

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
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14	
TOTAL	



General Certificate of Secondary Education
June 2013

Leisure and Tourism

48401

Unit 1 Understanding Leisure and Tourism Destinations

Thursday 16 May 2013 9.00am to 10.00am

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 12 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.



J U N 1 3 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. Tourists from the UK visit these cities.

Figure 1



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

On the map, draw a ring around the correct answer.

(1 mark)

1

- 2 Which type of transport would you be using if you arrived in the UK from overseas at Poole in Dorset?

Draw a ring around the correct answer.

Train

Coach

Ferry

Aircraft

(1 mark)

1



- 3 Decide whether each of the following statements is true or false. Tick the correct box for **each** statement.

	True	False
John Lennon Airport is in London.		
The M6 links the English Midlands with south-west England.		
Cross-channel ferries operate from Portsmouth.		

(1 mark)

1

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

Term	Meaning
Promotion	A type of customer (target market)
Gateway	A factor affecting people's choice of destination
Ecotourism	An entry point into the UK for overseas visitors
Ethnic group	An alternative to mass tourism

(3 marks)

3

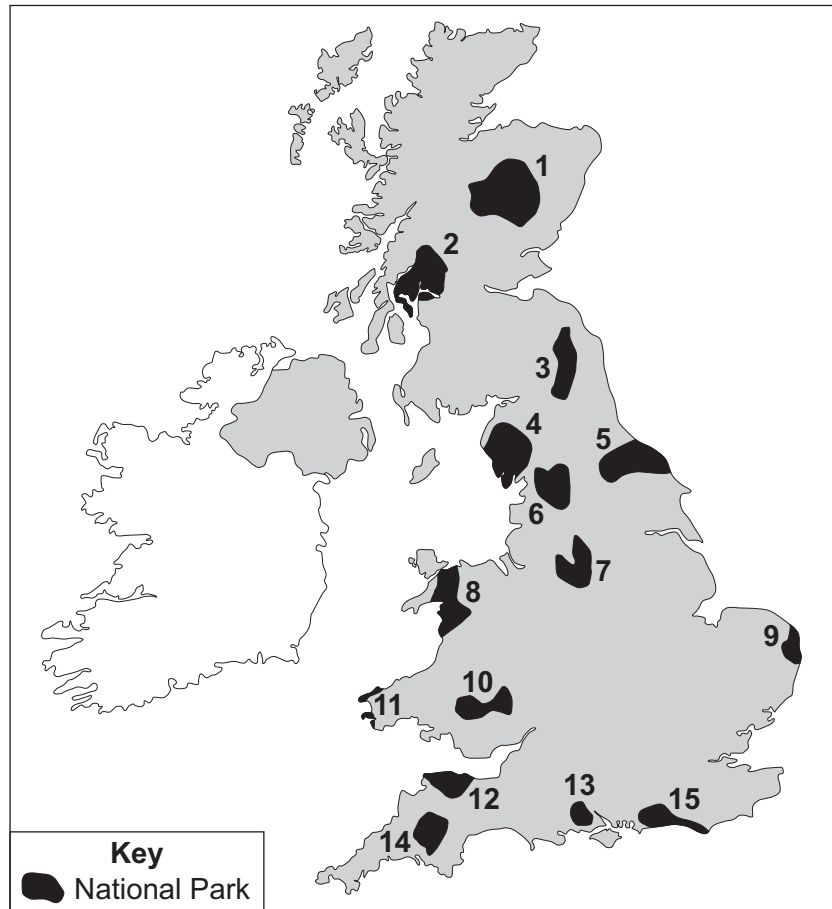
Turn over for the next question

Turn over ►



- 5 Study **Figure 2**. Each number on the map shows the location of a UK National Park.

Figure 2



- 5 (a) Identify and name **one** UK National Park shown in **Figure 2**.

Number of UK National Park (1–15)	Name of UK National Park

(1 mark)



5 (b) Identify **two** attractions in **one** named UK National Park and describe their appeal for visitors.

Name of UK National Park

Name of first attraction

Appeal for visitors

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.....

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.....

.....

Name of second attraction

Appeal for visitors

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(2 × 3 = 6 marks)

7

Turn over for the next question

Turn over ►



6 Many factors affect people’s choice of destination for a ski/snowsports holiday. These factors include:

- cost
- weather and climate
- personal interests and tastes
- promotion of destinations
- accessibility
- range of products and services.

Explain how **three** of these factors may affect the choice of a ski/snowsports destination.

Factor 1

Explanation

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Factor 2

Explanation

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Factor 3

Explanation

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(3 × 2 = 6 marks)

6



7 Describe the range of leisure activities/facilities which help people to enjoy their visit to a named **overseas** sports/entertainment venue.

Name of overseas venue

Description

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(1 + 4 = 5 marks)

5

Turn over for the next question

Turn over ►



9 Tick **one** box next to the correct ending of the sentence below.

Sustainable tourism aims to...

...be fair to host communities.

...maximise profits for tourism businesses.

...provide a wide range of tourist activities.

(1 mark)

1

10 Tick **one** box next to the correct ending of the sentence below.

Seasonal unemployment is...

...a positive social impact of tourism.

...a negative environmental impact of tourism.

...a negative economic impact of tourism.

(1 mark)

1

11 Tick **one** box next to the correct ending of the sentence below.

Tourists and locals can use the same amenities. This is...

...a negative social impact of tourism.

...a positive social impact of tourism.

...a negative economic impact of tourism.

(1 mark)

1

Turn over ►



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8

Turn over for the next question

Turn over ►



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(6 marks)

Extra space

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7

Turn over for the next question

Turn over ►



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(12 marks)

Extra space

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12

END OF QUESTIONS



There are no questions printed on this page

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ANSWER IN THE SPACES PROVIDED**

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