



Rewarding Learning

General Certificate of Secondary Education

Uimhir Lárionaid

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Uimhir Iarrthóra

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Fóillíocht, Taisteal agus Turasóireacht

Aonad 2

An Tionscal Fóillíochta, Taistil agus Turasóireachta a Chur Chun Cinn agus a Chothú

[GLE21]



GLE21

Measúnú

AM

1 uair agus 30 nóiméad.

Leibhéal Rialaithe an Mheasúnaithe

Ticeáil an bosca ábhartha (✓)

Coinníollacha Rialaithe	
Eile	

TREOIR D'IARRTHÓIRÍ

Scríobh d'Uimhir Lárionaid agus d'Uimhir Iarrthóra sna spásanna chuige sin ag barr an leathanaigh seo.

Scríobh do fhreagraí sna spásanna chuige sin sa scrúdpháipéar seo.

Freagair **gach ceann** de na **ceithre** cheist.

Tá iatán curtha ar fáil duit le húsáid le Ceist **2(b)**.

Ná scríobh do fhreagraí ar an iatán seo.

EOLAS D'IARRTHÓIRÍ

Is é **100** an marc iomlán don pháipéar seo.

Measúnófar caighdeán na cumarsáide scríofa i gceisteanna **1(e)**, **4(c)** agus **4(d)**.

Léiríonn figiúirí idir líubíní atá priontáilte ar thaobh na láimhe deise de leathanaigh na marcanna atá ag dul do gach ceist nó do gach cuid de cheist.

Don Scrúdaitheoir amháin	
Uimhir Ceiste	Marcanna
1	
2	
3	
4	

Marc Iomlán	
-------------	--

Scrúdaitheoir Amháin	
Marcanna	Athmharc

- 1 (a) Sainaithin táirge agus seirbhís atá le fáil ó gach ceann de na saoráidí seo a leanas le **Tábla 1** thíos a chomhlánú.

Tábla 1

Saoráidí	Táirge	Seirbhís
Ionad Fóillíochta		
Óstán		

[4]

- (b) Tá deighleoga éagsúla den mhargadh a chuimsíonn aois agus inscne ar taispeáint i **bhFíor 1** thíos.



© Getty Images

Fíor 1

Is féidir margaí a dheighilt de réir aoise agus inscne. Sainaithin trí dhóigh eile leis an mhargadh fóillíochta, taistil agus turasóireachta a dheighilt.

1. _____

2. _____

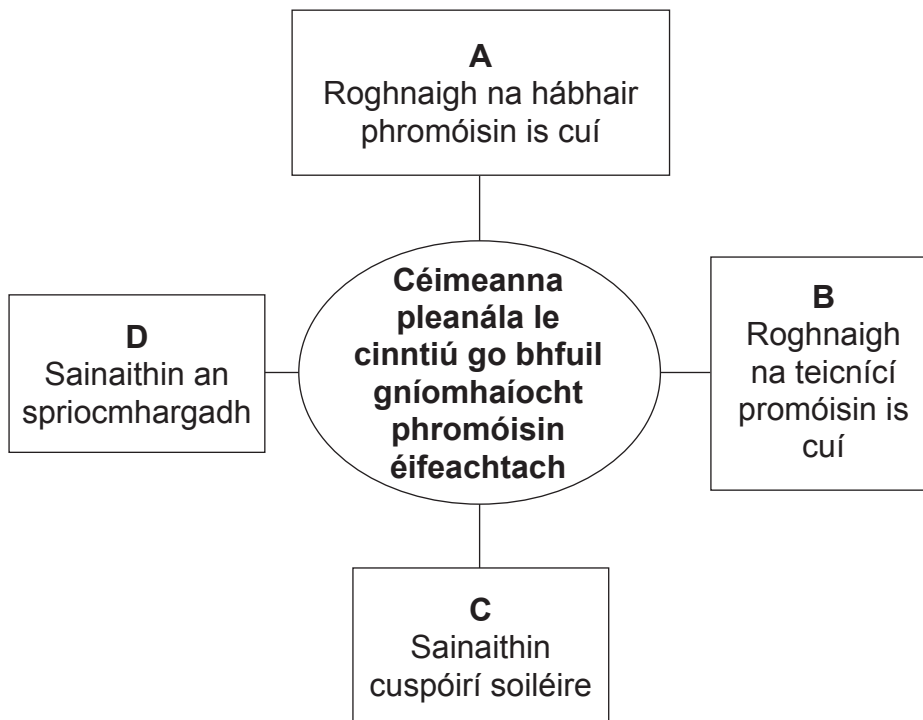
3. _____ [3]

