



Rewarding Learning

General Certificate of Secondary Education

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--

Leisure, Travel and Tourism

Unit 1

Understanding the Leisure,
Travel and Tourism Industry

MV18

[GLE11]

Assessment

Time

1 hour 30 minutes, plus your additional time allowance.

Assessment Level of Control Tick the relevant box (✓)

Controlled Conditions	
Other	

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.

This paper is accompanied by an insert, complete with descriptors, for use with **Question 2**.

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(b)**, **3(f)** and **4(d)**.

Figures in brackets printed at the end of each question indicate the marks awarded to each question or part question.

- 1 (a) **Fig. 1** below shows two young people enjoying a sailing session, which is one example of a water-based activity.

Fig. 1

Image removed due to copyright

Other than sailing, identify **four** different water-based activities. [4 marks]

1. _____
2. _____
3. _____
4. _____

(b) Identify **four** types of facility where sport and physical recreation can be undertaken. [4 marks]

1. _____
2. _____
3. _____
4. _____

(c) Study **Fig. 2** below, which shows different types of leisure, travel and tourism facilities and activity.

Fig. 2

A



B



C



D



Complete **Table 1** by matching the correct leisure, travel and tourism component with the letter from each image. [4 marks]

Table 1

Image	Industry Component
	Countryside recreation
	Arts and entertainment
	Sport and physical recreation
	Transport

(d) Fig. 3 below shows a chef preparing a meal for a customer.

Fig. 3



The catering component includes a range of facilities available to the leisure, travel and tourism industry. List **four** of these. [4 marks]

1. _____
2. _____
3. _____
4. _____

2 Study the **insert** provided, which gives information about visitor attractions and experiences **linked** with **Titanic Belfast**.

Using the insert, answer the following questions.

(a) Identify **two** different **types** of tourist attractions which are present at **Titanic Belfast and Beyond**.

[2 marks]

1. _____

2. _____

(b) State **three** purposes of visitor attractions and give **one** example of each from the insert. [6 marks]

1. _____

2. _____

3. _____

(c) Titanic Belfast appeals to customers as a tourist attraction. Using the insert, identify and describe **two** links to other leisure, travel and tourism components which make it more appealing to visitors. [4 marks]

1. _____

2. _____

(d) Destinations such as Belfast are described as tourist towns or cities. Complete **Table 3** by identifying **two** other main types of leisure, travel and tourism destinations in Northern Ireland and give an example of each. [4 marks]

Table 3

Type of Destination	Example
1.	
2.	

(e) Identify which **type of customer** would most likely be interested in visiting Titanic Belfast and explain why.
[3 marks]

(f) Analyse **two** factors that influence the choice of travel for a visitor planning a day trip to Titanic Belfast.
[6 marks]

3 (a) Define the following terms: [2 marks for each]

Visitor

Tourist

(c) (i) Explain what is meant by a leisure, travel or tourism **trend or fashion**. [2 marks]

(ii) Identify and explain **one** other factor that may affect the choice of leisure, travel or tourism activity undertaken by a tourist. [2 marks]

(d) Describe the role of ATOL in the leisure, travel and tourism industry. [3 marks]

(e) Fig. 5 below shows a passenger on a long-haul flight.

Fig. 5



Air travel is often described as being long or short haul. Identify and describe **two** other types of air travel in the tourism industry. [4 marks]

- 4 (a) What may be work for one person might be a leisure activity for someone else. Explain how this is possible. [2 marks]

(b) **Fig. 6** below shows a young person preparing his equipment before a ski session.

Fig. 6

Image removed due to copyright

Ski centres are an increasingly important part of the sport and physical recreation component.
Describe **two** ways that UK ski centres provide services to their customers. [4 marks]

(c) **Fig. 7** below shows a high ropes course being enjoyed by a young person.

