

Surname	Centre Number	Candidate Number
Other Names		0



GCSE

4762/01



W16-4762-01

LEISURE AND TOURISM

UNIT 2: Leisure and Tourism Destinations

P.M. WEDNESDAY, 6 January 2016

1 hour 30 minutes

Section A	For Examiner’s use only			
	Question	Maximum Mark	Mark Awarded	
	1.	6		
	2.	10		
	3.	14		
	Section B	4.	6	
		5.	14	
		6.	16	
		7.	12	
		8.	12	
Total		90		

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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. A *special interest* holiday is one example of leisure travel.

- (a) Complete the following table with '**true or false**' to indicate whether or not the statements involve a *special interest* holiday. [4]

Statements	True or false
Going on a cricket tour to the Caribbean	
Hiring bikes for one day while on holiday in France	
Going on a fishing trip to Scotland	
Taking a package holiday to Spain	

- (b) Explain why *special interest* holidays are a popular choice for some tourists. [2]

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2. A *city break* holiday to a *long haul* tourism destination is another example of leisure travel, which is a popular choice for some **UK** tourists.

(a) Identify which **two** of the following are examples of city breaks to *long haul* tourism destinations for some **UK** tourists. Tick (✓) **two** boxes only. [2]

a. *Rome*

☐

b. *Amsterdam*

☐

c. *Toronto*

☐

d. *Hong Kong*

☐

e. *Dublin*

☐

(b) Name **two** major *city break* tourism destinations in England. [2]

1.

2.

(c) Explain **one** reason why *city break* holidays are popular with families. [2]

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As well as leisure tourists, business tourists also spend money in **UK** cities.

(d) Describe examples of *business tourism* spending in **UK** cities.

[4]

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3. Study **Fig. 1** which shows the number of inbound visitors travelling to different countries within the **UK** and the amount of money spent by the visitors.



Fig. 1

- (a) (i) Which country has the least number of visits? [1]

- (ii) In which country do visitors spend the most money? [1]



Study **Fig. 2** which shows the five countries that have the highest visitor numbers travelling to the **UK**.

Country	Visitors (millions) 2013
France	3.9
Germany	3.2
USA	2.8
Irish Republic	2.4
Netherlands	1.9

Fig. 2

(b) Outline **two** ways in which visitors from France can travel to the **UK**. [4]

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2.

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- Sports tourists
- Heritage and cultural tourists

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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.*

4. Study **Fig. 3** which shows the most popular countries visited by **UK** tourists in 2014.

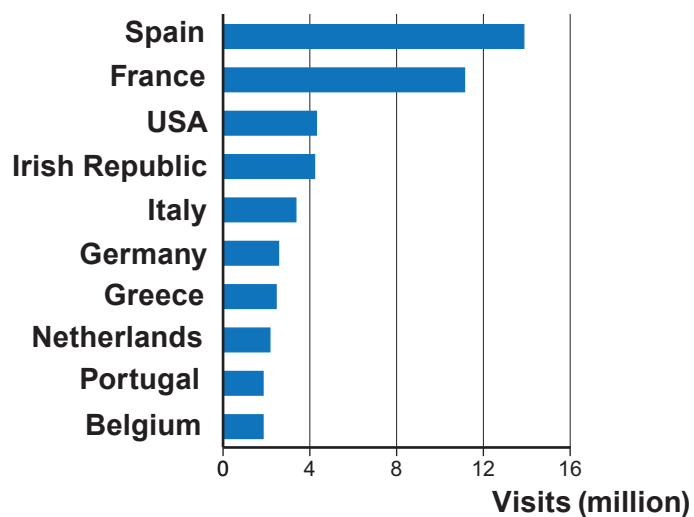


Fig. 3

- (a) (i) How many million **UK** tourists visited Portugal in 2014? [1]

- (ii) How many of the ten countries listed in the chart are *short haul* tourism destinations for **UK** tourists? [1]



Information such as visitor numbers is useful for leisure and tourism organisations.

- (b) Explain why information relating to visitor numbers might be useful for organisations such as *accommodation providers* and *attractions*. [4]

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- (a) For one *short haul* tourism destination you have studied, outline its appeal to **UK** tourists. Give the names of attractions, events and facilities to support your answer. [8]

Name of destination:

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(b) Discuss the range of factors which **UK** tourists might need to consider when choosing a method of transport for their holiday. [6]

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6. Tourism organisations use the internet to market and promote their attractions and facilities.

(a) Name **two** social media websites which tourism organisations might use. [2]

1.

2.

(b) Discuss ways in which tourism organisations use websites to market and promote tourism destinations. [6]

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- (c) Outline ways, other than the internet, tourism organisations market and promote tourism destinations. [4]

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(d) Explain why it is important for tourism destinations to be marketed and promoted. [4]

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7. Study **Fig. 4** which shows information and images regarding Exmoor National Park.

Situated in the south west of England, Exmoor National Park contains a variety of landscapes including moorland, woodland, valleys, farmland and high cliffs overlooking the Bristol Channel. The National Park also contains many beautiful towns and villages which welcome visitors.

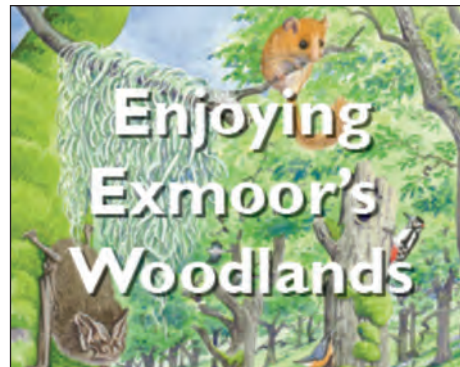


Fig. 4

- (a) Name **two** other National Parks within England or Wales.

[2]

1.
2.



National Parks such as Exmoor provide a range of activities for different types of visitors to choose from.

- (b) Outline the range of activities available within National Parks which might appeal to visitors aged over 50. [4]

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Tourists visiting Exmoor National Park are encouraged not to use their cars as there is a very good public bus service. Also, 'Moor Rover' mini buses will pick up and drop off people anywhere on Exmoor. Bicycles, wheelchairs, dogs and luggage can also be transported.



Moor Rover Mini Buses

- (c) Describe and assess the *positive environmental and social impacts* that the methods of transport provided will have on Exmoor National Park and its local communities. [6]



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8. Study **Fig. 5** which shows some images and information about the Welsh Government's plans to improve transport provision in south Wales.

A new motorway for south Wales has been approved by the Welsh Government.

Supporters say the new motorway will improve transport in south Wales. The present M4 motorway traffic is often very slow or congested, which has a negative impact on local people, businesses and tourists.

Opponents, such as Friends of the Earth, are concerned about the environmental impact of the new motorway as it will be built through the Gwent Levels. The Gwent Levels is an important farming, wildlife and heritage area which attracts tourists.



Gwent Levels



M4 in south Wales

Fig. 5



[illegible]

[6]

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