






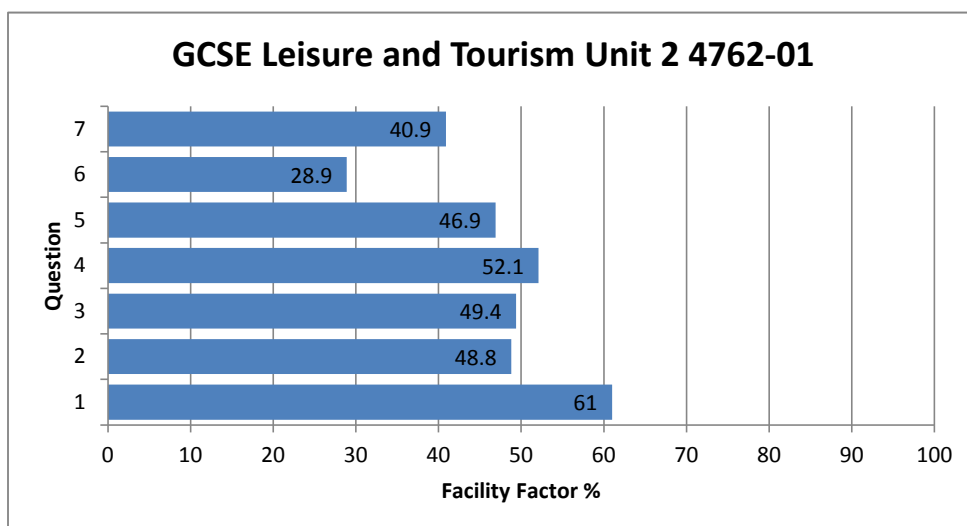
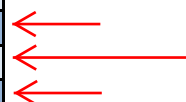


GCSE Leisure and Tourism Unit 2 4762-01

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



- Name of short haul destination:



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

[2]

Examiner
only

18



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

Name of short haul destination: Benidorm

In benidorm the weather is always warm it doesn't rain that much a year there are lots of activities to do like people can get sunbath, or they can go on the beach to relax.

In benidorm there is lots of historical things that you can go and find out about them like 100 years old building or castle you can see all kind of things you never seen before.

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

1. Leaflet
2. book



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

[2]

Short haul destination use promotional materials
because promoting or giving leaflet
put people houses so they get customers
and they can make money.

18



1 0

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B4cii: 1

B4ciii: 0



1 0

Examiner
only

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

Name of short haul destination: Barcelona

Barcelona offers different attraction for different people for example beach bums can just go to the beach which they like and they can get tanned or just relax.

4782
010009

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

1. _____
2. _____



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

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18



1 0

Examiner
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4782
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B4ci: 1

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1.
2.



0 9

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[2]

18

B4cii: 0

B4ciii: 0



1 0

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

Name of short haul destination: France Paris

~~For~~ To get to Paris from the UK is very easy and quick to do which is more than likely going to attract ~~people~~ UK visitors to go. The Eurostar can take people straight to the middle of Paris. This would be appealing because it 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 Disney Land Paris which would appeal to families and students because students would enjoy all the rides there, and families can take their children there so they can go on all the rides and watch the performances. Disney Land is also appealing 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. Leaflets



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

[2]

Examiner
only

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 normally edited to make the place look better, which makes people want to go.

18



1 0

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

1. TV adverts
2. Leaflets

4762
010009

B4ci: 5



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

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Examiner
only

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18

B4cii: 2

B4ciii: 2



1 0

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



Many cities are introducing measures to reduce the *negative environmental impacts* of transport within their destination.

- (ii) Suggest **two** measures that cities have introduced to reduce the *negative environmental impacts* of transport within their destination. [4]

1.

.....

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2.

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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.

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

Barcelona has variety of transport to help tourists travel around the city for example there are buses which give you a tour around the city your staying at so then you learn things about that city. Taxi are good because they take you to the destination you want and they take you back to where you first took the taxi from thats only if your going back. The coaches are good because they are flexible and comfortable this is good because then the tourist will be happy whilst they are on the coach and if they really liked it they take a coach again. You can hire your own car whilst you are staying at Barcelona. This makes the tourist happy because some tourist like having their own transport because they might to explore the city ~~forther~~ further.



Many cities are introducing measures to reduce the *negative environmental impacts* of transport within their destination.

- (ii) 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.



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B5bi: 3



Many cities are introducing measures to reduce the *negative environmental impacts* of transport within their destination.

- (ii) Suggest **two** measures that cities have introduced to reduce the *negative environmental impacts* of transport within their destination. [4]

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2. They might said more people should walk to local things.



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]

City tourism has a variety of transport methods that help tourists travel around the city and enjoy their visits like trams. Trams can take tourist from one part of the city to the next easily and quickly. There are also many types of taxis that can take people from one part of the city to the next, but the disadvantage with taxis is that they are incredibly expensive. There are also buses that can take people to other parts of the cities, including tour guide buses. Tour guide buses take people all around the cities so that the tourists can see different parts of the city and learn more about them. There is also car hire which is good for tourists because car hires provide all sorts of different cars which ~~appear to all~~ suit many different tourists. Hiring a car also ~~mean~~ means that the tourists can go where ever they want as well.



Many cities are introducing measures to reduce the *negative environmental impacts* of transport within their destination.

- (ii) Suggest **two** measures that cities have introduced to reduce the *negative environmental impacts* of transport within their destination. [4]

1. ~~\$~~ They have made more buses which means people travelling around can use them instead of cars.

2. They are asking people to walk if they are going to places that are near their homes



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B5bi: 3



Many cities are introducing measures to reduce the *negative environmental impacts* of transport within their destination.

Examiner
only

- (ii) Suggest **two** measures that cities have introduced to reduce the *negative environmental impacts* of transport within their destination. [4]

1. ~~1~~ They have made more buses which means people travelling around can use them instead of cars.

2. They are asking people to walk if they are going to places that are near their homes

21

B5bii: 2



- Chosen influence:**

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

9



- (b) Choose **one other** influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]


Chosen influence: The Internet

The Internet can influence the people's choice of leisure and tourism activities because half of the time people be on Internet looking at different leisure activities to do and if people always looking for different attractions to visit. So ~~that~~ the Internet can influence the people to do leisure activities be online booking your place to go and ~~rearrange~~ enjoy your time.



- (b) Choose **one other** influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]

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B6b: 0



- (b) Choose **one other** influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]

Chosen influence: changing family structures

The change of family structure could mean that families might just visit their family and stay at their families home because its cheaper than hotels. The family do activities together ~~th~~ now because it brings the family close together.



- (b) Choose **one other** influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]

Chosen influence: changing family structures

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B6b: 0



- (b) Choose **one other** influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]


Chosen influence: Environmental awareness

Environmental awareness might ~~be~~ affect people's choice of leisure and tourism activities because the environment might be important to the activities and ~~the~~ tourist will only be able to do that activity if people have looked after the environment. This ~~but~~ if the activity looks good the tourist will probably look after the environment more so that they can enjoy activities ~~without~~ without the environment ruining it. It might also affect people's choices because if a place has already been affected by the environment, tourists won't want to go to that place because it isn't nice looking, or it won't be what should actually be like.



- (b) Choose **one other** influence from the box and explain how it might affect people's choice of leisure and tourism activities. [6]

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