Fig. 7

Image removed due to copyright

(i) On-site high ropes courses are now a feature of some outdoor activity centres. Explain **one** advantage to the centre in providing this type of facility. [2 marks]

(ii) Describe **one** other adventure **facility** which may be offered by an outdoor activity centre. [2 marks]

SOURCES

Q1(c)...A © Getty Images

B © Getty Images

C © Getty Images

D © Getty Images

Q1(d)© Getty Images

Q3(b)© Getty Images

Q3(e)© Getty Images

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
Total Marks	

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

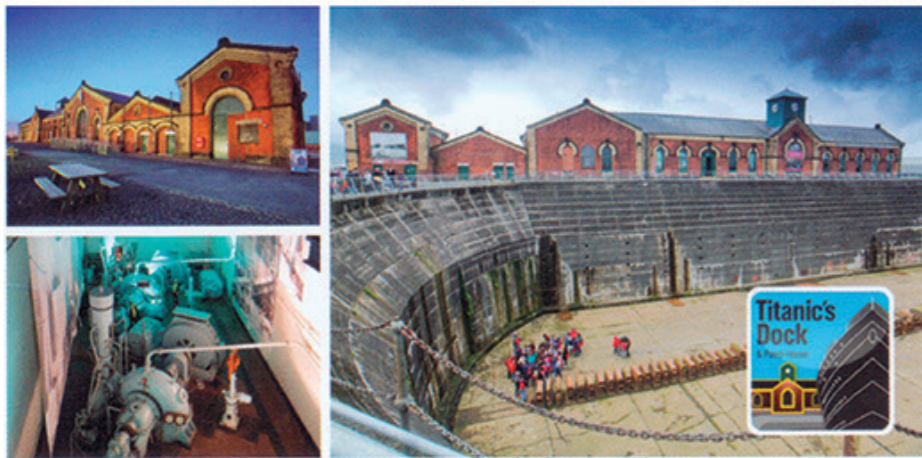
Leisure, Travel and Tourism

Unit 1: Understanding the Leisure,
Travel and Tourism Industry

MV18

[GLE11]
Assessment

**Inserts and descriptors for use with
Question 2**



TITANIC'S DOCK & PUMP HOUSE

A REMINDER OF A BYGONE AGE IN WHICH THE DREAMS OF MEN SOARED TO NEW HEIGHTS.

Located a short stroll from Titanic Belfast, the Thompson Dry Dock and Pump House is another tangible link to the legend of RMS Titanic.

The engineering achievement of the Edwardian age is almost perfectly preserved inside the pump house. Visitors have the opportunity to descend the 44 feet to the bottom of the dock where Titanic last sat on dry ground and experience the scale of the world's most famous ship.

.....
This is an unguided tour. Guests are advised to dress appropriately for weather conditions on the day.

For more information or to book tickets visit
TITANICBELFAST.COM



THE TITANIC STORE
OPEN DAILY IN THE ATRIUM

BISTRO 401 & GALLEY CAFE
OPEN DAILY IN THE ATRIUM

PHOTO CONCESSION
OPEN DAILY IN THE ATRIUM

PARKING AND TRANSPORT

There are 500 spaces in Titanic Belfast's basement car park, plus extensive additional parking throughout Titanic Quarter. For information on bus services to Titanic Quarter please go to translink.co.uk or call +44 (0)28 9066 6630.

TITANIC BELFAST OPENING HOURS

Last admission to the Titanic Experience is 1hr 45mins before closing time

June, July, August
9am-7pm every day

April, May, September
9am-6pm every day

October-March
10am-5pm every day

Titanic Belfast
1 Olympic Way, Queen's Road,
Belfast, N. Ireland BT3 9EP
T: 028 9076 6386
E: welcome@titanicbelfast.com

