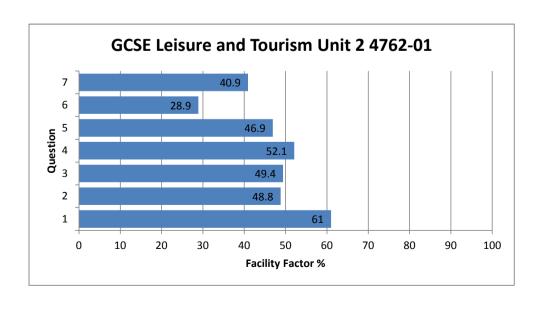


## WJEC 2014 Online Exam Review

## GCSE Leisure and Tourism Unit 2 4762-01

All Candidates' performance across questions

?	?	?	?	?	?	?
Question Title	N	Mean	S D	Max Mark	F F	Attempt %
1	1094	5.5	1.9	9	61	100
2	1093	4.9	2.2	10	48.8	99.9
3	1093	5.4	2.8	11	49.4	99.9
4	1093	9.4	3.3	18	52.1	99.9
5	1093	9.9	4.1	21	46.9	99.9
6	1093	2.6	2.1	9	28.9	99.9
7	1093	4.9	3.1	12	40.9	99.9



•	(c)	(i)	For <b>one</b> short haul destination you have studied, evaluate attractions which appeal to different types of <b>UK</b> visitors. [8]
			Name of short haul destination:
		•••••	
		•••••	
		*********	
		•••••	
		**********	
		•••••	
		•••••	
		•••••	
		(ii)	Suggest <b>two</b> types of promotional material used to market <i>short haul</i> destinations.
			1
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Turn over.

(iii) Explain why short haul destinations use promotional materials.	[2



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	arm it doesn't roin that much a
1 4	ear there are lot's of activite
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+12	e beach to Yelat.
	1
m	benidon there is lots of
hì	strical thing that you can go
0	ed find out about them like
10	oyears old bulding or castel
4	on can see all time of thin
1	ou never seen before
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(iii)	) Explain why short haul destinations use promotional materials. [2]	Exam only
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6	recouse promoting or siving leftet	
	ut People houses so they get constant	
0	nd they can make more	
		18
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	Name of short haul destination:
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	armit doesn't roin that Much a
4	ear there are lot's of activite
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Su	inbath, or they can 20 on
	e beach to relate
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Lc	oyears old bulding or castel
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(ii)	Suggest two types of promotional material used to market short haul destinate
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(iii) Explain why short haul destinations use promotional materials. [2	Exam oni
Short have destination use promotional materials	
because promoting or siving leftet	
Out People houses So they get constant	
and they can make more	
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B4cii: 1 B4ciii: 0





d	rcelona offers different attraction for Eferent people for example beach burns in Just go to the beach which they like	P
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(ii)	Suggest two types of promotional material used to market short haul destina	tions [2
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Turn over.

(iii)	Explain why short haul destinations use promotional materials.	[2]	Exam on
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	rcelona offers different attraction for Fferent people for example beach burns in Just go to the beach which they like	
as	nd they can get tanned or Just relax.	
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		4782 01000
(ii)	Suggest <b>two</b> types of promotional material used to market <i>short haul</i> destinations.	



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(iii) Explain why short haul destinations use promotional materials.	[2]	Examir only
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B4cii: 0 B4ciii: 0



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(c)	(i)	For one short haul destination you have studied,	evaluate attractions which appeal
		to different types of <b>UK</b> visitors.	[8]

Name of short haul destination: Frank Paris

Par To get to Paris from the UK is very easy and quick to do which is more than likely going to altract people to UK uisitors to go. The Eurostau can take people straight to the middle of Paris. This would be appearing because us would mean you can go straight to see the attractions. In Paris there is the Eiffel tower which would appeal to all types of tourists, especially families because you can climb to the top of the Eiffel tower which children would probably enjoy doing. There is also duriney land faris which would appeal to families and students because students would enjoy all the rides there, and families can take there. Children there so they can go on all the rides and water the purformances. Disney land is also appearing because there are always deals that are on offer, which make people want to go even more.

(ii)	Suggest two types of promotional material used to market short haul	destinations.
***		[2]

- 1. TV adverts
- 2. Leaglets



(iii) Explain why short haul destinations use promotional materials. [2]

Short haul destinations use promotional materials
because people who are close to the area but are from
a different country, they will see it and want to go. The
promotional materials are also are normally edited to make
the place look better, which makes people want to go.

