



Centre Number

71

Candidate Number

General Certificate of Secondary Education
2013

Leisure and Tourism

Unit 1: Introduction to
Leisure and Tourism

[GLT11]

THURSDAY 16 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 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 which 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

(d) Analyse **three** factors which 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 other than taking a holiday.

- 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

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

_____ [1]

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

_____ [1]

(iii) Which 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 to 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%)

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

[6]

Examiner Only	
Marks	Remark

- 3 (a) Complete Table 4 by stating **four** components of the leisure and tourism industry and giving **one** example of each.

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 to deliver cultural activities.

Examiner Only	
Marks	Remark

Product

[3]

Service

[3]

Facility

[3]

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

(a) Identify **two** methods of contacting Belfast Splash Tours to pre-book a tour.

1. _____ [1]

2. _____ [1]

(b) Identify **three** educational tours which a group of school children may take with Belfast Splash Tours.

1. _____ [1]

2. _____ [1]

3. _____ [1]

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

Birthday parties

[3]

Corporate hospitality

[3]

Examiner Only	
Marks	Remark

(d) Describe **two** measures the tour company takes to ensure the safety of its passengers.

[6]

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

[6]

Examiner Only	
Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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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.



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