(c) Mínigh an difear, agus sampla in úsáid agat, idir príomhtháirge agus táirge coimhdeach nó príomhsheirbhís agus seirbhís choimhdeach.

[4]

Scrúdaitheoir Amháin	
Marcanna	Athmharc

- (d) (i) Déan staidéar ar **Fhíor 2** thíos a léiríonn cuid de na céimeanna pleanála is gá d’eagraíochtaí a ghlacadh le cinnte a dhéanamh go bhfuil gníomhaíocht phromóisin éifeachtach.



Fíor 2

Comhlánaigh **Tábla 2** thíos tríd an litir chuí a chur isteach leis an ord cheart do gach céim a léiriú.

Tábla 2

Céimeanna pleanála le gníomhaíocht phromóisin éifeachtach a chinntiú
1.
2.
3.
4.

[4]

Scrúdaitheoir Amháin	
Marcanna	Athmharc

(f) Taispeánann **Fíor 3** thíos an t-ionad fóillíochta i Latharna.

Image removed due to copyright

Fíor 3

Mínigh an tábhacht a bhaineann le **suíomh** do shaoráidí fóillíochta, taistil agus turasóireachta amhail ionad fóillíochta.

[3]

Scrúdaitheoir Amháin	
Marcanna	Athmharc

2 (a) Taispeánann **Fíor 4** thíos cruinniú d'fhoireann mhargaíochta.



© Getty Images

Fíor 4

Sainaithin an modh a úsáideann eagraíochtaí lena n-áit a aimsiú i dtaca le hiomaitheoirí sa mhargadh agus déan cur síos air.

[4]

Scrúdaitheoir Amháin	
Marcanna	Athmharc

(b) Déan staidéar ar an iatán atá curtha ar fáil a thaispeánann dóigheanna le bheith freagrach nuair atáthar ag baint sult as a bheith amuigh faoin spéir. Bain úsáid as an iatán leis na ceistanna seo a leanas a fhreagairt.

(i) Luaigh an eagraíocht atá á cur chun cinn sa bhróisiúr seo agus sainaithin an earnáil ina bhfeidhmíonn sí.

Eagraíocht _____

Earnáil _____ [2]

(ii) Sainaithin, le samplaí, **ceithre** fháth ar rud éifeachtach promóisin é an bróisiúr seo.

1. _____

2. _____

3. _____

4. _____

_____ [8]

Scrúdaitheoir Amháin	
Marcanna	Athmharc

(iii) Luaigh **dhá** mhodh ríomh-mhargáíochta a d'fhéadfadh an eagraíocht a úsáid le sult as an tsaol faoin spéir a chur chun cinn seachas bróisiúr priontáilte a úsáid.

1. _____

2. _____

_____ [2]

(c) Tabhair breac-chuntas ar an aidhm atá le taighde margaidh.

_____ [2]

Scrúdaitheoir Amháin	
Marcanna	Athmharc

3 (a) Sainaithin trí dhearcadh/chultúr a d'fhéadfadh taistealaithe teacht orthu i gcinn scríbe dhifriúla.

1. _____

2. _____

3. _____

_____ [3]

(b) Mínigh cad é a chiallaíonn **cáin imeachta**.

