



Rewarding Learning

General Certificate of Secondary Education  
2019

Centre Number				

Candidate Number				

# Leisure, Travel and Tourism

## Unit 2

Promoting and Sustaining the Leisure,  
Travel and Tourism Industry

[GLE21]



\*GLE21\*

**FRIDAY 31 MAY, MORNING**

### TIME

1 hour 30 minutes.

### INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

**Write your answers in the spaces provided in this question paper.**

Answer **all four** questions.

You are provided with an insert for use with Question **2(c)**.

Do not write your answers in this insert.

### INFORMATION FOR CANDIDATES

The total mark for this paper is **100**.

Quality of written communication will be assessed in questions **3(c)**, **3(d)** and **4(c)**.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
<b>Total Marks</b>	

1 (a) Define the term **marketing**.

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 [2]

(b) Identify why leisure, travel and tourism organisations constantly **alter** the marketing mix.

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 [2]

(c) Identify the difference between an **intangible** and a **tangible** product or service and give **one example of each** that may be found in the leisure, travel and tourism industry.

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 [4]

(d) The leisure, travel and tourism market can be segmented by gender. Identify **four** other ways to segment the market.

1. 

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2. 

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3. 

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4. 

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 [4]



(f) Study **Fig. 1** below which shows different types of communication used within the leisure, travel and tourism industry.

**Complete Table 1 below** by matching the correct type of communication to the correct promotional technique by inserting the appropriate letter.

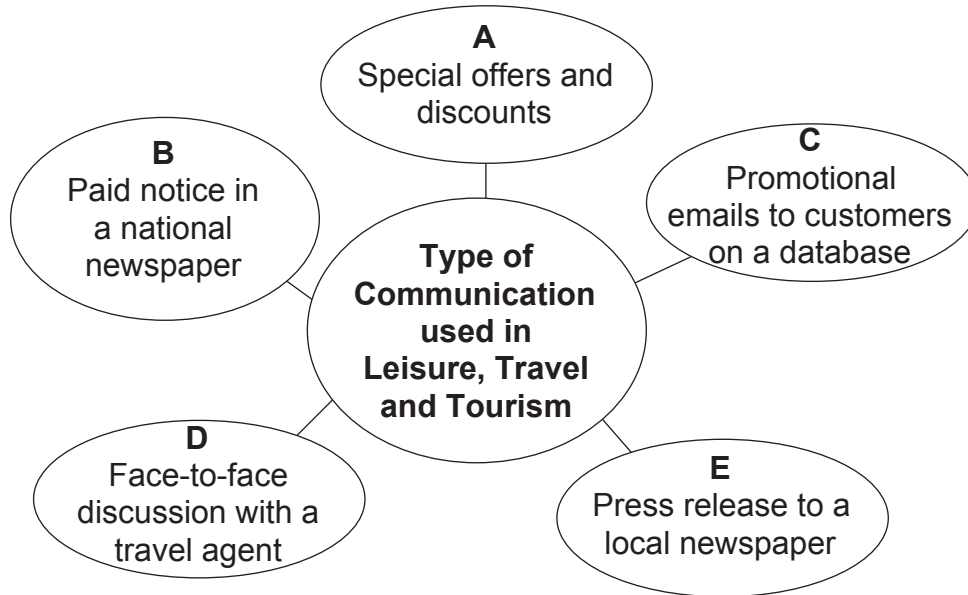


Fig. 1

Table 1

Promotional Technique	Letter
Personal Selling	
Sales Promotion	
Advertising	
Direct Marketing	
Public Relations	

[5]

(g) Identify **three** pricing strategies used by leisure, travel and tourism organisations.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_ [3]

Examiner Only	
Marks	Remark

Examiner Only	
Marks	Remark

- 2 (a)** Identify the **five** planning steps required to ensure that promotional activity is effective.
1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_ [5]

- (b)** Identify why leisure, travel and tourism organisations engage in **market research**.
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_ [2]

- (c)** Study the insert provided which gives information about Titanic Boat Tours. Answer the following questions.
- (i)** Identify **two** main and **two** ancillary products or services provided by Titanic Boat Tours.
- Main products or services
1. \_\_\_\_\_
  2. \_\_\_\_\_
- Ancillary products or services
1. \_\_\_\_\_
  2. \_\_\_\_\_ [4]

(ii) Identify **three** ways that Titanic Boat Tours have shown an understanding of the importance of e-marketing.

1. \_\_\_\_\_  
 \_\_\_\_\_
2. \_\_\_\_\_  
 \_\_\_\_\_
3. \_\_\_\_\_  
 \_\_\_\_\_ [3]

(iii) Identify **four** criteria that you could use to analyse the effectiveness of the Titanic Boat Tours promotional brochure.

1. \_\_\_\_\_  
 \_\_\_\_\_
2. \_\_\_\_\_  
 \_\_\_\_\_
3. \_\_\_\_\_  
 \_\_\_\_\_
4. \_\_\_\_\_  
 \_\_\_\_\_ [4]

(iv) Identify **two** ways the Titanic Boat Tours cater for people with disabilities.

