



Centre Number

71

Candidate Number

General Certificate of Secondary Education
2013

Leisure and Tourism

Unit 1: Introduction to
Leisure and Tourism

[GLT11]

ML

THURSDAY 16 MAY, MORNING

TIME

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 five** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 100.

Quality of written communication will be assessed in questions **4(d)**, **4(e)** and **5**.

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 4.

Do NOT write your answers on this insert

For Examiner's
use only

Question Number	Marks
1	
2	
3	
4	
5	

Total
Marks

1 (a) Define the term “leisure”.

[2]

(b) Study Table 1 that shows a range of leisure activities. Complete Table 1 by using a tick (✓) to show whether the activity is active or passive.

Table 1

Activity	Active	Passive
Decorating your bedroom		
Flower arranging		
Playing 5-a-side football		
Hill walking in the Sperrins		
Watching a movie		
Reading a novel		

[6]

Examiner Only	
Marks	Remark

(c) Outline **three** reasons why people use leisure and tourism facilities.
Give an example of each facility to support your answer.

1. _____

_____ [3]

2. _____

_____ [3]

3. _____

_____ [3]

Examiner Only	
Marks	Remark

(d) Analyse **three** factors that have influenced recent developments in the leisure and tourism industry.

1. _____

_____ [3]

2. _____

_____ [3]

3. _____

_____ [3]

Examiner Only	
Marks	Remark

2 (a) Identify **four** purposes of tourism visits. Do not include taking a holiday in your answer.

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

(b) Describe the following types of holiday.

Package: _____

_____ [3]

Camping/Caravanning: _____

_____ [3]

Short break: _____

_____ [3]

Examiner Only	
Marks	Remark

(c) Study Table 2 then answer the questions which follow.

Table 2
Visitors to Northern Ireland

Year	Out of State Visits	Revenue (£m)	Domestic Visits	Revenue (£m)
2009	1 918 000	337.0	1 375 000	192.0
2008	2 076 000	396.0	1 024 000	144.0
2007	2 107 000	376.0	1 154 000	159.0
2006	1 979 000	371.0	1 350 000	139.0
2005	1 972 000	357.0	1 390 000	146.0
2004	1 985 000	313.0	749 000	81.0
2003	1 896 000	284.0	847 000	99.0
2002	1 615 000	262.0	910 000	121.0
2001	1 511 000	271.0	892 000	123.0
2000	1 480 000	251.0	952 000	123.0

© Northern Ireland Tourist Board

(i) What year had the most revenue from out of state visits to Northern Ireland?

_____ [1]

(ii) How many domestic visits were made in 2002?

_____ [1]

(iii) What year had the least number of domestic visits?

_____ [1]

Examiner Only

Marks	Remark
--------------	---------------

--	--

(d) Study Table 3 which shows the main purpose of visits to Northern Ireland from 2004–2009. Answer the following question.

Table 3
Main purpose of visit to Northern Ireland (2004–2009)

	2004	2005	2006	2007	2008	2009
Total Trips (000s)	1985	1972	1979	2107	2076	1918
Visiting friends and relatives (VFR)	861	964	919	942	943	902
	(43%)	(49%)	(46%)	(45%)	(45%)	(47%)
Holiday (holiday/leisure/recreation)	375	345	385	493	508	504
	(19%)	(18%)	(20%)	(23%)	(25%)	(26%)
Business	590	541	570	548	486	375
	(30%)	(27%)	(29%)	(26%)	(23%)	(20%)
Other	158	122	105	123	139	139
	(8%)	(6%)	(5%)	(6%)	(7%)	(7%)

© Northern Ireland Tourist Board

Using Table 3, compare the number of trips to Northern Ireland for business and for holidays. Write down reasons for the trends you have identified.

[6]

Examiner Only	
Marks	Remark

- 3 (a) Complete Table 4. Write down **four** components of the leisure and tourism industry. Give **one** example of each component.

Table 4

Component of the leisure and tourism industry	Example

[8]

Examiner Only	
Marks	Remark

(b) Derry-Londonderry is the UK City of Culture 2013. Describe how a leisure and tourism organisation might provide a product, a service and a facility for cultural activities.

Product

[3]

Service

[3]

Facility

[3]

Examiner Only	
Marks	Remark

4 Study the **insert** provided on Belfast Splash Tours. Answer the questions below.

(a) Write down **two** ways of contacting Belfast Splash Tours to pre-book a tour.