_____ [2]

Scrúdaitheoir Amháin	
Marcanna	Athmharc

[9]

SEO DEIREADH AN SCRÚDPHÁIPÉIR

Scrúdaitheoir Amháin	
Marcanna	Athmharc

Cuireadh isteach ar chead chun an t-ábhar cóipchirt uile a atáirgeadh.
I gcásanna áirithe is féidir nár éirigh le CCEA teagmháil a dhéanamh le húinéirí cóipchirt agus beidh sé sásta na hadmhálacha sin a fágadh ar lár a chur ina gceart amach anseo ach é a chur ar an eolas.



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Ticeáil an bosca ábhartha (✓)

Coinníollacha Rialaithe	
Eile	

IATÁN

Le húsáid le ceist 2



Enjoy the Great Outdoors

A guide for responsible users

Sport Northern Ireland
House of Sport
2a Upper Malone Road
Belfast, BT9 5LA

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E: info@sportni.net
www.sportni.net

This document is available in other accessible formats on request, and online at **www.sportni.net**

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The leading public body for the development of sport in Northern Ireland

It's great to get out and enjoy the wealth of natural environments that we have in Northern Ireland whether on foot, on a bicycle, in a canoe or on a horse.

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And is an initiative of





Parts of the natural environment are special because they are wild and untamed; while other areas are managed for farming, horticulture or forestry purposes and many areas are in private ownership. There is a natural draw to wild and beautiful land and seascapes not just for physical challenges – but often because they provide a sense of peace, tranquility or awe. They refresh the soul!

However, in such places the weather may be quick to change, the terrain may be uneven and the ground steep so the risks of becoming lost or gaining an injury can be quite real. It is therefore important to treat the outdoors with respect and have the right clothing, equipment and the appropriate knowledge and experience before setting out.

Overcoming challenging experiences outdoors creates a great sense of achievement and there is little to replace the buzz of scrambling to the peak of a mountain, paddling down a rapid, surfing an Atlantic wave or galloping down a beach on a horse.

However, when you choose to take part in activities in the outdoor environment that involve an obvious risk, you are ultimately responsible for your own actions since you have assumed the risks associated with the activities you have chosen to do.

Landowners and occupiers also have an obligation (as far as is reasonably practicable) not to do anything which endangers you.

By following the principles of Leave No Trace you can show that you are acting responsibly in the outdoors:

Plan ahead and prepare e.g.

- Know where to go, what to wear and bring and what to do in an emergency.

Be considerate of others e.g.

- Keep dogs on a lead unless permission is granted to do otherwise – but at all times dogs must be under close control.
- Let natural sounds be heard.
- Be considerate about those who work in the natural environment like farmers and other land managers.
- Be aware of other activities taking place at the same venue.

Respect farm animals and wildlife e.g.

- Try not to disturb any wildlife.
- Don't frighten farm animals.
- Note that cattle can be aggressive if you have a dog. If cattle appear aggressive let go of the lead.
- Never feed farm animals or leave waste food.

Travel and camp on durable ground e.g.

- Please use paths where they exist.
- Camp only where appropriate or permitted.

Leave what you find e.g.

- It is against the law to pick certain wild flowers or remove protected artefacts.

Dispose of waste properly e.g.

- **Take all your litter home – don't leave anything.**
- Even biodegradable items should be taken away.

Minimise the effects of fire e.g.

- Be careful that camping stoves and BBQ's don't cause a wild fire and never use them in a tent.
- Never throw a cigarette butt or matches away.

For further information, training and guidance on how to be responsible for yourself, others and the environment visit www.leaveatraceireland.org

Information on the best places to go and enjoy the outdoors can be found on the following websites:

WalkNI.com

CycleNI.com

CanoenI.com

BeachNI.com

Activity providers can be found at:



OUTDOORNI.COM

www.adventuremark.co.uk

Look for **Adventuremark** accredited providers who have been assessed and work to recognised industry standards.



Hillwalking and Mountaineering
www.mountaineeringireland.ie



Canoeing and kayaking
www.canik.org



Cycling
www.cyclingulster.com



Orienteering
www.niorienteering.org.uk



Surfing
www.isasurf.ie