1. \_\_\_\_\_
2. \_\_\_\_\_ [2]

Examiner Only	
Marks	Remark

(d) Study **Table 2** below, which shows a simple SWOT analysis for the **public boat tours** operated by the Lagan Boat Company. Answer the questions that follow.

**Table 2**  
SWOT analysis

<b>Strengths</b>	<b>Weaknesses</b>
Excellent facilities Location	Car parking
<b>Opportunities</b>	<b>Threats</b>
Expanding tourism market in Belfast	Weather Regulations

(i) Explain why car parking is described as a weakness.

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[2]

(ii) Explain why weather and regulations can be considered as threats to the organisation.

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[4]

Examiner Only	
Marks	Remark

**3 (a)** Define the term **sustainable tourism**.

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[2]

**(b)** Identify and describe **two** ways to practise the principles of sustainable tourism at a tourist destination.

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[6]

Examiner Only	
Marks	Remark



(c) Study **Fig. 2** below, which illustrates activity at a ski resort. Answer the question that follows.

**Concern Grows about Environment Problems at Ski Resorts**



© Karl Weatherly / Photodisc / Getty Images

**Fig. 2**

Identify and describe **two** ways that the growth of winter snow sports has had a negative effect on the environment.

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[6]

Examiner Only	
Marks	Remark



(e) A responsible traveller should respect the destination by being socially, environmentally and economically responsible. Describe **one** example of each.

Social \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Environment \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Economic \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ [6]

Examiner Only	
Marks	Remark

- 4 (a) A **passport** and a **visa** are often required when going on holiday. Explain why both may be required by a traveller.

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[4]

- (b) (i) Malaria is the main health risk to travellers to a tropical region. Identify the medical precaution to prevent this health risk.

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[2]

- (ii) Identify and describe **two physical precautions** that a tourist should take to prevent this health risk.

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[4]

Examiner Only	
Marks	Remark



(d) Tourists need to be aware of local customs regarding **food and drink** and **dress** in overseas destinations. Explain how these customs can affect UK tourists.

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[6]

Examiner Only	
Marks	Remark

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**THIS IS THE END OF THE QUESTION PAPER**

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# **Leisure, Travel and Tourism**

Unit 2: Promoting and Sustaining the Leisure,  
Travel and Tourism Industry

**[GLE21]  
FRIDAY 31 MAY, MORNING**

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**INSERT**

**For use with question 2**

# TITANIC BOAT TOURS

## PUBLIC BOAT TOURS

Operating on the River Lagan and Belfast Harbour for the last 18 years our daily guided Titanic Boats tours given by our highly experienced crew, takes in the magic of years gone by, visiting the first historic launching site of SS Titanic.

Embrace and learn the history of the World's Greatest Shipyard, which built the majestic Titanic while also experiencing the new regeneration and innovation of Belfast Harbour, its wonderful wildlife, and growing vibrancy. Daily public sailings (60-70 minutes) at: **12.30pm, 2.00pm and 3.30pm**. See website or ring for details on the winter schedule.

### PRICES

Per Person .....	£10
Family Ticket (2 Adults/2 Children (5-16 years)) .....	£35
Infants (5 years and under) .....	Free

## PRIVATE BOAT TOURS

Complement your visit to Belfast and the Titanic Quarter with a guided Boat Tour to fit in with your itinerary. This is available to Groups, Clubs, Church, Societies, and Coach Tour Parties throughout the year.

Up to 30 passengers .....	£250
Up to 60 passengers .....	£400

## SCHOOL / EDUCATIONAL BOAT TRIPS

Our specialised educational/school trips are tailor made to enhance the knowledge of students who wish to learn the history of the SS Titanic, Harland and Wolff, Belfast Lough.

Prices on request.



[www.laganboatcompany.com](http://www.laganboatcompany.com)

# PARTY NIGHTS

The World's only

# TITANIC

Boat Tours

She was always when she left here



At Lagan Boat Company we cater for a vast range of parties whether it be a **Birthdays, Anniversary, Hen Party, Retirement Party or Corporate Event**, let our professional staff look after you.

**We will guarantee you a "Night to Remember!"**

On these trips you the client can theme the boat, supply your own food and refreshment drinks. Should you wish, our team will recommend in advance catering and entertainment to suit your party requirements.



[www.laganboatcompany.com](http://www.laganboatcompany.com)

# MARITIME EMPORIUM

## MARITIME SHOP

After your boat trip, why not visit our Titanic Maritime and Souvenir Shop. Here you will find a vast array of maritime memorabilia and souvenirs, which includes our world famous exclusive Titanic T-Shirt incorporating our logo "She was **alright when she left here**". Check our website as we ship around the world. Please feel free to contact us.



