

GCSE



CCEA GCSE
Exemplifying Examination
Performance

Leisure, Travel and Tourism

This is an exemplification of candidates' performance in GCSE examinations (Summer 2019) to support the teaching and learning of the Leisure, Travel and Tourism specification.



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EXEMPLIFYING EXAMINATION PERFORMANCE

GCSE Leisure, Travel and Tourism

Introduction

These materials illustrate aspects of performance from the 2019 summer GCSE examination series of CCEA's revised GCSE Specification in 2017.

Students' grade A responses are reproduced verbatim and accompanied by commentaries written by senior examiners. The commentaries draw attention to the strengths of the students' responses and indicate, where appropriate, deficiencies and how improvements could be made.

It is intended that the materials should provide a benchmark of candidate performance and help teachers and students to raise standards.

For further details of our support package, please visit our website at www.ccea.org.uk

Best wishes



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GCSE: Leisure, Travel and Tourism

Unit 1: Understanding the Leisure, Travel and Tourism Industry

Grade: A Exemplar

Q1a Define the term **leisure**. [2]

Student's response

Leisure is the time we spend and the activities we do after the necessities of life (eg work and education) have been completed.

Examiner's comments

The answer provided by the candidate is a full definition and while no mention is made to indicate that leisure is undertaken for enjoyment, the essential parts of the definition contained in the mark scheme, were present. Full marks were awarded correctly.

Q1b Leisure activities can be classified as active or passive. Complete **Table 1** below by identifying **four** other ways to classify leisure and give an example of each. [8]

Student's response

Table 1

Classification	Example
1. <i>home based</i>	<i>gardening</i>
2. <i>water based</i>	<i>water polo</i>
3. <i>indoor</i>	<i>board games</i>
4. <i>outdoor</i>	<i>tennis</i>

Examiner's comments

Four of the five listed correct classifications have been identified and applied correctly in each of the examples. There are a variety of other examples that could have been used including DIY activity, sailing, computer games and soccer respectively.

Q1c Study **Fig. 1** below, which shows reasons why people use leisure and tourism facilities. Complete **Table 2** by identifying **one** example of a leisure activity for each reason why people use leisure and tourism facilities. [4]



Fig. 1

Student's response

Table 2

Reason for using a leisure and tourism facility	Example of leisure activity
Recreation	<i>bird watching</i>
Socialising	<i>eating out</i>
Learning a skill	<i>learning an instrument (e.g. piano)</i>
Entertainment	<i>going to the cinema</i>

Examiner's comments

Full marks have been awarded here for the responses listed by the candidate. A more accurate answer for Socialising could have been that listed in the mark scheme or alternatively 'eating out with friends or family.' Clarity has been provided by the candidate in relation to learning an instrument and this type of clarification is always helpful. While a simple example is often adequate for this type of question it is always useful to include an example if and or when it is required.

Q1d Explain **two** health and well-being benefits for people who use leisure facilities. [4]

Student's response

1. *One health benefit is that people often use leisure facilities like gyms or sports pitches to stay fit. These facilities would be available in leisure centres for easy access and help people live a healthier lifestyle*
2. *A well-being benefit is that people may attend yoga or meditation classes to improve their mental health and to stay focused and relaxed during the busy working week.*

Examiner's comments

Full marks again for this response. The candidate has identified two health and well being benefits, fitness and stress reduction. In each case an explanation of each has been included.

Q1e Fig. 2 below shows a group of hill walkers enjoying countryside recreation.



Source: http://community.caithness.org/image_cache/na5559.jpg

Fig. 2

Countryside recreation is one component of the leisure, travel and tourism industry. Identify **four** examples of the type of facilities that provide for this type of recreation. [4]

Student's response

1. 'outdoors' shops e.g: *Trespass*
2. *National Trust*

Examiner's comments

The question clearly asks for examples of **facilities** and the mark scheme has listed 5 acceptable answers. This candidate has not answered the question and has therefore not been awarded any marks.

Q1f Identify **two** special facilities built for children's enjoyment that are part of the leisure, travel and tourism industry. [2]

Student's response

1. *Soft play areas*
2. *outdoor play parks*

Examiner's comments

Two special built facilities are required for a complete answer and the candidate has correctly identified these. Outdoor play park is an acceptable response.

Q2a Define the term tourist. [2]

Student's response

A tourist is someone who travels away from their home or natural environment for a least one night with the intention to return home.