18

only



B4ci: 5

(	For one short haul destination you have studied, evaluate attractions which appea to different types of UK visitors. [8]
	Name of short haul destination: France Poris
P	a To get to Paris from the UK is very easy and quick to
	o which is more than likely going to altract people t UK
L	isitors to go. The Eurostar can take people straight to
k	he middle of Paris. This would be appealing because it
. U	would mean you can go straight to see the attractions.
	n Paris there is the Eiffel tower which would appeal to
.0	u types of tourists, especially families because you can climb
k	o the top of the Eiffer tower which children would probably
.ال	nioy doing. There is also clushey land faris which would
(	uppeal to families and students because students would
Q	nioy all the rides there, and families can take there
. (	hildren there so they can go on all the rides and water
	re performances. Disney land is also appearing because
<b>t</b>	here are always deals that are on offer, which make
p.	copic want to go even more
#### ####	
(i	) Suggest <b>two</b> types of promotional material used to market <i>short haul</i> destinations [2]
	1. TV advert
	2 Leaglets



Turn over.

(iii) Explain why short haul destinations use promotional materials. [2]

Short haul destination) We promotional materials
because people who are close to the area but are from
a different country, they will see it and want to go. The
promotional materials are also are normally edited to make
the place look better, which makes people want to go.

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only

B4cii: 2 B4ciii: 2



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5.	City t	ourisned the	n destinati city and ei	ons เ njoy t	usually o heir visi	offe t.	r a variety	of transp	ort meth	ods	that	help tourists	travel
	(b)	(i)	Describe examples	the to s	variety upport y	of our	transport answer.	methods	offered	by	city	destinations.	Give [6]
		••••••											······································
		•••••											
		•••••											
		••••••											······································
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	s are introducing measures to reduce the <i>negative environmental impacts</i> of transport destination.	,
(ii)	Suggest <b>two</b> measures that cities have introduced to reduce the <i>negative</i> environmental impacts of transport within their destination. [4]	
	1	
	2.	



City tourism destinations usually offer a variety of transport methods that help tourists travel around the city and enjoy their visit.

(b)	(i) Describe the variety of transport methods offered by city destinations. Give examples to support your answer. [6]
	Barcelon has variety of transport to help
	tourists travel around the city for example
	there are boses which give you a four around
	the city your staying at so then you learn things
	about that city. Taxi are good because they
	takeyou to the destination you want and
	they take you back to where you first toke
	the taxi from that's only if your going back.
	The coaches are good because they are
	Elexible and confortable this is good because
	then the tourist will be happy whilst thay
	ours on the coach and if they really liked it
	they talet a coach again you can hive your
	own car whilst you are staying at Barcelona
	this makes the tourist happy because some
	tourist like howing their own transport
	because they might to explore the city
	for ther further.

hin their (ii)	s are introducing measures to reduce the negative environmental impacts of transport destination.  Suggest two measures that cities have introduced to reduce the negative
	environmental impacts of transport within their destination. [4]
	1. cycling because it doesn't do harm
	the environment.
	2 They might said more people should walk to local things.
	<u> </u>



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City tourism destinations usually offer a variety of transport methods that help tourists travel around the city and enjoy their visit.

Describe the variety of transport methods offered by city destinations. Give examples to support your answer. [6]

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B5bi: 3

Many cities within their	s are introducing measures to reduce the <i>negative environmental impacts</i> of transport destination.	only
(ii)	Suggest <b>two</b> measures that cities have introduced to reduce the <i>negative</i> environmental impacts of transport within their destination. [4]	
	1. cycling because it doesn't do harm	
	the environment.	
	2. They right said more people should walk to local things.	
		7
		21



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B5bii: 1

City tourism destinations usually offer a variety of transport methods that help tourists travel around the city and enjoy their visit. Describe the variety of transport methods offered by city destinations. Give examples to support your answer. City tourism has a variety of transport methods that help tourists travel around theaty and envoy their visits like trams. Trams can take tourist from one part of the city to the next easily and quickly There cure abo many types of taxis that can tall people from one part of the city to the next, but the disadvantage with taxo is that they are incredibly expensive. There are also buses that can take people to other parts of the cities, including tour quide bures. Tour quide hoses take people all around the cities so that the tourists can see different part of the aly and learn more about them. There is also car hire which is good for tourists because car hires provide all sorts of different can which appeal to all suit many different tourists. Hiring a car also thek means that the tourists can owners ever they want askill

Suggest two measures that cities have introduced to reduce the negative new impacts of transport within their destination.
1. \$ They have made more bused which means
people travelling around can use them instead
of caro
1
2. They are assume people to walk it they are
soing to places that are near overe homes



Turn over.

