

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. TUESDAY, 17 January 2012

1½ hours

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
Section A	1	4
	2	6
	3	4
	4	12
	5	4
Section B	6	10
	7	8
	8	17
	9	12
	10	13
Total	90	

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010001**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

If you run out of space in the question-and-answer booklet you may use continuation sheets. Number the question(s) clearly and put your sheets in this question-and-answer booklet.

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.

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

- a. *Reading a book*
- b. *Driving to the local shops*
- c. *Going to a local gym*
- d. *Using home fitness equipment*
- e. *Going on a package holiday*

- (b) Suggest **two** reasons why some people prefer to use home fitness equipment rather than going to a local gym. [2]

1.
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(Total 4 marks)

2. (a) Identify **two** examples of *positive economic impacts* on leisure and tourism destinations. Tick (✓) **two** boxes only. [2]

a. *Creation of jobs*

b. *Unemployment*

c. *Less litter*

d. *Investment in new attractions*

e. *Loss of traditional jobs*

(b) Suggest how a rise in unemployment might impact on leisure and tourism destinations. [4]

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(Total 6 marks)

3. (a) Identify **two** examples of *positive social impacts* on leisure and tourism destinations.
Tick (✓) **two** boxes only. [2]

a. *Lack of respect for local culture*

b. *More restaurants and bars*

c. *Wildlife conservation*

d. *New swimming pool*

e. *Erosion of country footpaths*

(b) What is meant by *lack of respect for local culture*? [2]

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(Total 4 marks)

4. Many leisure and tourism organisations aim to provide new products and services for their customers.

(a) Complete **Fig. 1** by suggesting a new product or service for each organisation. [4]

Organisation	New Product or Service
Theme park	
Hotel	
Leisure centre	
Fast food outlet	

Fig. 1

(b) Suggest **two** reasons why many leisure and tourism organisations aim to provide new products and services. [2]

1.
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2.
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A local farmer is planning to offer an outdoor adventure activity centre that includes accommodation, café and activities such as quad-biking, paintballing, clay shooting and an assault course. **Fig. 2** shows two of these activities.



Fig. 2

- (c) Some people from the nearby village are concerned about the possible *negative social impacts* of the development.
- (i) Suggest **two** *negative social impacts* that might concern the people from the village. [2]

1.
2.

(ii) Outline the possible *economic impacts* that the development could bring to the local area. [4]

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(Total 12 marks)

5. Study **Fig. 3** which shows an image from a cruise holiday website.

P&O Cruises



P & O Cruises are fun-loving and family friendly and come packed with great facilities like the sparkling pools, fizzing hot-tubs, gorgeous spas and sea-view gyms. Plus there are sports courts, golf simulators and – for the kids – bungee trampolines and even a Rock School!

Speciality and celebrity restaurants, like Marco Pierre White’s The White Room, are provided for those looking for something special and romantic.

Entertainment is provided day and night with dazzling West-End style performances, cabaret, piano recitals, film screenings and dance classes.

Fig. 3

Using **Fig. 3** complete the table by suggesting a facility which would be most suitable for the different age groups. [4]

Age Groups	Facility
Children under 7	
Teenagers aged 13 to 15	
Young couples	
Senior citizens	

(Total 4 marks)

SECTION B

You are advised to spend approximately 60 minutes on this section.

