal interests and tastes
- cost
- accessibility
- events.

Explain how **three** of these factors have influenced the holiday destination choice made by Ben, the student in **Figure 3**.

Factor 1

.....

.....

.....

.....

.....

.....

.....

Factor 2

.....

.....

.....

.....

.....

.....

.....

Factor 3

.....

.....

.....

.....

.....

.....

.....

(3 x 2 = 6 marks)

6

Turn over ►



8 **Figure 4** is a photograph taken in one of the UK's many National Parks.

Figure 4



A group of mature adults asks you to recommend a UK National Park for a holiday.

Evaluate how successful the available range of leisure activities and visitor attractions would be in meeting the needs of the group of mature adults.

UK National Park

Evaluation

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(12 marks)

Extra space

.....

.....

.....

.....

.....

.....

.....

.....

.....

12

Turn over ►



9 Explain the main advantages **and** disadvantages of travelling by rail.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(8 marks)

Extra space

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

8



10 List **three** leisure and tourism reasons why people travel to destinations, **other than** for holidays.

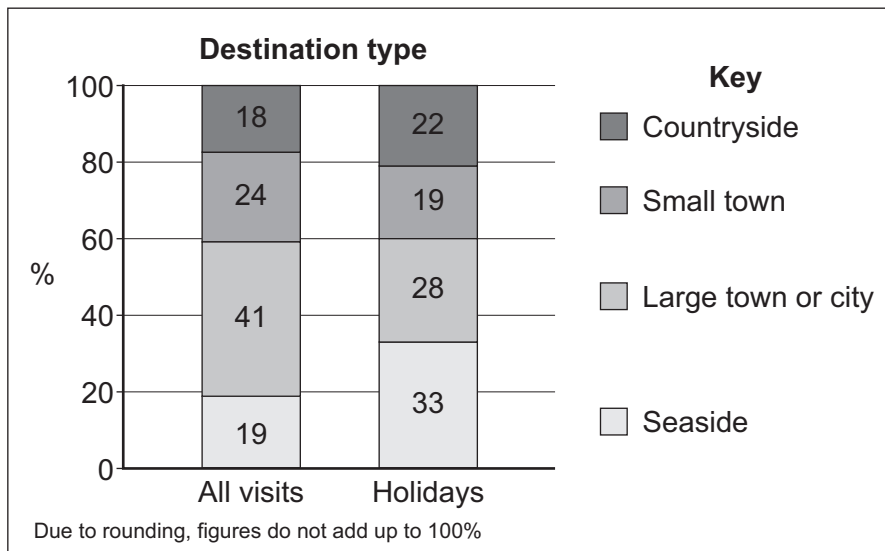
- 1
- 2
- 3

(3 marks)

3

11 **Figure 5** shows the percentages of destination types for all visits and for holidays in England, in 2008.

Figure 5



Analyse the information shown in **Figure 5**.

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question 11 continues on the next page

Turn over ▶



.....

.....

.....

.....

(6 marks)

Extra space

.....

.....

.....

6

12 The box below lists five types of visitor attraction.

A: natural attractions	D: major sports/entertainment venues
B: historic sites	E: built attractions
C: theme parks	

Beside **each** statement below, write in each box the correct letter, **A, B, C, D** or **E**.

Legoland has rides such as Balloon School and Vikings' River Splash.

Angel Falls is the world's highest waterfall.

Staples Center is the home of the LA Lakers team.

MOMA is an art gallery in New York.

(4 marks)

4

END OF QUESTIONS

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

- Figure 1: Simon Watkins
- Figure 2: Getty Images: Adam Jones
- Figure 4: Getty Images: Dougal Waters
- Figure 5: enjoyengland.com

