



Rewarding Learning

General Certificate of Secondary Education
2019

Centre Number

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Candidate Number

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Leisure, Travel and Tourism

Unit 2

Promoting and Sustaining the Leisure,
Travel and Tourism Industry

[GLE21]



GLE21

FRIDAY 31 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 four** questions.

You are provided with an insert for use with Question **2(c)**.

Do not write your answers in this insert.

INFORMATION FOR CANDIDATES

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

Quality of written communication will be assessed in questions **3(c)**, **3(d)** and **4(c)**.

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	
Total Marks	

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

 [2]

(b) Identify why leisure, travel and tourism organisations constantly **alter** the marketing mix.

 [2]

(c) Identify the difference between an **intangible** and a **tangible** product or service and give **one example of each** that may be found in the leisure, travel and tourism industry.

 [4]

(d) The leisure, travel and tourism market can be segmented by gender. Identify **four** other ways to segment the market.

1. _____

2. _____

3. _____

4. _____ [4]

Examiner Only	
Marks	Remark

(f) Study **Fig. 1** below which shows different types of communication used within the leisure, travel and tourism industry.

Complete Table 1 below by matching the correct type of communication to the correct promotional technique by inserting the appropriate letter.

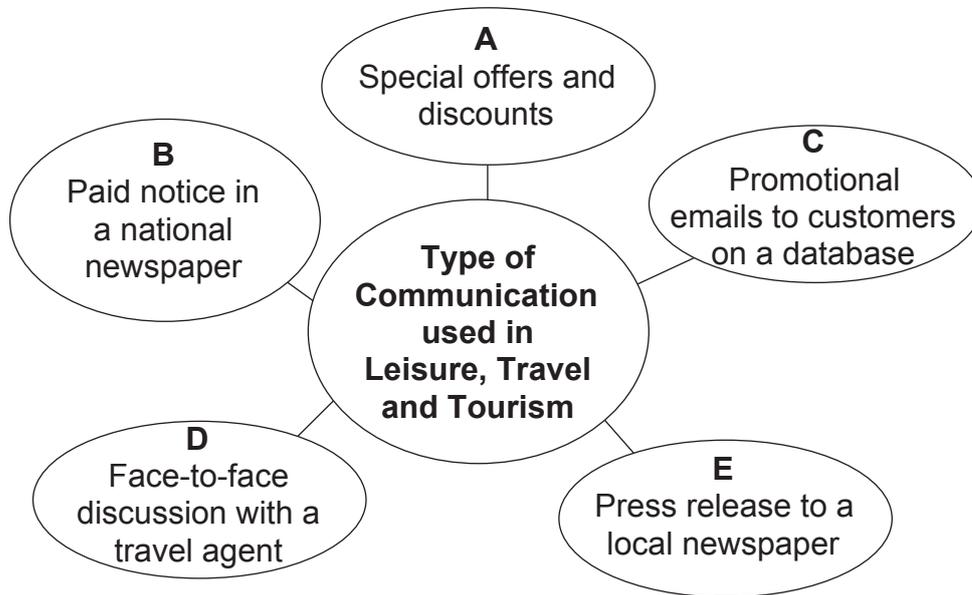


Fig. 1

Table 1

Promotional Technique	Letter
Personal Selling	
Sales Promotion	
Advertising	
Direct Marketing	
Public Relations	

[5]

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

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

Examiner Only	
Marks	Remark

- 2 (a) Identify the **five** planning steps required to ensure that promotional activity is effective.

1. _____
2. _____
3. _____
4. _____
5. _____ [5]

- (b) Identify why leisure, travel and tourism organisations engage in **market research**.

- _____
- _____
- _____
- _____ [2]

- (c) Study the insert provided which gives information about Titanic Boat Tours. Answer the following questions.

- (i) Identify **two** main and **two** ancillary products or services provided by Titanic Boat Tours.

Main products or services

1. _____
2. _____

Ancillary products or services

1. _____
2. _____ [4]

Examiner Only	
Marks	Remark

- (d) Study **Table 2** below, which shows a simple SWOT analysis for the **public boat tours** operated by the Lagan Boat Company. Answer the questions that follow.

