

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE**

4764/01

LEISURE AND TOURISM**UNIT 4: Choice and Change in Leisure and Tourism**

P.M. WEDNESDAY, 4 June 2014

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
Section A	1.	8
	2.	6
	3.	8
	4.	8
Section B	5.	20
	6.	22
	7.	18
	Total	90

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 the continuation page 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.



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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. Leisure can include *home-based* and *outdoor activities*.

- (a) Complete the following table by stating whether the activities are *home-based* or *outdoor activities*. [4]

ACTIVITY	HOME-BASED or OUTDOOR
Watching a rented DVD	
Walking in a local park	
Playing wii games	
Bird watching	

- (b) Suggest **two** reasons why *home-based activities* are popular with many families. [2]

1.

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2.

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- (c) Explain **one** reason why some *home-based activities* might be regarded as being unhealthy. [2]

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2. Study **Fig. 1** which shows the average annual income for people living in the **UK's** major cities, showing that some cities are more *affluent* than others.

AVERAGE ANNUAL INCOME IN UK MAJOR CITIES



Fig. 1

- (a) (i) Which city has the lowest average annual income? [1]
-
- (ii) Which city has the third highest average annual income? [1]
-
- (b) Explain how a person's choice of leisure and tourism activities might be affected by their income. [4]

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3. Many destinations are concerned about the *negative impacts* of leisure and tourism activities and are adopting a *sustainable tourism* approach.

(a) Suggest **two** examples of *negative environmental impacts* on tourism destinations. [2]

1.

2.

(b) Which **two** of the following activities might support *sustainable tourism*?
Tick (✓) **two** boxes only. [2]

a. Tourists eat in a locally owned cafe ☐

b. Tourists cause conflict with local people ☐

c. Tourists buy food from a supermarket ☐

d. Tourists walking in a National Park ☐

e. Tourists stay in national chain hotels ☐

You will have studied **one sustainable tourism project** from **outside of the UK**.

(c) Explain what the project is trying to achieve. [4]

Name of sustainable tourism project:

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4. Study **Fig. 2** which shows an image of a *heritage destination*.

Tourist overcrowding is an increasing problem in heritage destinations



Fig. 2

The following box includes five tourism destinations.

Windsor Castle

Pembrokeshire Coast

Alton Towers

Bath

Olympic Park London

- (a) Identify **two** *heritage destinations* from the above box.

[2]

1.
2.



- (b) Explain **two** examples of how tourist overcrowding might cause problems for *heritage destinations*. [4]

1.

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2.

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- (c) Suggest **two** ways by which *heritage destinations* might reduce the problem of tourist overcrowding. [2]

1.

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2.

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SECTION B

*You are advised to spend approximately 60 minutes on this section.
Answer **all** the questions, writing your answers in the spaces provided.*

5. Study the blog below, written by a fourteen year old girl.

Hollie's Blog

Monday – I was supposed to go swimming after school, but my Mum was too busy at work and the bus takes ages, so I didn't go.

Wednesday – It was my brother's birthday. After listening to all the talk about it on the radio and TV we decided to see the James Bond film. The new cinema is awesome! It has 10 screens, 3 restaurants, 2 bars and loads of space.

Friday – Julie, Emma, Rapasha and I planned to go ten pin bowling, but it didn't happen as we couldn't afford it.

- (a) Using the blog above, identify **four** factors which affected Hollie's choice of leisure activities. [4]

1.
2.
3.
4.

One of Hollie's friends is disabled.

- (b) Suggest **four** different ways that the leisure facilities mentioned in Hollie's blog would meet the needs of people with a disability. [4]

1.
2.
3.
4.



Gender is a factor that might affect a person's choice of leisure and tourism activities.

(c) Explain how *gender* might affect a person's choice of leisure and tourism activities. [4]

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6. Study the following terms in the box below which show the impacts that might result from leisure and tourism activities.

TYPE OF IMPACT			
Positive environmental			
Positive economic		Negative social	
Positive social		Negative economic	

- (a) Complete the table below by selecting the correct type of impact to match each statement. [4]

Statement	Impact
"The regeneration of the docks has made the area much nicer."	
"Some of the new jobs created in the docks area are low-skilled."	
"The new bars, restaurants and fitness centre in the docks area have improved the range of leisure facilities for local people."	
"The noise and drunken behaviour around the new bars at weekends is a disgrace."	



Tourism activities have a range of *positive impacts* on destinations.

(c) Describe *and* evaluate the:

[8]

(i) ***Positive economic impacts on tourism destinations.***

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(ii) ***Positive social impacts on tourism destinations.***

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Study **Fig. 3** which shows an example of a sign designed to reduce *negative environmental impacts* of tourism activities.



Fig. 3

(d) Suggest **two** reasons why signs are used to reduce *negative environmental impacts*. [2]

1.

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2.

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7. Hotels are continually improving the products and services they provide for their customers.

(a) Apart from bedrooms, give **four** examples of products and services provided by hotels. [4]

1.
2.
3.
4.

Hotels will use technology to ensure the security of their customers and property.

(b) Explain what types of technology hotels might use to ensure the security of their customers and property. [4]

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Hotels have become more aware of the need to reduce the *negative environmental impacts* that they may cause.

(c) Describe **two** ways in which hotels could reduce their *negative environmental impacts*.

[4]

1.

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2.

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Customers' increasing *expectations of quality* is one reason why hotels continually develop their products and services.

- (d) (i) Suggest **two** *other* reasons why hotels need to continually improve their products and services. [2]

1.

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2.

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- (ii) Outline how hotels have developed their products and services to meet their customers' increasing *expectations of quality*. [4]

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Acknowledgements

Question 2

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