Examiner's comments

The definition given by the candidate is a full response and mirrors the full definition recorded in the mark scheme. Full marks were awarded.

Q2b Study **Fig. 3** below that identifies different types of air travel. Complete **Table 3** by matching the correct type of air travel necessary for each of the different holidays. [4]

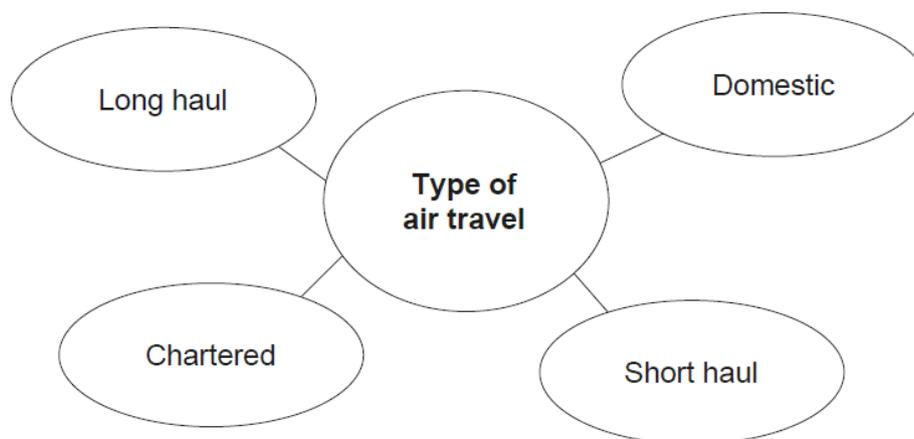


Fig. 3

Student's response

Table 3

Holiday	Type of air travel
Weekend visit to the Shetland Isles	<i>domestic</i>
7 –day visit to Spain to watch a Grand Prix race	<i>short haul</i>
14-day visit to Tenerife with Thomas Cook travel	<i>chartered</i>
Holiday to visit relatives in New Zealand	<i>long haul</i>

Examiner's comments

The examples of the types of air travel were correctly applied by the candidate. Full marks again.

Q2c Fig. 4 below shows a young family on a beach in Northern Ireland. The ABTA Travel Trends Report in 2017 reported that “Young families were once again the most likely group to take domestic holidays”.



Source: <https://i2-prod.mirror.co.uk/incoming/article11319828.ece/ALTERNATES/s810/-1PROD-Family-on-beach-holiday-running-out-of-sea-together.jpg>

Fig. 4

Identify and describe two reasons why domestic tourism is particularly popular with young families. [6]

Student's response

1. *domestic tours are popular with young families because they are much cheaper than travelling abroad. You often do not have to pay transport as domestic destinations are usually within a reasonable driving distance. You only usually need money for accommodation and meals.*
2. *Domestic holidays are also a lot less stressful. You do not need passports or boarding passes and all you need to book is accommodation which is easily done online. You can leave in your own time as there is no rush to get to the airport which is good for families with young children as there is much less stress.*

Examiner's comments

In this question the candidate has identified two reasons why domestic tourism is popular with young families. They are cheaper than travelling abroad and are usually less stressful. The descriptions of why this is the case are both well developed and are supported with examples.

Q2d Identify **three** different **types** of travel agents that sell a range of holidays and travel products to customers. Outline their features and give an example of each. [9]

Student's response

1. *Multiple – these are travel agents which have many branches throughout the UK. An example of this would be Thomas Cook. Thomas Cook chartered flights and they can book each component (accommodation and transfers) as well as offer extras such as holiday money.*
2. *Miniple – these are travel agents which have around 5-50 branches in a particular region. An example of a miniple travel agent would be Oasis Travel. They often do not own an airline so they usually offer budget flights as well as the other components and extras.*
3. *Online – these are travel agents which only exist on websites on the internet. An example of an online travel agent would be Expedia. They offer all the different components of a holiday (eg : flights and accommodation) which you can book yourself.*

Examiner's comments

Three different types of travel agents have been identified correctly and their features have also been outlined. It is clear that the candidate has an understanding of the differences between each and by including correct examples, e.g. Thomas Cook, Oasis Travel and Expedia, has quite correctly been awarded full marks.

Q2e Road and air are two types of transport. State **two** other forms of transport used in the leisure, travel and tourism industry. [2]

Student's response

1. *rail*
2. *sea*

Examiner's comments

The candidate's answer accurately reflects those that are contained in the mark scheme and full marks were awarded.

