



Rewarding Learning

General Certificate of Secondary Education

Centre Number

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Candidate Number

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# Leisure, Travel and Tourism

## Unit 2

Promoting and Sustaining the Leisure,  
Travel and Tourism Industry

**MV18**

**[GLE21]**

### Assessment

Assessment Level of Control    Tick the relevant box (✓)

**Time**

Controlled Conditions	
Other	

1 hour 30 minutes, plus your additional time allowance.

**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.

This paper is accompanied by an insert, complete with descriptors, for use with Question **2(b)**.

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 **1(e)**, **4(c)** and **4(d)**.

Figures in brackets printed at the end of each question indicate the marks awarded to each question or part question.

1 (a) Complete **Table 1** below by identifying a product and a service that are available from each of the following facilities. [4 marks]

**Table 1**

Facilities	Product	Service
Leisure Centre		
Hotel		

(b) **Fig. 1** below shows a variety of market segments that includes age and gender.

**Fig. 1**



Markets can be segmented by age and gender. Identify **three** other ways to segment the leisure, travel and tourism market. [3 marks]

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**(c)** Using an example, explain the difference between a main and an ancillary product or service. [4 marks]

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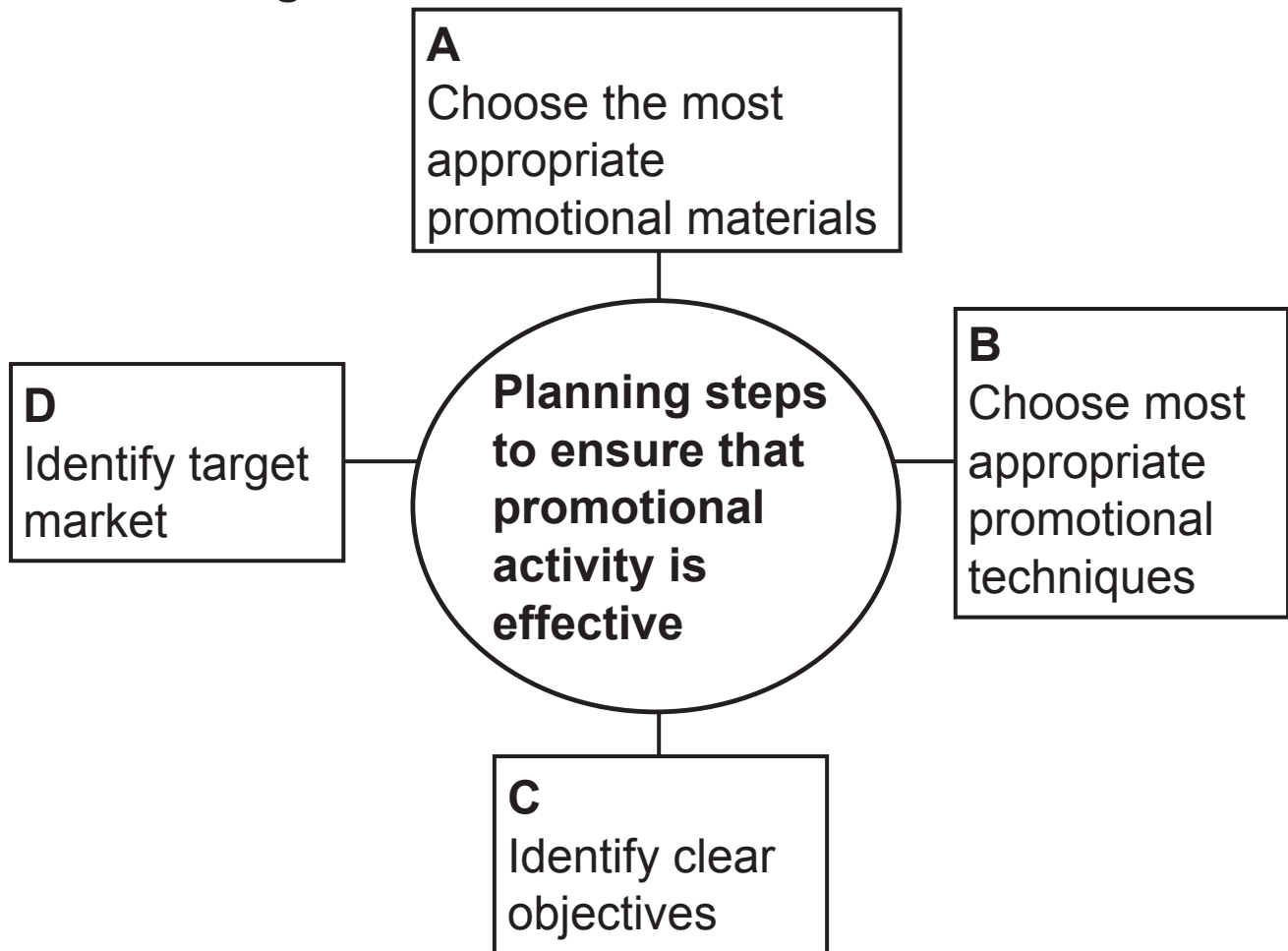
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(d) (i) Study **Fig. 2** below which illustrates some of the planning steps that organisations need to take to ensure that promotional activity is effective.

**Fig. 2**



Complete **Table 2** below to indicate the correct order for each step by inserting the appropriate letter.  
[4 marks]

**Table 2**

<b>Planning steps to ensure effective promotional activity</b>	
1.	
2.	
3.	
4.	





(f) **Fig. 3** below shows the leisure centre in Larne.

