

Surname	Centre Number	Candidate Number
Other Names		0

**GCSE**

4764/01



S15-4764-01

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

P.M. TUESDAY, 2 June 2015

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
Section A	1.	6
	2.	7
	3.	9
	4.	8
Section B	5.	13
	6.	12
	7.	17
	8.	18
Total		90

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010001**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 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.



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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. These days people are more aware of a *healthy lifestyle* when choosing their leisure and tourism activities.

- (a) Which **two** of the following activities show an *awareness for a healthy lifestyle*? Tick (✓) **two** boxes only. [2]

a. *Listening to music*

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b. *Cycling to work*

☐

c. *Reading a travel magazine*

☐

d. *Watching sport in a pub*

☐

e. *Employing a personal fitness trainer*

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- (b) Outline **two** ways how a *healthy lifestyle* might affect a person's choice of leisure and tourism activities. [4]

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2. Study the information given in the box below.

Natalia is the new manager of a small hotel which would like to attract more business customers.

(a) Suggest **three** products or services which would attract business customers. [3]

1.
2.
3.

(b) Outline **two** reasons why hotels need to regularly update their products and services. [4]

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3. Study **Fig. 1** which shows images and information from a hotel operator's website.

Accor is one of the world's leading hotel operators.





Accor's Planet 21 programme has identified 21 aims in support of sustainable tourism. Examples of their ideas include:

1. Reducing water usage.
2. Increasing the use of solar energy.
3. Buying from local food producers.
4. Employing local people.
5. Planting millions of trees.
6. Ensuring the safety of staff and customers.
7. Training staff.

Fig. 1

Leisure and tourism organisations are aware of environmental impacts and the need to support sustainable tourism.

- (a) Using **Fig. 1**, identify **three** examples made by Accor Hotels to reduce the negative environmental impacts: [3]

1.
2.
3.



[6]

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4. *Culture* is a factor which might affect a person's choice of leisure and tourism activities.

- (a) Identify, by writing either **True** or **False**, which of the statements in the box below are cultural activities. [4]

Statement	True or False
Buying from a local arts and craft centre	
Visiting a city's cathedral	
Walking in the mountains	
Travelling by train to a tourism destination	



The following box includes two factors which affect a young person's choice of leisure activities.

Influence of friends and family

Trends and fashions

(b) Assess how **both** of the above factors might affect your choice of leisure activity. [4]

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(b) Assess the range of *positive impacts* on tourism destinations. Give examples to support your answer. [8]

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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7. *Transport developments* have provided tourists with the means to travel to a wide range of destinations.

- (a) Complete the following table by giving a major **UK** example for **each** transport development. [5]

Transport developments	UK example
Motorway	
Bridge	
Airport	
Train station	
Ferry port	



The following box includes four factors which tourists might need to consider before choosing a method of transport.

Suitable Route
Cost
Convenience
Comfort

- (c) Select **three** factors from the box and explain how **each** might influence tourists' choice of transport. [6]

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8. Study **Fig. 2** which highlights the **UK's** ageing population.

The UK's ageing population

According to the latest data in the UK, there are now more adults aged over 60 than there are under-16s.

Average life expectancy in the UK is now nearly 80 years, an increase of 10 years since the 1950s.

Fig. 2

- (a) Outline **two** reasons why people in the **UK** are living longer than they were 50 years ago. [4]

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As a result of the **UK's ageing population**, patterns of leisure and tourism activity are changing.

- (b) (i) Explain how travel and tourism organisations are meeting the needs of an *ageing population*. [4]

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- (ii) Explain how leisure organisations are meeting the needs of an *ageing population*. [4]

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