Q2f The availability of a mode of travel is one factor that can influence a traveller's choice of travel. Identify **four** other factors that may influence the traveller's choice of travel. [4]

Student's response

1. *cost*
2. *personal preference (eg: fear of flying)*
3. *suitability*
4. *accessibility*

Examiner's comments

Seven options as factors that can influence choice of travel were listed in the mark scheme. The candidate correctly identified two of these, personal preference and cost, but did not demonstrate a full understanding of another two. A further one mark for convenience was awarded, giving the candidate the benefit of the doubt after having identified both accessibility and suitability.

Q3a Fig. 5 below shows Kingspan Stadium, one of the largest sports arenas in Northern Ireland.



Source: http://www.ulsterrugby.com/images/news/stadiumpicturewebsite_rdx_1597x900_80.jpg

Fig. 5

Sports arenas often develop links with organisations from other components in leisure, travel and tourism in order to enhance their events. Identify **two** suitable leisure, travel and tourism **components** that could link with Kingspan Stadium and explain the benefits that they could provide. [6]

Student's response

One suitable component that could link with Kingspan Stadium would be an organisation from the entertainment component (eg: SSE Arena). They are often very good at advertising so they could provide the stadium with more publicity for events as they could use billboards and online adverts. Another component they could link with is catering (eg: Frankie and Benny's). Both companies have a lot of recognition and are known. Frankie and Benny's could provide the food (eg: burgers) at the event which will reassure customers that they won't be hungry while watching a match.

Examiner's comments

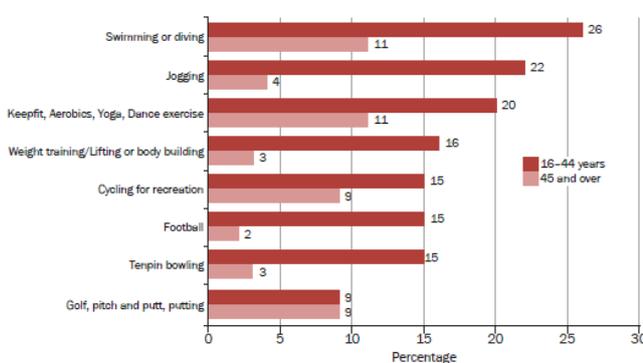
The identification of two components in the mark scheme were required and one of these selected by the candidate was entertainment. This was incorrect for a variety of reasons and was not a valid response and marks were not awarded for this part of the answer. While Arts and Entertainment is a major component in the industry it was not relevant to the scenario. In addition, the candidate did not explain the component in the context in which it is described in the specification, instead describing its role as a marketing tool or promotional technique. The Catering component was accurately identified and the explanation was sound, with a level three response. Three marks correctly awarded.

Q3b Study the **insert** which provides information about the experience of sport by adults in Northern Ireland during 2016–2017.

Answer the following questions.

Main stories

- In 2016/17, the proportion of adults who had participated in sport in the last 12 months was similar to the previous year's figure (54% and 53% respectively). This is also consistent with the longer term trend.
- Swimming or diving, 'Keepfit, Aerobics, Yoga, Dance exercise', jogging and cycling for recreation continue to be the most popular sports amongst adults.



Sport preferences amongst younger and older adults

Comparison of participation in particular sports by those aged under 45 and those aged 45 and over shows that adults in the latter age category were less likely to have participated in the majority of sports in the last year. There was no difference found between the proportions of either age group participating in 'golf, pitch and putt, putting' (both 9%) or 'bowls' (both 3%) as was also the case with some of the less popular sport activities such as horse riding (both 1%) or skiing (both 1%).

When looking at participation in sport over the last 4 weeks, the results were similar. However there was a statistically higher proportion of adults aged 45 and over who had participated in 'golf, pitch and putt, putting' in the last 4 weeks compared to those aged under 45 (6% and 3% respectively).

Swimming and diving were the most popular participation sports for adults in 2016–2017. Other than trends and fashions or a person's socio-economic group, explain **one** factor that may have influenced this level of participation. [3]

Student's response

The availability of facilities is a main factor that may have influenced the level of participation. There may have been new leisure centres or swimming pools opened in popular areas which could encourage people to go and use the new facilities (eg: Blair Mayne leisure centre opening in Newtownards).