Table 2
SWOT analysis

Strengths	Weaknesses
Excellent facilities Location	Car parking
Opportunities	Threats
Expanding tourism market in Belfast	Weather Regulations

- (i) Explain why car parking is described as a weakness.

[2]

- (ii) Explain why weather and regulations can be considered as threats to the organisation.

[4]

Examiner Only

Marks Remark

3 (a) Define the term **sustainable tourism**.

[2]

(b) Identify and describe **two** ways to practise the principles of sustainable tourism at a tourist destination.

[6]

Examiner Only	
Marks	Remark

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INSERT

For use with question 2

TITANIC BOAT TOURS

PUBLIC BOAT TOURS

Operating on the River Lagan and Belfast Harbour for the last 18 years our daily guided Titanic Boats tours given by our highly experienced crew, takes in the magic of years gone by, visiting the first historic launching site of SS Titanic.

Embrace and learn the history of the World's Greatest Shipyard, which built the majestic Titanic while also experiencing the new regeneration and innovation of Belfast Harbour, its wonderful wildlife, and growing vibrancy. Daily public sailings (60-70 minutes) at: **12.30pm, 2.00pm and 3.30pm**. See website or ring for details on the winter schedule.

PRICES

Per Person	£10
Family Ticket (2 Adults/2 Children (5-16 years))	£35
Infants (5 years and under)	Free

PRIVATE BOAT TOURS

Complement your visit to Belfast and the Titanic Quarter with a guided Boat Tour to fit in with your itinerary. This is available to Groups, Clubs, Church, Societies, and Coach Tour Parties throughout the year.

Up to 30 passengers	£250
Up to 60 passengers	£400

SCHOOL / EDUCATIONAL BOAT TRIPS

Our specialised educational/school trips are tailor made to enhance the knowledge of students who wish to learn the history of the SS Titanic, Harland and Wolff, Belfast Lough.

Prices on request.



www.laganboatcompany.com

PARTY NIGHTS

The World's only **TITANIC** Boat Tours



At Lagan Boat Company we cater for a vast range of parties whether it be a **BirthDay, Anniversary, Hen Party, Retirement Party or Corporate Event**, let our professional staff look after you.

We will guarantee you a "Night to Remember!"

On these trips you the client can theme the boat, supply your own food and refreshment drinks. Should you wish, our team will recommend in advance catering and entertainment to suit your party requirements.



www.laganboatcompany.com

MARITIME EMPORIUM

MARITIME SHOP

After your boat trip, why not visit our Titanic Maritime and Souvenir Shop. Here you will find a vast array of maritime memorabilia and souvenirs, which includes our world famous exclusive Titanic T-Shirt incorporating our logo "**She was alright when she left here**". Check our website as we ship around the world. Please feel free to contact us.



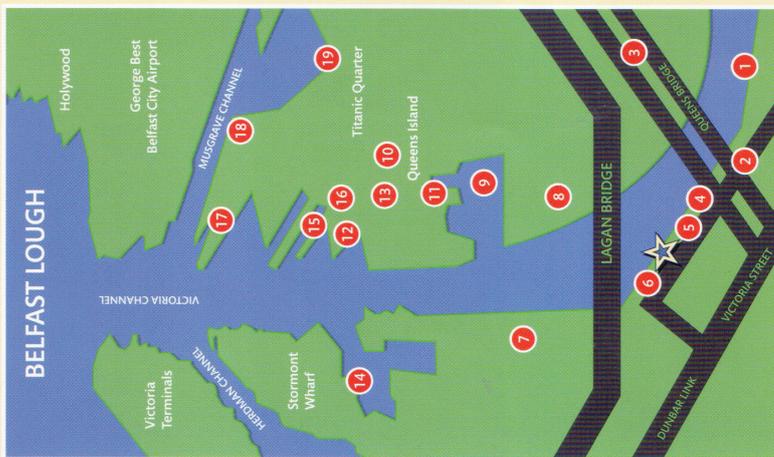
ADDITIONAL EXTRAS

- Film Crews/Production Companies
- Weddings or Civil Ceremony Celebrations
- After Wedding Celebrations
- Halloween, Christmas and Festive Parties
- ... all catered for

