



General Certificate of Secondary Education
2024

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

THURSDAY 13 JUNE, 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.

You must answer the questions in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in black ink only. **Do not write with a gel pen.**

Answer **all four** questions.

You are provided with an insert for use with Questions 1, 3 and 4.

Do not write your answers on this insert.

INFORMATION FOR CANDIDATES

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

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

Quality of written communication will be assessed in questions **2(d)**, **3(c)** and **4(d)**.



- 1 (a) Study **Fig. 1** below, which shows the different types of **products** and **services** provided in the leisure, travel and tourism industry

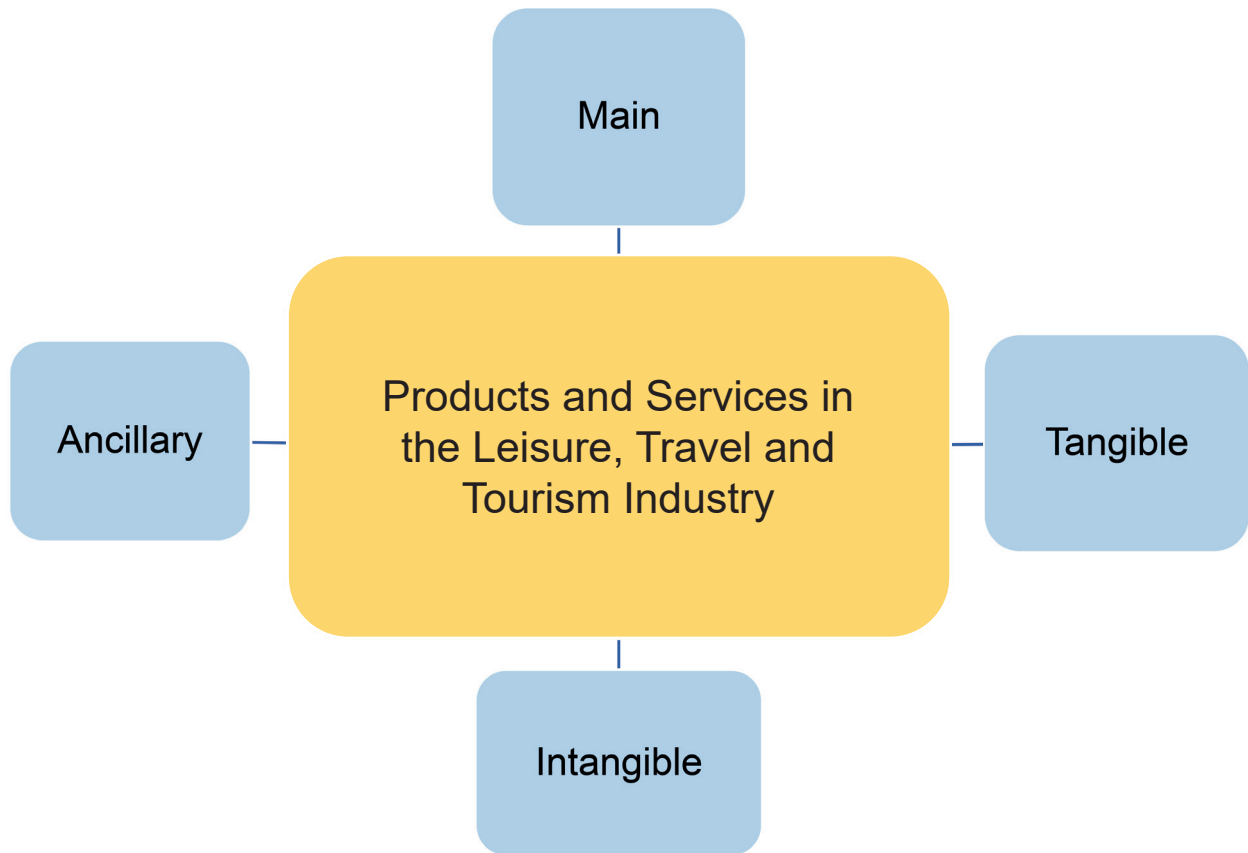


Fig. 1



Complete **Table 1** by matching the definition to the correct type of product or service from **Fig. 1**.

Table 1

Definition	Type of product or service
Physical goods that the customer can take away.	
A product that is complementary to what the customer buys.	
The product or service the customer buys.	
Goods that the customer buys but cannot touch.	

[4]

(b) Define the term **marketing**.

[2]

[Turn over



(c) Study **Fig. 2a** and **Fig. 2b** in the **insert**, a leaflet promoting Dundonald International Ice Bowl, before answering the following questions.

(i) Identify **three** ways a customer can contact the Ice Bowl.

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

(ii) Identify **four** activities offered by the Ice Bowl.

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

(iii) Describe and explain **two** factors that make this leaflet effective.

Factor 1



- 2 (a) Leisure, travel and tourism organisations will conduct a SWOT analysis to help them to set their objectives for a new promotional activity.

Identify the meaning of the initials **SWOT**.

S _____

W _____

O _____

T _____ [4]

- (b) Identify **four** main organisational objectives.