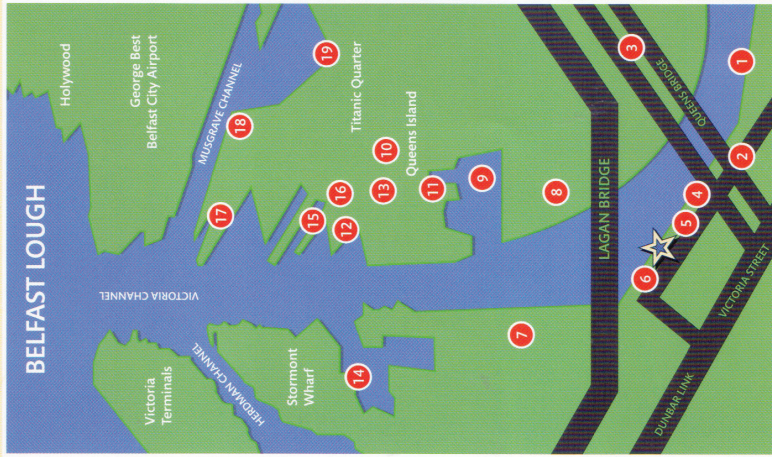
## ADDITIONAL EXTRAS

- Film Crews/Production Companies
- Weddings or Civil Ceremony Celebrations
- After Wedding Celebrations
- Halloween, Christmas and Festive Parties
- ... all catered for

Check out our website for details on all Festivals and Themed Party Nights.

[www.laganboatcompany.com](http://www.laganboatcompany.com)

# TITANIC WATERS



1. The Barge, Lagan Legacy, Maritime Museum
2. Beacon of Hope
3. Queen Elizabeth Bridge
4. Lagan Lookout and weir
5. The Big Fish, Titanic Boat Tours departure point
6. Obel Tower
7. Belfast Harbour Commissioners
8. Odyssey Centre
9. Abercorn Basin
10. Titanic Signature Building
11. Hamilton Dock (SS Nomadic)
12. Titanic Slips
13. Titanic Drawing Rooms
14. Port Operation
15. HMS Caroline
16. Titanic's Dock and Pumphouse
17. Titanic Outfitting Wharf
18. Seals
19. Samson & Goliath Cranes

[www.laganboatcompany.com](http://www.laganboatcompany.com)

# HOW TO FIND US

## TICKET OFFICE / SHOP

**Address:** Unit 5, The Obel, 66 Donegall Quay, Belfast BT1 3NL

**Telephone:** 028 90240124

**Mobile:** 07718 910423

**Website:** [www.laganboatcompany.com](http://www.laganboatcompany.com)

**Email:** [info@laganboatcompany.com](mailto:info@laganboatcompany.com)



**Parking** – Paid parking is available at the multi-storey car park above the Lagan Side Bus Station in Oxford Street (city side of the river) or at the Odyssey Car Park on Queen's Quay.

**Free disabled car parking, coach & mini-bus parking** available, with prior notice, for the duration of the boat trip at the Lagan Look Out, Donegall Quay, BT1 3EA.

**Company Information** – Both Mona and Joyce Too are MCA licensed, fully heated and weather proofed. Mona wheelchair accessible. Please contact the ticket office one day in advance if required. All sailings and itineraries are subject to weather and operational factors. The Captains decision will be final.

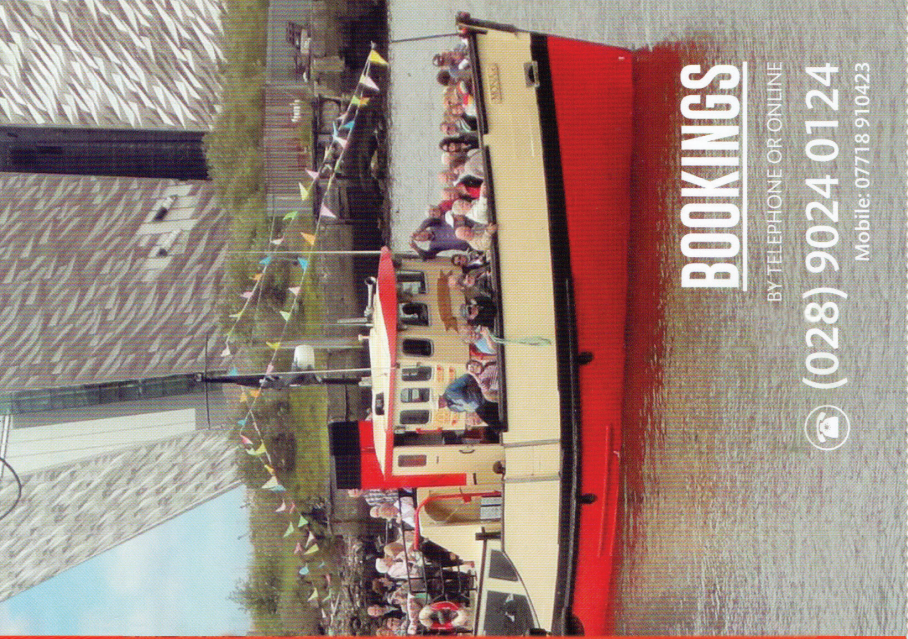
FOLLOW US ON



[www.laganboatcompany.com](http://www.laganboatcompany.com)

# The World's only TITANIC Boat Tours

*She was alright when she left here*



## BOOKINGS

BY TELEPHONE OR ONLINE

**(028) 9024 0124**

Mobile: 07718 910423



[www.laganboatcompany.com](http://www.laganboatcompany.com)

