

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										



General Certificate of Secondary Education
June 2012

Leisure and Tourism

48401

Unit 1 Understanding Leisure and Tourism Destinations

Monday 14 May 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 10 and 14 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.

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
TOTAL	



J U N 1 2 4 8 4 0 1 0 1

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

- 1 **Figure 1** is a map showing the locations of some city destinations that tourists visit from the UK.

Figure 1



Which **one** of the city destinations shown on the map is a short-haul destination?
Tick **one** box.

Miami

Rio de Janeiro

Paris

Johannesburg

(1 mark)

1



2 What is meant by a *long-haul* destination?

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

(2 marks)

2

3 Tick **one** box next to the phrase that correctly finishes the sentence below.

Footpath erosion is ...

a negative economic impact of tourism.

a positive economic impact of tourism.

a negative environmental impact of tourism.

a positive environmental impact of tourism.

(1 mark)

1

4 Tick **one** box next to the phrase that correctly finishes the sentence below.

Ecotourism means ...

managing tourism so that the environment is preserved.

that overseas holidays take place in areas of outstanding beauty.

that tourists do not bring benefits to the host community.

(1 mark)

1

Turn over ►



- 5 (a) Draw **three** arrows to link each term with the correct meaning. One arrow has been drawn for you as an example.

Term	Meaning
Cost	A reason why people travel to conferences or meetings
Social	A factor affecting people's choice of destinations
Couples	The final stop at the end of a route
Terminal	A type of tourism impact
	A type of customer (target market)

(3 marks)

- 5 (b) Below are some statements about leisure and tourism. Draw **one** ring around each correct answer. One ring has been drawn for you as an example.

A main attraction at a seaside resort is:

an airport

a beach

a motorway.

Facilities such as museums and galleries are examples of:

sports venues

built attractions

historic sites.

People living in the UK who visit destinations within the UK are called:

domestic tourists

international tourists

principal tourists.

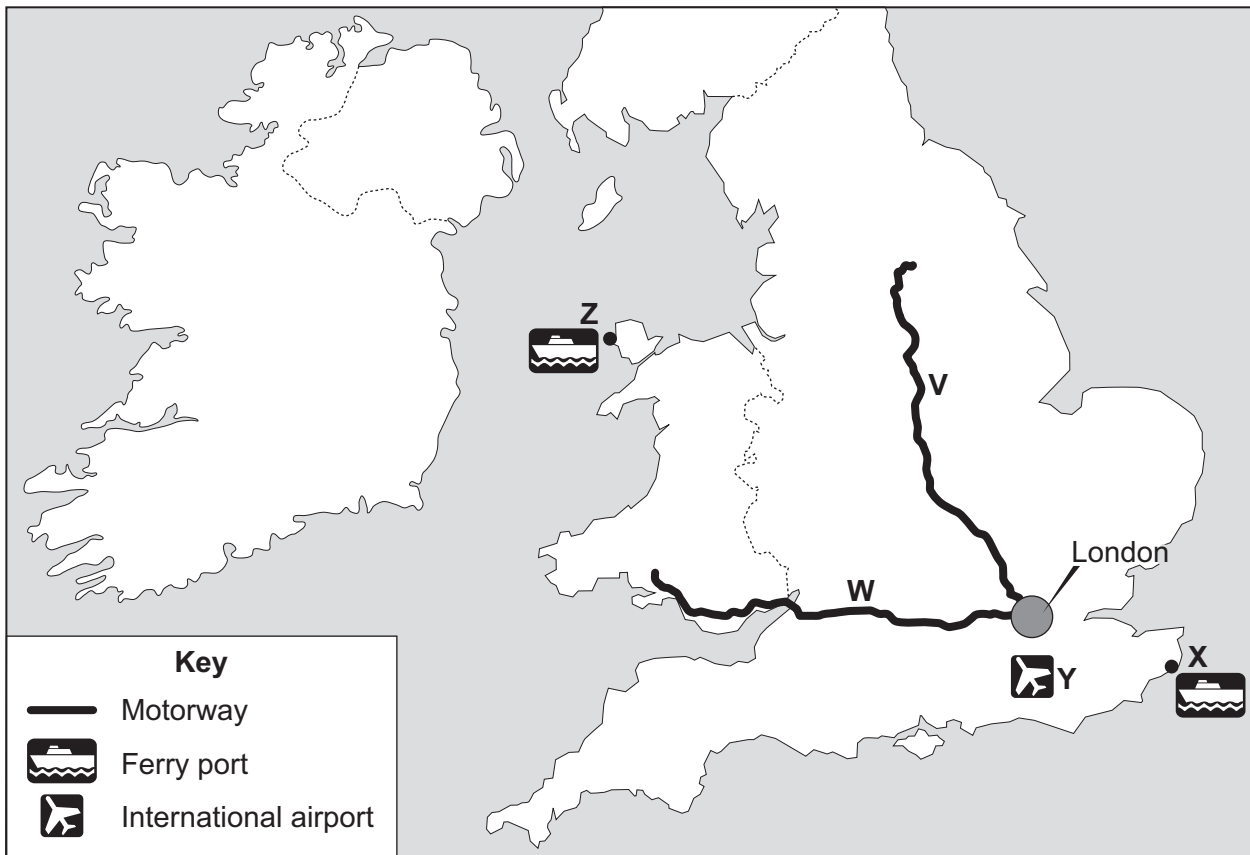
(2 marks)