titanicbelfast.com

/titanicbelfast

/titanicbelfast



WORLD TRAVEL AWARDS WINNER 2016

WORLD'S LEADING TOURIST ATTRACTION

TITANIC BELFAST

TITANIC BELFAST

AND BEYOND

THE BIRTHPLACE OF RMS TITANIC

For more information or to book tickets visit
TITANICBELFAST.COM

Titanic's Dock & Pump House

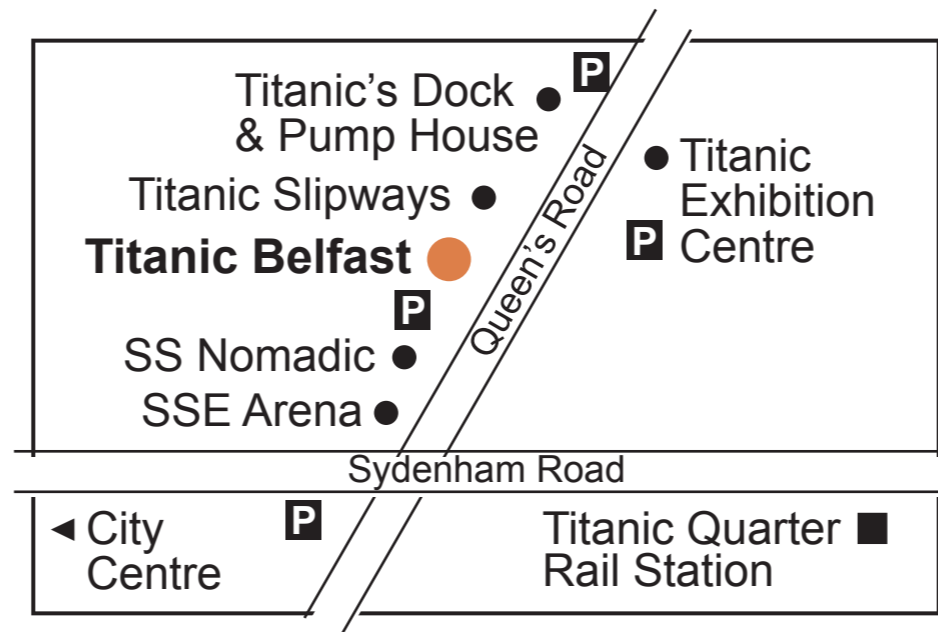
A reminder of a bygone age in which the dreams of men soared to new heights.

Located a short stroll from Titanic Belfast, the Thompson Dry Dock and Pump House is another tangible link to the legend of RMS Titanic.

The engineering achievement of the Edwardian age is almost perfectly preserved inside the pump house. Visitors have the opportunity to descend the 44 feet to the bottom of the dock where Titanic last sat on dry ground and experience the scale of the world's most famous ship.

This is an unguided tour. Guests are advised to dress appropriately for weather conditions on the day.

For more information or to book tickets visit **TitanicBelfast.com**



- The Titanic Store
Open daily in the atrium
- Bistro 401 & Galley Cafe
Open daily in the atrium
- Photo Concession
Open daily in the atrium

Parking and transport
There are 500 spaces in Titanic Belfast's basement car park, plus extensive additional parking throughout Titanic Quarter.
For information on bus services to Titanic Quarter please go to translink.co.uk or call **+44 (0)28 9066 6630**.

Titanic Belfast opening hours
Last admission to the Titanic Experience is 1 hr 45 mins before closing time

June, July, August **9am–7pm every day**
April, May, September **9am–6pm every day**
October-March **10am–5pm every day**

Titanic Belfast
1 Olympic Way, Queen's Road, Belfast,
N. Ireland BT3 9EP
T: 028 9076 6386
E: welcome@titanicbelfast.com
Titanicbelfast.com

Titanic Belfast /titanicbelfast
/titanicbelfast

World's leading tourist attraction

Titanic Belfast

Titanic Belfast and Beyond

The Birthplace of RMS Titanic

For more information or to book tickets visit **TitanicBelfast.com**



WHITE STAR PREMIUM PASS - INCLUDES ALL 3 EXPERIENCES PLUS LOTS OF OTHER BENEFITS FOR 1 GREAT PRICE!



THE TITANIC EXPERIENCE

VISIT THE WORLD'S LARGEST TITANIC VISITOR EXPERIENCE, A 'MUST DO' ATTRACTION IN BELFAST

Located in the heart of Belfast, this state-of-the-art visitor experience features nine interpretive and interactive galleries that explore the sights, sounds, smells and stories of RMS Titanic, as well as the city and people which made her.