*Answer **all** the questions, writing your answers in the spaces provided.*

6. Study Fig. 4 which shows the percentage of UK population aged over 65.

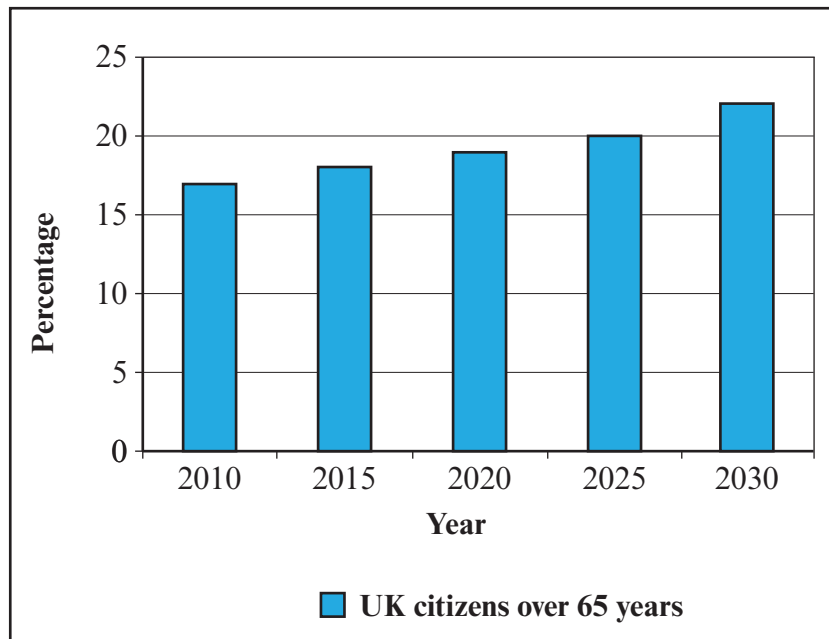


Fig. 4

- (a) What percentage of the UK's population were over 65 in 2010? [1]

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- (b) What percentage of the UK's population will be over 65 in 2030? [1]

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- (c) Suggest **two** reasons why the percentage of the UK's population aged over 65 is increasing. [2]

1.

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(d) Suggest the possible impacts of an *ageing population* on UK leisure and tourism organisations over the next 20 years. [6]

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(Total 10 marks)

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7. Leisure and tourism activities can have *negative environmental impacts* on destinations.

(a) For **one** destination you have studied, describe **two** *negative environmental impacts* caused by leisure and tourism activities. [4]

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(b) For the **two** *negative environmental impacts* identified in (a), explain how each impact is being reduced, or could be reduced. [4]

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(Total 8 marks)

8. Study **Fig. 5** which includes some information about an online travel agent.



responsibletravel.com
world's leading travel agent for responsible holidays

Since 2001, we've led the way in offering worldwide sustainable tourism and ecotourism holidays that are better for destinations and support local communities. Our survey of 1,000 tourists found that:

- 67% didn't like the way mass tourism damages the culture and environment in resorts.
- 88% felt that tour operators had a responsibility to preserve the environment and cultures, and benefit local people.
- 80% said that they would be more likely to book a holiday with a company that did these things.

Fig. 5

- (a) Identify **three** features of ecotourism.

[3]

1.
2.
3.

Study **Fig. 6** which shows an image from the Grand Canyon National Park which is an ecotourism destination.



Fig. 6

Educating tourists about the environment of a destination is an important aspect of *ecotourism*.

(b) List **four** different ways in which tourists can be educated about the environment of the destination they are visiting. [4]

1.
2.
3.
4.

(c) You will have studied a *sustainable tourism project at a destination outside of the UK.*

(i) Describe the *sustainable tourism project* you have studied. [6]

Name of sustainable tourism project:

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(ii) Explain why the *sustainable tourism project* you described in (c) (i) would appeal to some tourists and not others. [4]

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(Total 17 marks)

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9. Study Fig. 7 that shows a screen shot of an online travel agent.



Fig. 7

Technological developments have influenced many people’s choice of leisure and tourism activities.

- (a) Describe how the technological developments have changed the way in which many tourists choose and book leisure and tourism products. [6]

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Developments in media technology have led to a greater choice in home entertainment.

(b) (i) Identify **two** examples of media technology. [2]

1.

2.

**Health problems have been linked to overuse of
media technology in the home.**

(ii) Discuss the disadvantages of the choice of leisure activity identified in the statement above. [4]

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(Total 12 marks)

10. Study Fig. 8 which shows images of two different types of media.



Fig. 8

(a) Identify **one other** type of media.

[1]

(b) Explain how the media may influence people's choice of leisure and tourism activity.

[6]

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There are a number of other factors which affect people’s choice of leisure and tourism activity.

(c) Discuss the factors that might affect a young teenager’s choice of leisure and tourism activity. [6]

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Acknowledgements

Question 4

Quad bikes – Courtesy of The Adrenalin Jungle Ltd
Action Days Out image – With kind permission from Mark Haines

Question 5

Cruise holiday text and images – www.pocruises.com

Question 6

Population statistics – Crown copyright / Office for National Statistics

Question 8

Online travel agent – responsibletravel.com
Grand Canyon – Bob Holland

Question 9

Website screen shot – www.ebookers.com

Question 10

Sky sports logo – www.sky.com
The Sun masthead – © The Sun