5



- 6 Study **Figure 2**, a map which shows some transport routes and gateways for tourists in the UK.

Figure 2



Using **Figure 2**, complete the table below. The first one has been done for you.

Transport routes and gateways	Name
Motorway V	M1
Motorway W	
Ferry port X	
International airport Y	
Ferry port Z	

(4 marks)

4

Turn over ►



7 Name an **overseas** seaside resort that you have studied.

.....

Describe what it offers to families with children.

.....

.....

.....

.....

.....

.....

.....

.....

(4 marks)

Extra space

.....

.....

.....

4



9 Many factors affect people’s choice of holiday destination, including:

- the range of products and services on offer
- weather and climate
- personal interests and taste
- promotion of the destination
- events.

Explain how **three** of these factors have affected the choice of holiday destination for an adult person you know.

Name of adult person

Factor 1

Explanation

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

Factor 2

Explanation

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

Factor 3

Explanation

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

(3 × 2 = 6 marks)

6



.....
.....

(12 marks)

Extra space

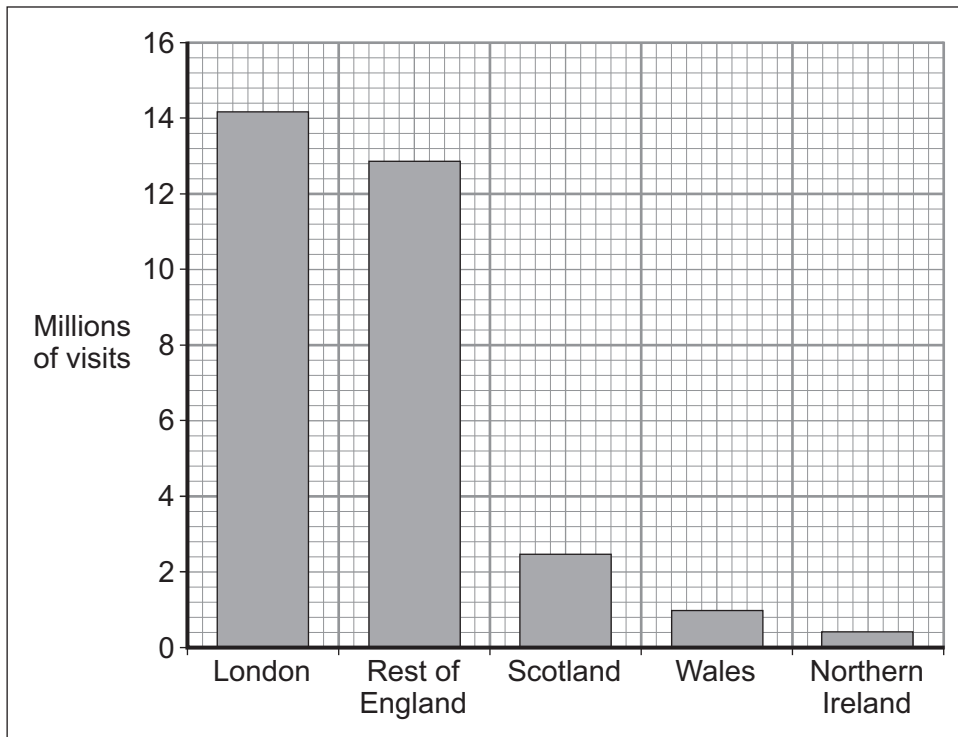
.....
.....
.....
.....
.....
.....