1. _____ [1]

2. _____ [1]

(b) Write down **three** educational tours that a group of school children might take with Belfast Splash Tours.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(c) Special “Duckling” tours are available. Describe how these tours might meet the needs of the following:

Birthday parties

_____ [3]

Corporate hospitality

_____ [3]

Examiner Only	
Marks	Remark

(d) Describe how the tour company makes sure that its passengers are safe. Write down **two** examples in your answer.

Handwriting lines for question (d), ending with a [6] mark.

(e) Discuss **two** reasons why an international visitor might want to take a Belfast City Tour.

Handwriting lines for question (e), ending with a [6] mark.

Examiner Only table with columns for Marks and Remark.

5 Leisure and Tourism organisations usually operate a three-tier organisation. With reference to a leisure centre or a hotel in your local area, identify and give examples of the three levels. Show the responsibility and accountability at each level in your answer.

[12]

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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.



Rewarding Learning

**General Certificate of Secondary Education
2013**

Leisure and Tourism

Unit 1: Introduction to
Leisure and Tourism

[GLT11]

THURSDAY 16 MAY, MORNING

INSERT

THE OFFICIAL MULTI-LINGUAL TOUR



HOP ON / OFF

Belfast City Tour

48 HOUR TICKET

FREE MAP INCLUDED!



The only BELFAST CITY TOUR recommended by **BELFAST inyouropocket** ★★★★★

- 48 Hour Tour Tickets
- Visit over 50 Places of Interest
- Complimentary Pick Ups
- Combo Tickets Available
- Available in 6 Languages
- Live Guide on Every Tour



Take one of our tours which depart regularly from Belfast City Centre. See how our city was born during a time of industry and engineering, survived famine, disease, bombing raids and of course the recent political trouble, to now being one of the most exciting cities in Europe.

in association with



Tel: +44 (0) 2890 321 321
www.belfastcitytour.com

THE ONLY LAND & WATER ADVENTURE

BELFAST



DO YOU GET WET?
NO - NOT ON PURPOSE!



TOURS DEPART:

From Castle Place in Belfast City Centre at:
9.45am / 10.45am / 11.45am / 12.45pm / 1.45pm
/ 2.45pm / 3.45pm and 4.45pm (subject to demand)

TOUR PRICES:

Adults:	£12.50
Seniors & Students:	£10.50
Children:	£6.00
Family (2 adults & 2 children):	£31.00

CONTACT US:

For bookings and information:
Telephone: +44 (0) 2890 321 321
Email: info@belfastsplashtours.com
Website: www.belfastsplashtours.com

Operated by McComb's Executive Travel



RECOMMENDED BY **BELFAST inyouropocket** ★★★★★



Tel: +44 (0) 2890 321 321
www.belfastsplashtours.com

BELFAST



WHAT IS IT?

We are the ONLY amphibious road and river tour in Belfast! Our specialist vehicle travels on the roads through Belfast and then **SPLASHES** into the River Lagan and turns into a boat! Enjoy a fun river cruise before returning to the city centre by road again. Our expert crew on board are fully qualified to ensure your safety and to ensure you have a great time.

THE TOUR INCLUDES:

- Guided city and river tour
- The bus becomes a boat!
- River Lagan cruise
- See Belfast from a new perspective
- Learn the fascinating history of Belfast



KEY INFORMATION

- Pre-booking is essential! You must pre-book by phone through our tour office or online.
- The tour takes 1 hour and is suitable for all ages.
- There are steps on board which may not be suitable for passengers with limited mobility. We will however endeavour to assist passengers in every way possible.
- We reserve the right to change the route due to river and weather conditions. If we cannot travel due any of these issues, we will transfer you onto another tour date or time.

Full payment is required to secure any tour booking. Your tour ticket is not valid until full payment has been made.



EDUCATIONAL TOURS

Our 'Duckling' offers the 'floating classroom', a unique opportunity to create a memorable and engaging educational experience. Special rates are available for schools and educational tour themes can include:

- River quality and regeneration
- Wildlife on the Lagan
- Belfast landmarks
- Shared history & shared heritage
- Bespoke, tailored tours



PRIVATE TOURS

Our special 'Duckling' is available for:

- Private tours & special occasions
- Birthday parties
- Corporate hospitality
- Hen parties
- Restaurant packages
- Bespoke, tailored tours



GIFT VOUCHERS

You can purchase vouchers that are redeemable at any stage within 12 months of the purchase date. They are a great idea for birthday presents, retirement presents and any special events. Please call or visit our website to order your gift vouchers.

To book call: +44 (0) 2890 321 321 or visit our website: www.belfastplasztours.com

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.