



Rewarding Learning

General Certificate of Secondary Education  
January 2010

Centre Number

71	
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Candidate Number

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## Leisure and Tourism

### Double Award

#### Unit 1: Investigating Leisure and Tourism

[GDL11]



GDL11

TUESDAY 12 JANUARY, 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 four** questions.

#### INFORMATION FOR CANDIDATES

The total mark for this paper is 100.

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

You are provided with an Insert for use with question 2.

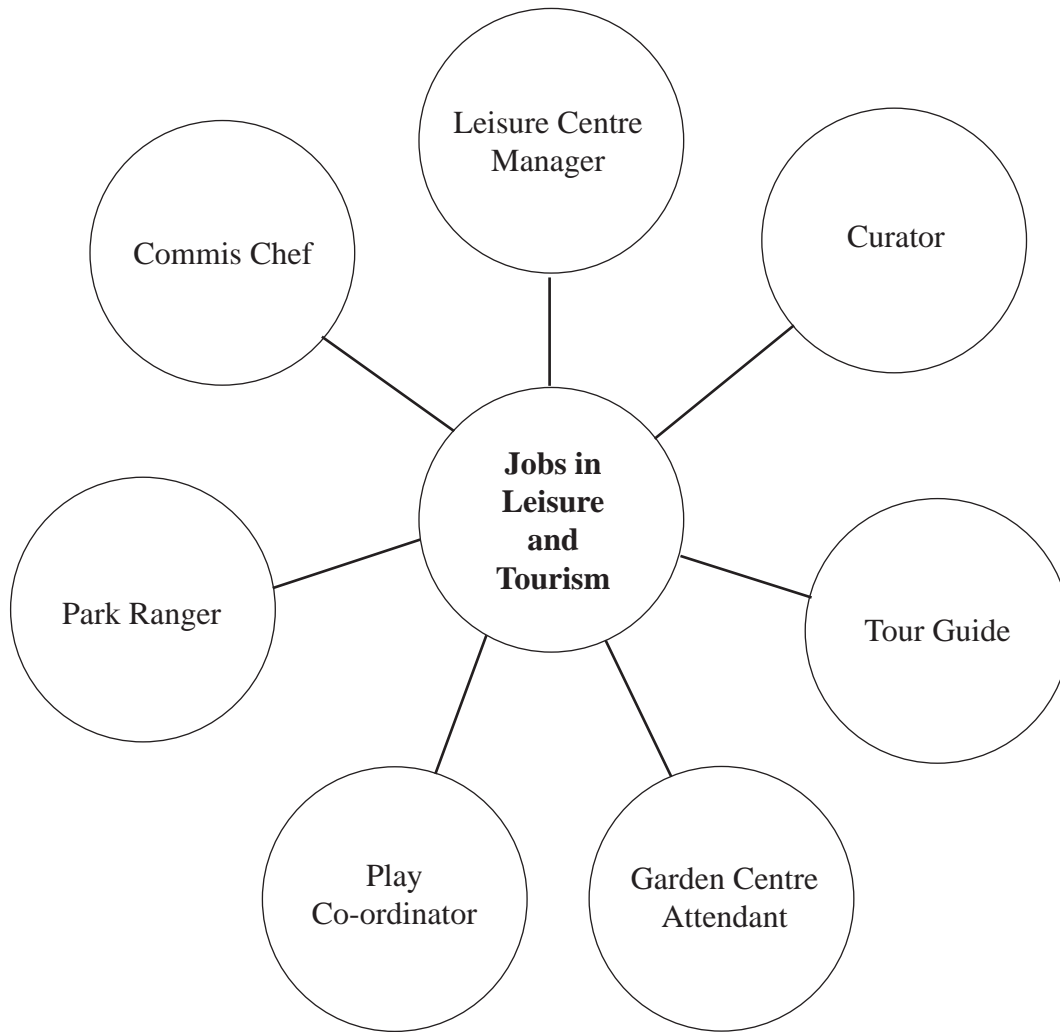
For Examiner's  
use only

Question Number	Marks
1	
2	
3	
4	

Total  
Marks

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1 Study **Fig. 1** which shows a range of jobs in the Leisure and Tourism industry. Answer the questions which follow.



**Fig. 1**

(a) Complete **Table 1** by matching a job from **Fig. 1** to the most relevant component. Each job should only be used once.

**Table 1**

Component	Job
Sport and Physical Recreation	
Arts and Entertainment	
Countryside Recreation	
Home-based Leisure	
Children's Play Activities	
Visitor Attractions	
Catering	

[7]

Examiner Only	
Marks	Remark

(b) Outline the duties associated with the following jobs in the Leisure industry.