**Fig. 3**

Image removed due to copyright

Explain the importance of **location** for leisure, travel and tourism facilities such as a leisure centre.

[3 marks]

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2 (a) Fig 4. below shows a marketing team meeting.

Fig. 4



© Getty Images

Identify and describe the method that organisations use to determine their position in relation to competitors in the marketplace. [4 marks]

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(b) Study the insert provided which shows ways to be responsible when enjoying the outdoors. Use the insert to answer the following questions.

(i) State the organisation being promoted in this brochure and identify the sector that it operates in.  
[2 marks]

Organisation \_\_\_\_\_

Sector \_\_\_\_\_

(ii) Identify, with examples, **four** reasons why this brochure is an effective item of promotional material.  
[8 marks]

1. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(iii)** Suggest **two** e-marketing methods that the organisation could have used to promote enjoyment in the great outdoors instead of using a printed brochure. [2 marks]

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

**(c)** Outline the purpose of market research. [2 marks]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



3 (a) Identify **three** attitudes/cultures that travellers could find in different destinations. [3 marks]

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

(b) Explain what is meant by **departure tax**. [2 marks]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(c) Fig. 5 below shows a group of travellers enjoying themselves.

Fig. 5



© Getty Images

Identify and describe **three** ways that a **responsible traveller** can respect a destination and its inhabitants. [6 marks]

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**This is the end of the question paper**

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

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General Certificate of Secondary Education

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## Leisure, Travel and Tourism

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

**MV18**

**[GLE21]**  
**Assessment**

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### Inserts and descriptors for use with Question 2





It's great to get out and enjoy the wealth of natural environments that we have in Northern Ireland whether on foot, on a bicycle, in a canoe or on a horse.

This document has been produced by



In association with



And is an initiative of



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Published October 2012



## Enjoy the Great Outdoors

A guide for responsible users



The leading public body for the development of sport in Northern Ireland



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**Sport**  
Northern Ireland

Northern Ireland  
**Environment Agency**

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Northern Ireland

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**Sport** **NEA** | Northern Ireland  
Northern Ireland Environment Agency

## **Enjoy the Great Outdoors**

A guide for responsible users





**Parts of the natural environment are special because they are wild and untamed; while other areas are managed for farming, horticulture or forestry purposes and many areas are in private ownership. There is a natural draw to wild and beautiful land and seascapes not just for physical challenges – but often because they provide a sense of peace, tranquillity or awe. They refresh the soul!**

However, in such places the weather may be quick to change, the terrain may be uneven and the ground steep so the risks of becoming lost or gaining an injury can be quite real. It is therefore important to treat the outdoors with respect and have the right clothing, equipment and the appropriate knowledge and experience before setting out.

Overcoming challenging experiences outdoors creates a great sense of achievement and there is little to replace the buzz of scrambling to the peak of a mountain, paddling down a rapid, surfing an Atlantic wave or galloping down a beach on a horse.

**However, when you choose to take part in activities in the outdoor environment that involve an obvious risk, you are ultimately responsible for your own actions since you have assumed the risks associated with the activities you have chosen to do.**

Landowners and occupiers also have an obligation (as far as is reasonably practicable) not to do anything which endangers you.

**By following the principles of Leave No Trace you can show that you are acting responsibly in the outdoors:**

**Plan ahead and prepare e.g.**

- Know where to go, what to wear and bring and what to do in an emergency.

**Be considerate of others e.g.**

- Keep dogs on a lead unless permission is granted to do otherwise – but at all times dogs must be under close control.
- Let natural sounds be heard.
- Be considerate about those who work in the natural environment like farmers and other land managers.
- Be aware of other activities taking place at the same venue.

**Respect farm animals and wildlife e.g.**

- Try not to disturb any wildlife.
- Don't frighten farm animals.
- Note that cattle can be aggressive if you have a dog. If cattle appear aggressive let go of the lead.
- Never feed farm animals or leave waste food.

**Travel and camp on durable ground e.g.**

- Please use paths where they exist.
- Camp only where appropriate or permitted.

**Leave what you find e.g.**

- It is against the law to pick certain wild flowers or remove protected artefacts.

**Dispose of waste properly e.g.**

- **Take all your litter home – don't leave anything.**
- Even biodegradable items should be taken away.

**Minimise the effects of fire e.g.**

- Be careful that camping stoves and BBQ's don't cause a wildfire and never use them in a tent.
- Never throw a cigarette butt or matches away.

For further information, training and guidance on how to be responsible for yourself, others and the environment visit [www.leavenotraceireland.org](http://www.leavenotraceireland.org)

Information on the best places to go and enjoy the outdoors can be found on the following websites:

[WalkNI.com](http://WalkNI.com)

[CycleNI.com](http://CycleNI.com)

[CanoeNI.com](http://CanoeNI.com)

[BeachNI.com](http://BeachNI.com)

Activity providers can be found at:



[OUTDOORNI.COM](http://OUTDOORNI.COM)



[www.adventuremark.co.uk](http://www.adventuremark.co.uk)

Look for **Adventuremark** accredited providers who have been assessed and work to recognised industry standards.



**Hillwalking and Mountaineering**  
[www.mountaineeringireland.ie](http://www.mountaineeringireland.ie)



**Canoeing and kayaking**  
[www.cani.org](http://www.cani.org)



**Cycling**  
[www.cyclingulster.com](http://www.cyclingulster.com)



**Orienteering**  
[www.niorienteering.org.uk](http://www.niorienteering.org.uk)



**Surfing**  
[www.isasurf.ie](http://www.isasurf.ie)



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