1. _____

2. _____

3. _____

4. _____ [4]



3 (a) Study Fig. 3 in the insert provided before completing Table 2 below.

Table 2

	Answer
The most popular country for UK tourists in 2019.	
The least popular country for UK tourists in 2015.	
The country that saw a reduced number of UK tourists between 2018 and 2019.	
The country most UK tourists went to outside Europe in 2018.	
The country, other than the UAE, that attracted the least number of UK tourists in 2017.	

[5]

(b) Identify **three** entry requirements that tourists may require when travelling to these destinations.

1. _____

2. _____

3. _____

[3]

[Turn over



4 Study **Fig. 4** in the **insert** provided, which gives information about the proposed redevelopment of Bangor Waterfront.

(a) Identify **three** main **aims** of the redevelopment scheme.

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

(b) Identify **four key elements** of the redevelopment scheme.

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





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16GLE2115

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

Total Marks	
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Examiner Number

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14163/3



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Rewarding Learning

General Certificate of Secondary Education

2024

Leisure, Travel and Tourism

Unit 2: Promoting and Sustaining the Leisure,
Travel and Tourism Industry

[GLE21]

THURSDAY 13 JUNE, MORNING

INSERT

For use with questions 1, 3 and 4

Dundonald International

Ice Bowl

SKATE • BOWL • PLAY

The
FUN
starts
NOW!



- Ice Skating
- Tenpin Bowling
- Indiana Land
- Birthday Parties

LCCC
Lisburn &
Castlereagh
City Council



www.facebook.com/dundonaldicebowl

www.theicebowl.com

Fig. 2a

"Dundonald International Ice Bowl
© Lisburn and Castlereagh City Council"

Go Party

Get the party started!

Choose Dundonald International Ice Bowl for a hassle free, fun filled party that everyone will remember!

Children's Parties

The package includes one or more of our exciting activities, a themed party room and delicious party food.

Great Value Party Rates!

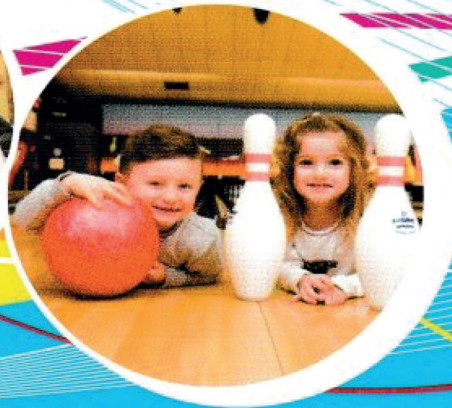


Teen Parties

Party on down with our cool teen parties! Choose a fun ice skating session followed by a game of tenpin bowling for an awesome party. What's more, the fun doesn't need to stop between activities as we can serve your food straight to your bowling lanes.

Corporate Events

Whether you are planning a team building night out, a corporate event or a charity fundraiser, we can tailor a package just for you with a choice of activities, catering and function rooms for hire.



Café

Alaska

sports diner

Tailored catering packages available for groups!

Take a break between activities and chill out in **Alaska Sports Diner**. Enjoy meal deals, snacks, birthday packages and group catering to suit your specific needs!

Relax and Refuel...

- Selection of hot food
- Kids meals
- Tea & coffee
- Snacks

LCCC
Lisburn &
Castlereagh
City Council

For further information, contact reception on **028 9080 9100**, email icebowl@lisburncastlereagh.gov.uk or visit www.theicebowl.com

Fig. 2b

"Dundonald International Ice Bowl
© Lisburn and Castlereagh City Council"

Popular Destinations for UK Tourists

Country	UK tourists (millions)				
	2015	2016	2017	2018	2019
Spain	14.3	15.94	17.65	17.93	18.13
France	10.52	10.03	10.64	10.85	10.35
USA	4.4	4.38	4.44	4.74	4.81
UAE	0.95	1.09	1.31	1.14	1.29
Turkey	1.76	1.21	1.45	1.75	2.29
Greece	2.6	2.72	2.71	2.91	3.44

Source: Data from ONS used under the Open Government licence v3.0

Fig. 3

Bangor Waterfront Redevelopment

financed partly by Belfast Region City Deal investment.

The Bangor Waterfront Development is an ambitious proposal to redevelop a two-mile stretch of the seafront (from Skippingstone beach to Ballyholme beach) with the aim of re-establishing Bangor as a thriving city and prime visitor attraction in Northern Ireland. This will provide opportunities and facilities for the wider area as more people choose to explore the city, its surrounding area and, particularly, the local coastline.

Key elements of the scheme include:

- the redevelopment of Bangor Marina;
- the development of a “Bangor by the Sea” attraction;
- new greenways and coastal paths linking people, place and sea;
- reimaging Ballyholme beach;
- creating new artwork; and
- creating new public spaces.



Source: © BangorByTheSea



Source: © BangorByTheSea

Not only will this work enhance the attractiveness of the area and support wider regeneration of the city, but it will create a state-of-the-art destination, encouraging more visitors and residents to enjoy the captivating coastline in new and different ways.

Source: © BangorByTheSea

Fig. 4