**Park Ranger**

Duties \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [3]

**Commis Chef**

Duties \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [3]

**Curator**

Duties \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ [3]

Examiner Only	
Marks	Remark

(c) Catering organisations have developed over the last twenty years to provide a wider range of products and services. Explain the benefits of these developments for customers participating in **home-based** leisure.

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6] [

Examiner Only	
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(d) The Ulster Folk and Transport Museum has links with other components of the Leisure and Tourism industry. Describe how **two** of these components jointly meet the needs of visitors to the museum.

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[6]

Examiner Only	
Marks	Remark

(e) Explain **two** ways in which the map may enhance the visitor experience.

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[6]

Examiner Only	
Marks	Remark

(f) Using the information provided by the **Insert**, analyse **two** factors which would influence people to choose to visit the Ulster Folk and Transport Museum.

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[6]

Examiner Only	
Marks	Remark



3 (a) For each of the scenarios in **Table 2** identify

- The purpose of the traveller’s visit
- The type of holiday being taken
- The type of flight being taken.

The first has been completed for you as an example.

**Table 2**

Scenario	Purpose	Type of Holiday	Type of Flight
Mrs Wilson travels from Londonderry to Paris to attend a conference	Business	Outbound	Short haul
Pupils from a local High School fly to Chamonix in the French Alps for a skiing holiday			
Mr and Mrs Edgar organise their own travel from Boston, USA to search for their roots in Northern Ireland			
A group of sixth form students travel to London from Belfast for three days to conduct research for their A Level portfolios			
Juan Donatello from Brazil brings a display to the Holiday World Exhibition in the King’s Hall, Belfast			

[12]

(b) The Pollock family from Enniskillen are taking a holiday in France and will be travelling with the family caravan.

Which **methods** of travel must they use to reach their destination?

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[2]

Examiner Only	
Marks	Remark





4 (a) Study the following list which defines the components of Travel and Tourism. Complete **Table 3** by matching the definitions to the components. The first answer has been completed for you.

- A** A company that sells a range of holidays and other travel products
- B** Provides up-to-date facts and shows people around an area of interest
- C** An establishment which provides a place to stay and also serves food and drink
- D** An organisation which organises trips to a variety of domestic and overseas destinations
- E** Are natural, man-made or historical places for tourists to visit
- F** A computer link which enables customers to organise their travel arrangements
- G** An organisation which provides a customer with a means to move to another destination

**Table 3**

<b>Component</b>	<b>Definition</b>
Travel Agents	<b>A</b>
Tour Operator	
Tourist Information and Guiding Services	
On-line Travel Services	
Accommodation and Catering	
Attractions	
Transportation	

[6]

Examiner Only	
Marks	Remark

(b) There are different types of holiday which people take. Define the following types, providing an example:

**Domestic**

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[2]

**Special Interest**

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[2]

(c) Discuss **one** reason why short break holidays have become more popular in recent years.

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[3]

