



Rewarding Learning

General Certificate of Secondary Education
2023

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--	--

Leisure, Travel and Tourism

Unit 2

Promoting and Sustaining the Leisure,
Travel and Tourism Industry

[GLE21]



GLE21

WEDNESDAY 21 JUNE, AFTERNOON

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 five** questions.

INFORMATION FOR CANDIDATES

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

Quality of written communication will be assessed in questions **3(d)** and **5**.

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	
5	
Total Marks	

Examiner Only	
Marks	Remark

1 Fig. 1 shows an image promoting target marketing.

Answer the questions that follow.



Source: Adapted © Getty Images

Fig. 1

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

[2]

(b) The term marketing mix is referred to as the 4Ps. One of these is **price**. Identify and describe the other **3Ps**.

1. _____

2. _____

3. _____

[6]

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

- 1. _____
- 2. _____
- 3. _____ [3]

(d) Describe **two** reasons why a leisure, travel or tourism organisation will adapt their objectives.

Reason 1

Reason 2

[6]

Examiner Only	
Marks	Remark

(e) Discuss how the following **organisational objectives** in the private, public and voluntary sectors may differ.

Increasing profits

Increasing market share

Raising awareness

[9]

Examiner Only	
Marks	Remark

- 2 (a) Organisations will use planning steps to ensure a promotional activity is effective.

Place the following steps in the correct order by **inserting** the numbers **1–5** in the correct box in the table below.

Planning steps	Order
Choosing the most appropriate promotional technique	
Monitoring and evaluating the success of the promotional activity	
Identifying the target market	
Choosing the appropriate promotional material(s)	
Identifying clear objectives	

[5]

- (b) Identify **four** promotional techniques organisations use to communicate with their customers.

1. _____
2. _____
3. _____
4. _____ [4]

Examiner Only	
Marks	Remark

(c) State and explain **two** reasons why different organisations in the leisure, travel and tourism industry use different promotional techniques.

Reason 1

Reason 2

[6]

Examiner Only	
Marks	Remark

(d) Discuss how the importance and use of the following **e-marketing** methods has impacted on the leisure, travel and tourism industry.

Review sites

Online booking

[6]

Examiner Only	
Marks	Remark

3 Fig. 2 shows visitor numbers to Vietnam, Asia between 2011 and 2019. Use it to help you answer part (a).

Examiner Only	
Marks	Remark



Source: Adapted from <https://data.worldbank.org/indicator/ST.INT.ARVL?locations=VN> Used under Creative Commons Licence <https://creativecommons.org/licenses/by/4.0/>

Fig. 2

(a) **Underline** the correct answer.

(i) How many visitors did Vietnam receive in 2012?

6 million 7million 8 million

(ii) How many visitors did Vietnam receive in 2018?

15 million 16 million 15.5 million

(iii) Which years did visitor numbers remain approximately similar?

2012–2013 2014–2015 2017–2018

(iv) Which years saw a dramatic rise in visitor numbers?

2017–2019 2013–2015 2011–2013

[4]

Fig. 3 shows the newly developed resort of Da Nang in Vietnam.



Source © Getty Images:

Fig. 3

(d) Analyse **three** possible **negative economic effects** of the development of the resort of Da Nang on the local community.

Quality of written communication will be assessed in this question.

Examiner Only	
Marks	Remark

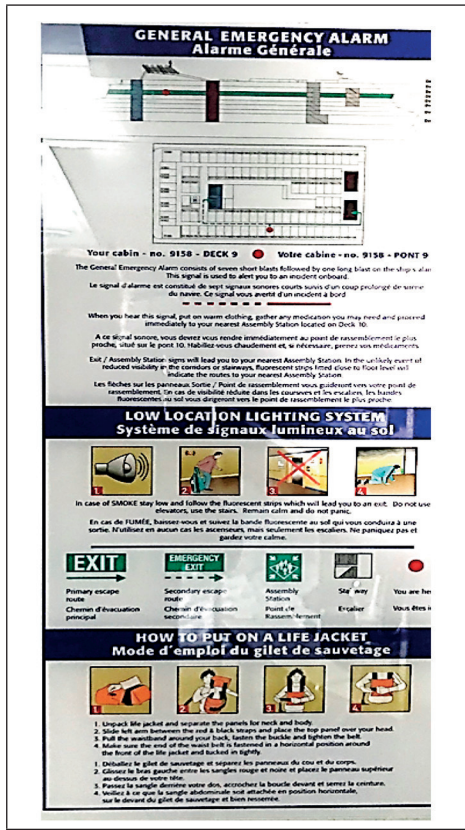
[9]

Examiner Only	
Marks	Remark



Source: Chief Examiner

Fig. 4



Source: Chief Examiner

Fig. 5

Study Fig. 4 which shows the inside of a ferry cabin.

(a) Identify **three** safety features which are provided for travellers within this cabin.

1. _____
2. _____
3. _____ [3]

(b) Fig. 5 shows an emergency and evacuation sign on a ferry.

Explain why it is important for travellers to be aware of these procedures.

_____ [3]

Examiner Only	
Marks	Remark

(c) Describe how the following are important to travellers entering an overseas destination.

Passport

Vaccination certificate

Visa

[9]

Examiner Only	
Marks	Remark

(d) Identify and explain **one** physical precaution, other than a vaccination, a traveller might take against potential health risks when going to an overseas destination.

[3]

Examiner Only	
Marks	Remark

5 Discuss **three** different ways a traveller should practise the principles of sustainable tourism.

Quality of written communication will be assessed in this question.

[9]

THIS IS THE END OF THE QUESTION PAPER

Examiner Only	
Marks	Remark

Permission to reproduce all copyright material has been applied for.
In some cases, efforts to contact copyright holders may have been unsuccessful and CCEA
will be happy to rectify any omissions of acknowledgement in future if notified.