Explore the shipyard, walk the decks, travel to the depths of the ocean and uncover the true legend of Titanic, in the city where it all began.

MULTIMEDIA GUIDES
AVAILABLE IN 7 LANGUAGES

 ▶ British Sign Language

This is an unguided experience taking 1½-2 hours. Audio guides are available in English, major foreign languages and for visually impaired.

For more information or to book tickets visit
TITANICBELFAST.COM

SS NOMADIC

ENTRY TO SS NOMADIC IS INCLUDED IN TITANIC EXPERIENCE TICKET OR CAN BE PURCHASED AS A STAND ALONE TICKET

EXPERIENCE THE WORLD'S LAST REMAINING WHITE STAR VESSEL

Walk the decks, explore the ship and take a journey through over 100 years of authentic maritime and social history.

Restored to her former glory, SS Nomadic will transport you back in time. Get a unique insight into the fascinating life of RMS Titanic's original tender ship, to her days in service in two world wars and her later life as an entertainment venue in Paris.

This is an unguided experience and guests can enjoy SS Nomadic at their own leisure.

For more information or to book tickets visit
TITANICBELFAST.COM

DISCOVERY TOUR

DISCOVER THE LEGACY OF RMS TITANIC THROUGH THIS ONE HOUR GUIDED WALKING TOUR

Taking a step back in history, the guided Discovery Tour invites guests to walk in the footsteps of the people who designed and built RMS Titanic. Learn about the historic Drawing Offices, as well as the original slipways where she was built.

Visitors then arrive in the present day, and are guided through the iconic Titanic Belfast building, learning of the thinking behind its concept and the fascinating symbolism within its architectural features.

This is a guided tour lasting 45mins-1hr. Tour includes roaming headphones. Sections of the tour are conducted outside so guests are advised to dress appropriately for weather conditions. We reserve the right to change the route of tour. If a tour is cancelled due to weather or operational reasons visitors will be entitled to a full refund.

For more information or to book tickets visit
TITANICBELFAST.COM

White Star Premium pass – includes all 3 experiences plus lots of other benefits for 1 great price

The Titanic Experience

Visit the world's largest Titanic visitor experience, a 'must do' attraction in Belfast

Located in the heart of Belfast, the state-of-the-art visitor experience features nine interpretive and interactive galleries that explore the sights, sounds, smells and stories of RMS Titanic, as well as the city and people which made her.

Explore the shipyard, walk the decks; travel to the depths of the ocean and uncover the true legend of Titanic, in the city where it all began.

Multimedia Guides

Available in 7 languages
British Sign Language

This is an unguided experience taking $1\frac{1}{2}$ – hours. Audio guides are available in English, major foreign languages and for visually impaired.

For more information or to book tickets visit

TitanicBelfast.com

SS Nomadic

Entry to SS Nomadic is included in Titanic Experience ticket or can be purchased as a stand alone ticket.

Experience the world's last remaining White Star Vessel

Walk the decks, explore the ship and take a Journey through over 100 years of authentic maritime and social history.

Restored to her former glory SS Nomadic will transport you back in time. Get a unique insight into the fascinating life of RMS Titanic's original tender ship, to her days in service in two world wars and her later life as an entertainment venue in Paris.

This is an unguided experience and guests can enjoy SS Nomadic at their own leisure.

For more information or to book tickets visit

TitanicBelfast.com

Discovery Tour

Discover the legacy of RMS Titanic through this one hour guided walking tour

Taking a step back in history, the guided Discovery Tour invites guests to walk in the footsteps of the people who designed and built RMS Titanic. Learn about the historic Drawing Offices, as well as the original slipways where she was built.

Visitors then arrive in the present day, and are guided through the iconic Titanic Belfast building, learning of the thinking behind its concept and the fascinating symbolism within its architectural features.

This is a guided tour lasting 45mins–1hr. Tour includes roaming headphones. Sections of the tour are conducted outside so guests are advised to dress appropriately for weather conditions. We reserve the right to change the route of tour. If a tour is cancelled due to weather or operational reasons visitors will be entitled to a full refund.

For more information or to book tickets visit

TitanicBelfast.com