Examiner's comments

Six factors influencing the level of participation in sport and physical recreation were listed in the mark scheme and the candidate correctly identified one of these, the availability of facilities. The explanation was sound with reference to the development of new facilities, and indicating that leisure centres and swimming pools could be responsible for increased participation. An example of the availability of a new facility was given in support of the answer. Full marks were awarded for this part of the question.

Q3c From the categories of sports that are listed in the bar graph, identify **three** sports that could be undertaken in a **sports hall** attached to a public leisure centre. [3]

Student's response

1. *dance exercise*
2. *yoga*
3. *aerobics*

Examiner's comments

A very simple response from studying the information on the insert meant that this part of the question was almost universally answered correctly. Mark scheme responses were accurately applied by the candidate.

Q3d Cycling for recreation is popular with both young and older adults. Identify and explain **one trend or fashion** responsible for cycling's popularity in 2016–2017. [4]

Student's response

One trend or fashion that increased cyclings popularity could be the Tour de France. This is a widely publicised and broad casted event which many people talk about which could influence people to start cycling. Cyclists like Bradley Wiggins are known nearly worldwide which provides cycling with celebrity endorsement which may interest more people in the sport.

Examiner's comments

The candidate provided a very good answer to part (d) correctly identifying that broadcasting was a major reason for cycling's rise in popularity in recent years and made reference to the major publicity that the Tour de France has had in influencing some to participate in the sport. The role of celebrity endorsement from well-known figures such as Sir Bradly Wiggins helped develop the detail necessary for a level three answer. Full marks.

Q4a Fig. 6 below shows Carrick-a-rede rope bridge, a famous visitor attraction in Northern Ireland.



Source: <https://news.causewaycoastcommunity.co.uk/wp-content/uploads/2017/03/Carrick-a-rede-North-View-web-1132x670.jpg>

Fig. 6

Identify the three main purposes of visitor attractions and name one example of each from Northern Ireland. Examples must not be repeated. [6]

Student's response

1. *preserve*

Example. *Giants Causeway*

2. *educate*

Example. *Titanic Museum Belfast*

3. *entertainment*

Example. *Funderland Belfast*

Examiner's comments

All three purposes listed in the mark scheme were properly identified and accurate examples were correctly applied and included in the answer. None of the examples were repeated in the candidate's answer. Full marks awarded again.

Q4b Analyse **two** benefits of city centre **campus accommodation** to overseas visitors to Northern Ireland. [6]

Student's response

One main benefit is that it would give them a cheap place to stay. Visitors from outside of the UK (eg: Spain) may rather want to spend their money on visitor attractions and events (eg: Shows) and not have to worry about expensive accommodation too much. Another major benefit is that there is a large amount of campus accommodation in Belfast and other city centres so they would not have to worry about transportation prices (eg: trains) as a lot of the main attractions and things to do would be within walking distance.

Examiner's comments

The benefits of city centre campus accommodation required candidates to produce an analysis of why this form of accommodation would be attractive to overseas visitors to Northern Ireland. Responses would also necessitate an appropriate form and style of writing before marks could be awarded at level 3. This candidate correctly identified cost as a significant benefit illustrating that visitors would be keen to reduce their spending on accommodation as they would almost certainly want to make use of their funds in order to visit attractions and events at the destination. In this instance the candidate gave a limited example of an event. The benefit of the doubt was applied in this part of the answer and full marks were awarded for this first part of the question. The second benefit was also correctly identified as being able to reduce any concern about transport, particularly by train, indicating that if they had located in another type of accommodation outside of the city centre, this may make visits to some tourism attractions more difficult. The candidate correctly judged that many of these attractions may well be located centrally and might well be within walking distance from their city centre accommodation.

Q4c Identify **three** different types of leisure, travel and tourism destinations that would be attractive to customers described as “**great escapers**”. [3]

Student's response

1. *coastal*
2. *countryside*
3. *rural*

Examiner's comments

Great escaper destinations are usually located in areas that may be less popular and perhaps less busy. This may also be areas that are connected with historical or cultural interest. The candidate answered correctly with coastal and countryside areas but only two marks were awarded as rural is too similar to those answers that were already given.

Q4d Describe **two** needs or expectations of the tourist customer who is referred to as a “**great escaper**”. [6]

Student's response

One need of a great escaper is that they want their holiday to be stress free. They often travel to escape the daily pressures of the working life and they want to be sent home completely revitalised and refreshed. They want their trip to be as relaxing as possible. Great escapers also expect to be immersed in beautiful scenery and would enjoy taking long walks and seeing the breathtaking views of nature. They want to feel calm and not surrounded by the hustle of a tourist town or city. They enjoy tranquil views and are unlikely to visit Visitor attractions.