B5bi: 3

)	(i) Describe the variety of transport methods offered by city destinations. Give examples to support your answer. [6]
	City tourism has a variety of transport methods that
	hulp bourists brave around theaty and enjoy their visits
	like brams. Trams can take tourist from one part of
	the city to the next easily and quickly There are abo
	many types of taxis that cantalle people from one
	part of the city to the next, but the disadvantage
	with taxo is that they are incredibly expensive. There
	are also buses that can take people to other parts
	of the cities, including tour quide buses. Tour quide
	buses take people all around the cities so that the
	Courses can see different part of the aby and learn
	more about them. There is also car hire which is good
	for world because car hires provide all sorts of different
	cars which appear to all soit many different towns.
	Hiring a car also means that the tourists can
	go where ever they want askell.



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	15	
Many cities within their	s are introducing measures to reduce the <i>negative environmental impacts</i> of transport reduction.	xaminer only
(ii)	Suggest <b>two</b> measures that cities have introduced to reduce the <i>negative</i> environmental impacts of transport within their destination. [4]	
	1. They have made more bused which means	
	people travelling around can use them instead	
	of caro.	
	2. They are assuring people to warn it they are	
	going to places that are near there ones	
		21



Turn over.

B5bii: 2

6.	(b)	Choose <b>one</b> <i>other</i> influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]	Examine only
		Chosen influence:	
	•		
	·····		
			9



of leisure and tourism activities.	[6]
Chosen influence: The Inkenet	
The Internet Can Influnce the peoples	Choise
of leisure and tourism activities bec	au Se
half of the time people be on late	rnet
looking at diffront lesiur activitie	# (PK
to do and it people alway looking	
for different attaction to visit So	
the internet can influe the	
people to do leisur activitie be	
on line booking your place to go	
and perman enjoy you time	
	,
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Examiner

(b) Choose one other influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]	only
Chosen influence: The Internet	
The Internet Can Influence the people's Chaige	
of leisure and tourism activities because	
half of the time People be on Internet	
looking at diffront lesiur activitie	
to do and it people alway looking	
for diffrant attaction to visit so	
the internet can influe the	
people to do leisur activitie be	
*	
and remarked enter you time	
and restrict the five	
	Е



	of leisure and tourism activities. [6]  Chosen influence: Changing family Structures	
The	change of family structure could mean	
Abr	it families might just visit their family	
ani	1 1 1 2 2 2 2 2 1 1 7 27	
	en hotel. The family do activities together	
	, , , , , , , , , , , , , , , , , , , ,	
	now be cause it brings the family close	
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(b) Choose one other influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]	9	
Chosen influence: Changing family Structures		
The change of tappilly structure could mean		
That families might just visit their family		
and stay at their families home because Its cheape	1	
than hotel. The family do activities together		
# now be cause if brings the family close		
together.		
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Chosen influence: Environmental awarenes	
Environmental awareness might be affect people (	var et en
Lewoure and hourson activities because the union	con ment
might be important to the activities and with t	ownst
WILL ONly be able to do that activity if people!	7.01/7
booked after the unvironment. This will the o	ctivity
looks good the tourist will probably look after	r Khr
constructment more so that they can enjuy active	170
without the environment ruining it	
it might also affect purples choices because if a p	e Control Control
has already been affected by the invironment,	uumr
want want to got to their place because it with	
looking, or it wont be when should actually be	



(b)	Choose <b>one</b> other influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]	only	
	Chosen influence: Environmental awarenes		
- Em	dironmental awareness might be affect people (morce of		
Lev	ours and townsm activities because the unvironment		
m19	ht be important to the activities and with bourst		
אוונען.	only he able to do that activity is people have		
1001	ud after the unvironment. This will the activity		
.lonl	to good the tourist will probably 100 k after the		
LIN	rooment more so that they can enjuy activities		
.btb	that without the invisarment ruining it		
	might also affect peoples choices because if a place		
hel	o already been agrected by the invironment, burns		
lutar	it want to got to that place because it with nice		D.C.h.
	ung, or it wont be when should actually John		B6b:
	3°		
7			
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