Examiner Only	
Marks	Remark





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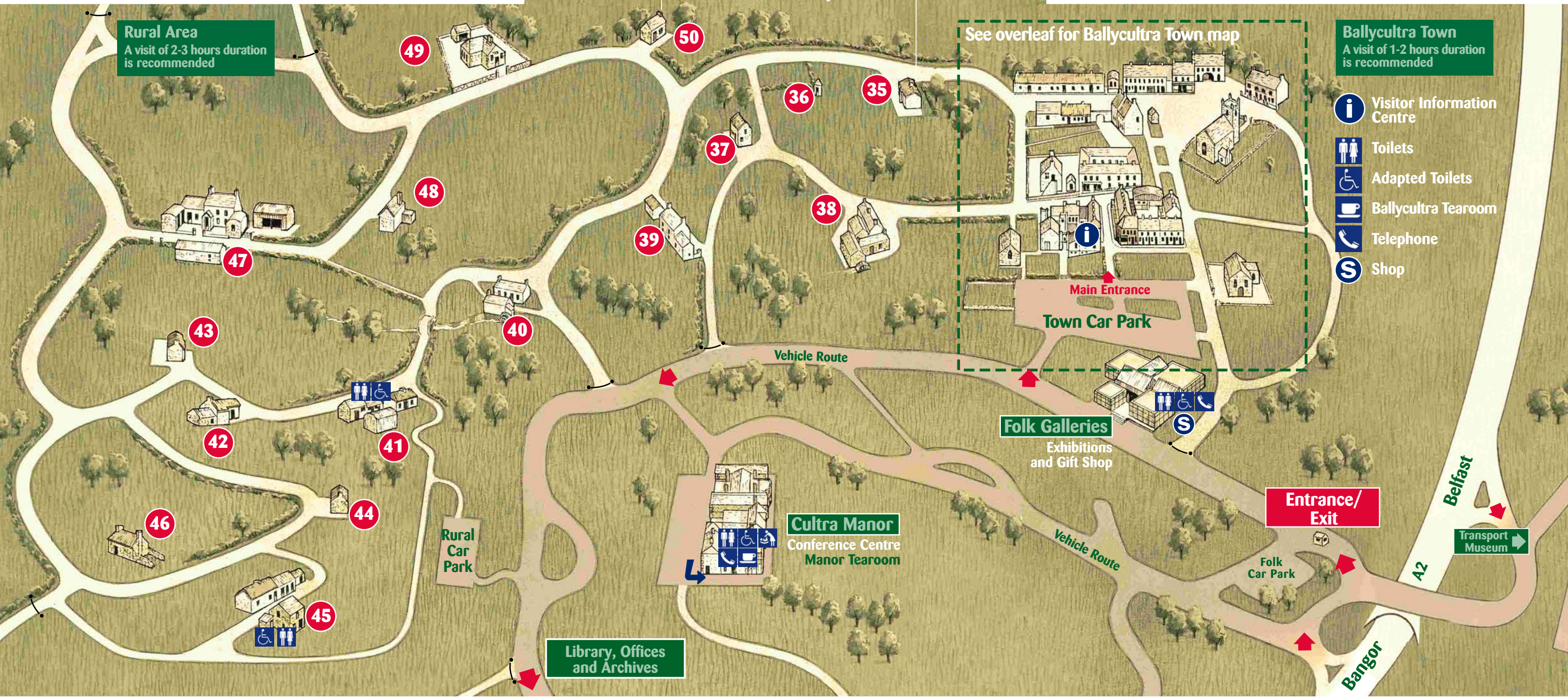
# Rural Area

# Ballycultra Town

Approx scale of map  
200 metres (220 yards)

**Rural Area**  
A visit of 2-3 hours duration is recommended

**Ballycultra Town**  
A visit of 1-2 hours duration is recommended



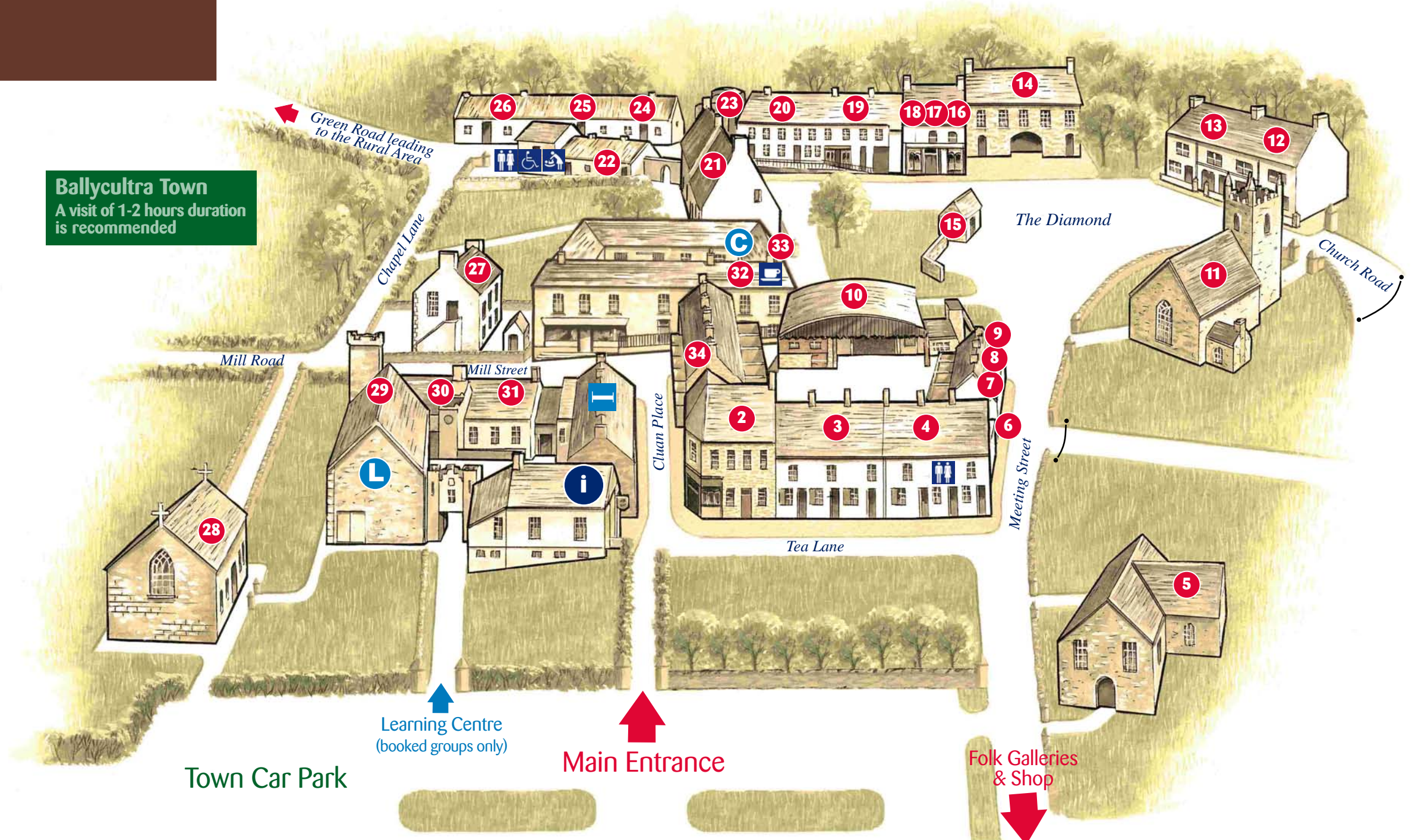
- Visitor Information Centre
- Toilets
- Adapted Toilets
- Ballycultra Tearoom
- Telephone
- Shop

