



Centre Number

71

Candidate Number

General Certificate of Secondary Education
2012

Leisure and Tourism

Unit 1: Introduction to
Leisure and Tourism

[GLT11]

MONDAY 14 MAY, 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)**, **4(d)** and **5(c)**.

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

**An insert is provided for use with Question 3.
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) Complete **Table 1** by matching each facility to a key component of the leisure and tourism industry. Show your answers by writing one of the letters A–F in the correct box. Each facility should be used only **once**.

- A. Sadler’s Wells Theatre
- B. Crystal Palace Stadium
- C. London Eye
- D. Juniper Hill Caravan Park
- E. Heathrow Airport
- F. Xtra-vision

Component	Facility
Transportation	
Home-based Leisure	
Arts and Entertainment	
Sport and Physical Recreation	
Accommodation	
Visitor Attractions	

Table 1

[6]

Examiner Only	
Marks	Remark

- 2 (a) Study **Table 2** which shows a range of leisure activities. Complete the table by indicating whether the activity is active or passive. An example has been completed for you.

Activity	Active	Passive
Spectating at the Olympic Games		✓
Mowing the front lawn		
Reading a library book		
Playing a game of netball		
Scuba diving in the Red Sea		
Surfing on the Internet		

Table 2

[5]

- (b) Define the term “**leisure**”.

[2]

- (c) Outline **four** reasons why people use leisure facilities. Give an example of each to support your answer.

1. _____

[2]

2. _____

[2]

Examiner Only	
Marks	Remark

3. _____

_____ [2]

4. _____

_____ [2]

(d) Analyse **two** factors which have influenced the **development** of the leisure and tourism industry over the last ten years.

1. _____

_____ [3]

2. _____

_____ [3]

Examiner Only	
Marks	Remark

3 Study **Table 3** on the insert provided which provides information on Northern Ireland Visitor Attractions. Answer the following questions.

(a) Identify an attraction which, during the period 2008/2009, has:

Experienced an increase in its visitor numbers by more than 20%

_____ [1]

Experienced a decrease in its visitor numbers by more than 10%

_____ [1]

Maintained its visitor numbers

_____ [1]

(b) Identify **two** attractions offering free entry.

1. _____ [1]

2. _____ [1]

(c) For each of the following attractions, identify the **type** of organisation and describe how each operates to meet its own and its customers' needs.

Belfast Zoo _____

_____ [3]

The Lagan Boat Company _____

_____ [3]

Examiner Only	
Marks	Remark

4 (a) One of the main purposes of tourism visits is going on holiday. Identify **four** other purposes.

1. _____ [1]

2. _____ [1]

3. _____ [1]

4. _____ [1]

(b) Identify **three** forms of travel which may be used when going on holiday.

1. _____ [1]

2. _____ [1]

3. _____ [1]

(c) Describe and explain what is meant by the following types of holiday.

Two-Centre: _____

_____ [3]

Guided Tour: _____

_____ [3]

Examiner Only

Marks

Remark

5 Monica is a receptionist in the Lough Erne Resort in Enniskillen, County Fermanagh.

(a) Identify **two** skills and **two** personal qualities that are required for her job.

Skills

1. _____ [1]

2. _____ [1]

Personal Qualities

1. _____ [1]

2. _____ [1]

(b) Monica’s main role is to deal with the hotel guests. Describe how she would be expected to deal with the following:

Check-in procedures: _____

_____ [3]

Customer Complaint systems: _____

_____ [3]

Examiner Only	
Marks	Remark

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INSERT

**Insert: Leisure and Tourism
For use with Question 3**

**Table 3
Northern Ireland Visitor Attractions**

Owner	Attraction	2005	2006	2007	2008	2009	% Diff 2008/2009	Entry
G	Castle Archdale	155000	160000	165000	175000	187000	+7	
LA	Belfast Zoological Gardens	210830	257713	294935	275494	304085	+10	£8.30
LA	Joey Dunlop Memorial Garden	65000	72000	76500	80000	80000	0	
G	Carrickfergus Castle	54502	55158	54683	63283	71961	+14	£3.00
NT	Castle Coole	11578	12653	22822	14596	18362	+26	£5.50
P	Old Bushmills Distillery	128425	134298	123000	101589	100318	-1	£6.00
NT	Mount Stewart House and Gardens	109000	121786	128000	133452	122884	-8	£7.80
O	Derry Walls	190100	207200	213415	215015	225765	+5	
LA	Dunluce Centre	96850	55839	58560	57660	58700	+2	£8.50
NT	Giant's Causeway Visitor Centre	464243	553063	712714	751693	714612	-5	
P	Watertop Open Farm	8600	9500	10000	10000	10500	+5	£2.50
P	The Lagan Boat Company	18000	17500	18500	15060	16600	+10	£10.00
OTC	W5	216331	235946	247506	282756	251268	-11	£6.80

Abbreviations of Ownership: LA – Local Authority, G – Government Department /Agency, NT – National Trust,
OTC – Other Trust/Charity, P – Private, O – Other

Source: Adapted from Annual Attractions Report – www.nitb.com