<hr/>
12



- 11 Study **Figure 4**, which shows the number of visits made by overseas visitors to different areas of the UK in 2009.

Figure 4



How many visits were made to Wales?

.....

(1 mark)

1

Turn over for the next question

Turn over ►



12 Suggest why cities such as London and Rome are popular tourist destinations.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(5 marks)

5

13 An under-16 football team and their manager travel by 14-seater minibus.
Suggest reasons why the minibus would be suitable for them.

.....

.....

.....

.....

.....

.....

.....

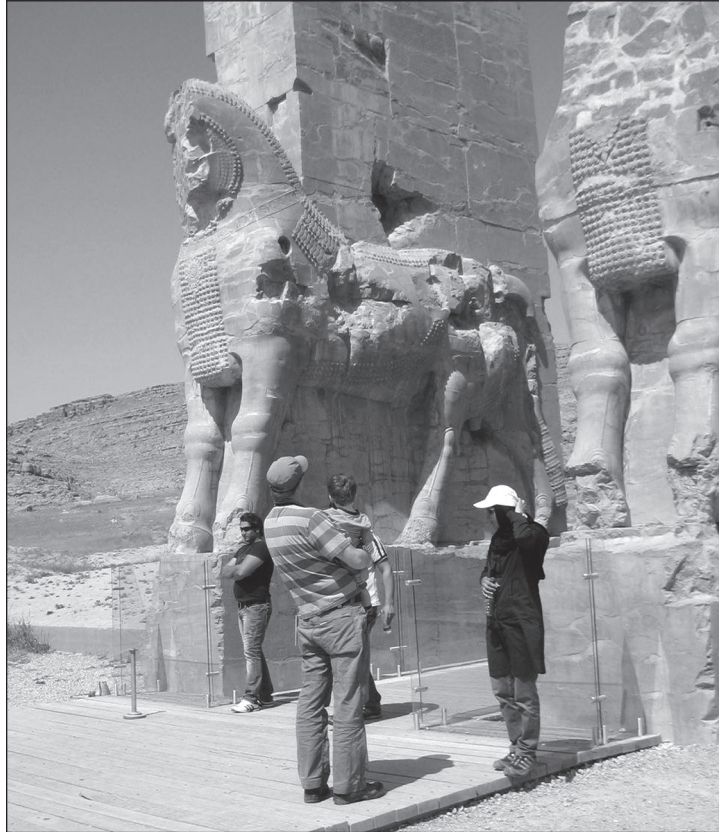
(3 marks)

3



15 Figure 5 is a photograph of some tourists at a historic site.

Figure 5



What is meant by a *historic site*?

.....

.....

.....

.....

(2 marks)

2

END OF QUESTIONS



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**



There are no questions printed on this page

**DO NOT WRITE ON THIS PAGE
ANSWER IN THE SPACES PROVIDED**

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Figure 3: Getty Images: David Madison

Figure 4: International Passenger Survey, ONS. Reproduced under the terms of the Click-Use Licence.

Figure 5: © Simon Watkins