- |                                   |                                   |   |                                      |                         |                               |                                |                           |
|-----------------------------------|-----------------------------------|---|--------------------------------------|-------------------------|-------------------------------|--------------------------------|---------------------------|
| Ballydugan Weaver's House (35)    | Tullylish Bleach Green Tower (36) | Gorticashel Flax Mill (under construction) (37) | Straid Corn Mill (guided tours) (38) | Coshkib Hill Farm (39)  | Coaliland Spade Mill (40)     | Corradreenan Farm (41)         | Cruckalady Farmhouse (42) |
| Meenagarragh Cottier's House (43) | Duncrun Cottier's House (44)      | Ballyveagh Farm & Exhibition (45)               | Magheragallan Byre-Dwelling (46)     | Drumnahunshin Farm (47) | Hand and Pen Orange Hall (48) | Ballydown National School (49) | Lisrace Forge (50)        |
|                                   |                                   |   |                                      |                         |                               |                                | Cultra Manor              |

# Ballycultra Town

Start your visit at the Visitor Information Centre which is easily accessible from the Town Car Park. Our staff will be happy to help you plan your visit and provide you with information on the Museum and on our programme of daily activities, exhibitions and special events. Explore Ballycultra Town with its houses, shops, churches, bank and school. Stroll through the rural area with its working farms and cottages and discover a wonderful natural environment of over 60 acres steeped in history.

**Ballycultra Town**  
A visit of 1-2 hours duration is recommended



- Visitor Information Centre
- Ballycultra Tearoom
- Toilets
- Adapted Toilets
- Parent & Baby Room
- Shop
- Learning Centre
- Classroom
- Residential Centre

- Visitor Information Centre
- Corner Shop
- Labourers' Houses
- Presbyterian Meeting House
- Carpenter's Workshop
- Shoemaker's House and Shop
- Bicycle Repair Shop
- Railway Porter's House
- Kelly's Coal Yard
- Church of Ireland
- Northern Bank
- Bank Manager's House
- Market and Court House

- Weighbridge
- Baird's Print Shop
- Reading Room
- Newspaper Room
- Ballycultra Post Office
- RIC Barracks and Exhibition
- The Old Rectory
- Pound Forge
- Basket Maker's Workshop
- Basketmaker's House
- 'Caught in Time' Exhibition
- Fisherman's House
- National School

- Catholic Church
- Parochial Hall
- Parochial House
- McCusker's Pub
- Hardware Shop  
Ballycultra Dispensary  
Draper's Shop  
Weaving Shed
- Picture House  
Photographers Studio  
Ballycultra Tearoom
- Dressmaker's House

VISITOR

ULSTER FOLK & TRANSPORT MUSEUM  
Cultra, Holywood, BT18 OEU Tel (028) 9042 8428

**MAP**

national museums  
northern ireland