Check out our website for details on all Festivals and Themed Party Nights.

www.laganboatcompany.com

TITANIC WATERS



1. The Barge, Lagan Legacy, Maritime Museum
2. Beacon of Hope
3. Queen Elizabeth Bridge
4. Lagan Lookout and weir
5. The Big Fish, Titanic Boat Tours departure point
6. Obel Tower
7. Belfast Harbour Commissioners
8. Odyssey Centre
9. Abercorn Basin
10. Titanic Signature Building
11. Hamilton Dock (SS Nomadic)
12. Titanic Slips
13. Titanic Drawing Rooms
14. Port Operation
15. HMS Caroline
16. Titanic's Dock and Pumphouse
17. Titanic Outfitting Wharf
18. Seals
19. Samson & Goliath Cranes

www.laganboatcompany.com

HOW TO FIND US

TICKET OFFICE / SHOP

Address: Unit 5, The Obel, 66 Donegall Quay, Belfast BT1 3NL

Telephone: 028 90240124

Mobile: 07718 910423

Website: www.laganboatcompany.com

Email: info@laganboatcompany.com



Parking – Paid parking is available at the multi-storey car park above the Lagan Side Bus Station in Oxford Street (city side of the river) or at the Odyssey Car Park on Queen's Quay.

Free disabled car parking, coach & mini-bus parking available, with prior notice, for the duration of the boat trip at the Lagan Look Out, Donegall Quay, BT1 3EA.

Company Information – Both Mona and Joyce Too are MCA licensed, fully heated and weather proofed. Mona wheelchair accessible. Please contact the ticket office one day in advance if required. All sailings and itineraries are subject to weather and operational factors. The Captains decision will be final.

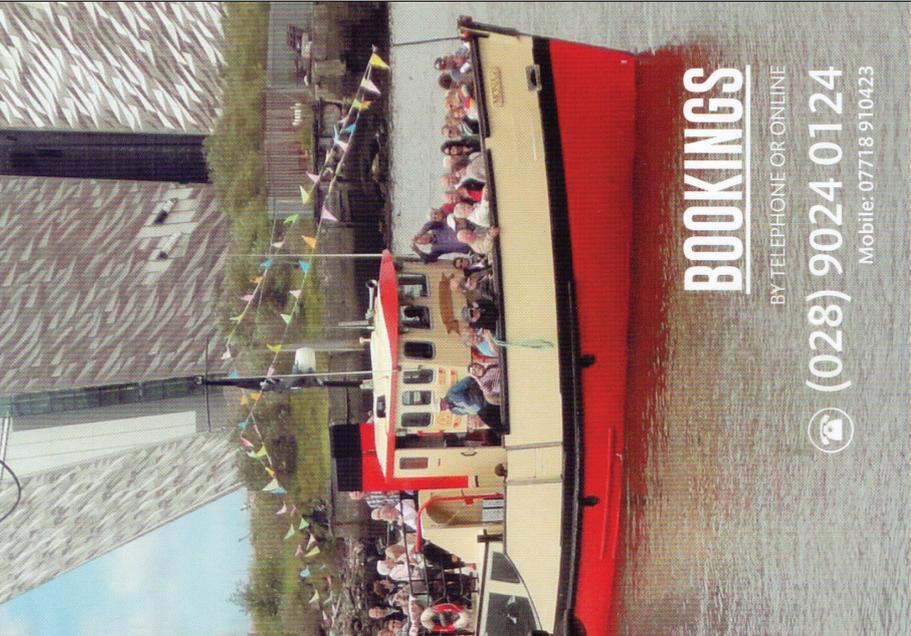
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www.laganboatcompany.com

The World's only TITANIC Boat Tours

She was alright when she left here



BOOKINGS

BY TELEPHONE OR ONLINE

(028) 9024 0124

Mobile: 07718 910423



www.laganboatcompany.com