Examiner's comments

This was a particularly good answer with a detailed description of two needs of a ‘great escaper’. While some duplication from the previous answer may have been evident, it was clear that the candidate was able to demonstrate what needs this type of visitor was likely have. The detail contained in the answer included a description of how some locations would be more in keeping with the requirements of this particular traveller.

Q4e Other than “**great escapers**”, list **three** other customer types that are important in the Northern Ireland tourism market. [3]

Student’s response

1. *young and lively*
2. *culturally curious*
3. *family fun*

Examiner’s comments

The mark scheme identified a range of suitable responses and the candidate correctly provided answers that are contained in the course specifications.

Q5 Analyse **three** ways that the use of technology, such as online reviews, rating sites and other forms of social media, benefit customers when deciding to book tourism accommodation. [9]

Student's response

One big benefit of technology in the tourism industry for customers is online review sites. An example of this would be TripAdvisor. These sites are where customers can leave reviews of the products and services that a company offers. If a customer sees a lot of positive feedback for a certain hotel (eg: Hilton) this may influence them to book their stay there. A second benefit of technology is the communication that customers can have with the accommodation providers. The customer can use e-mail or a form of social media (eg: Facebook) to get in contact with members of staff if they have a question, queries or concerns. A final benefit of technology is online booking sites. An example of this would be Booking.com. This is a much easier method of booking accommodation as it saves the customer the hassle of going to a travel agent. The customer can also compare hotel prices on websites like Trivago so they get the best deal.

Examiner's comments

This question was designed to challenge candidates to analyse three ways that technology might benefit customers when booking tourism accommodation. The answer that was provided by this candidate was perhaps one of very few that adequately addressed three uses of technology that included an evaluation. Three ways of using technology were firstly identified and each was addressed separately. In this way the candidate provided a systematic response that was both coherent and accurate. The analysis contained a reasoning that probed some of reasons why the industry and in particular, the customer has embraced technology so readily. The examples of online reviews, email contact with accommodation providers and online booking systems were perfectly described and the appraisal of their benefits was a strong indication of the candidate's complete understanding. As a result, full marks were awarded for this question.

GCSE: Leisure, Travel and Tourism

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

Grade: A Exemplar

Q1a Define the term **marketing**. [2]

Student's response

Means getting the right product to the right people in the right place at the right price.

Examiner's comments

The answer provided by the candidate was a full definition of the term marketing and accurately reflects the complete definition given in the mark scheme.

Q1b Identify why leisure, travel and tourism organisations constantly **alter** the marketing mix. [2]

Student's response

The marketing mix is constantly altering due to how we market are products people are constantly interested in different things theirfore we have to market things differently. The marketing mix is the four main things + sometimes it's no longer as important in making the product

Examiner's comments

This answer was incomplete and did not make mention of the need to meet organisational objectives. The benefit of the doubt has been applied in this instance as the candidate clearly has an understanding of the changing nature of the marketing mix. One mark was awarded only. Generally, this question was poorly answered by the majority of candidates.

Q1c 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]

Student's response

A intangible product is something that we cannot touch or pickup and take away with us eg Room service intanagibale products are normal services (something we use or do) A tangible product is something we can touch and take with us. Eg Buying more towels for a hotel room resort.

Examiner's comments

Full marks have been awarded here for the responses listed by the candidate. The difference between products and services is clearly identified and two correct and accurate examples have been used to illustrate the answer.

Q1d The leisure, travel and tourism market can be segmented by gender. Identify **four** other ways to segment the market. [4]

Student's response

1. *gender*
2. *Age*
3. *Social group*
4. *ethnicity*

Examiner's comments

Full marks again for this response. The candidate has listed all four market segments that have been recorded in the mark scheme.

Q1e Explain why organisations **target** particular market segments and describe, using an example, how this can be achieved in the leisure, travel and tourism industry. [4]

Student's response

Organisations target their products to particular market segments as it makes the promotion of advertising easier and more cost effective. Companies in the leisure, travel & tourism industry won't target products to everyone as not everyone has the same needs or wants and it would cost more money on advertising than it needs to. For example a new fitness suit was coming to Ballyclare it could be advertised in fitness magazine as people buying it are interested in fitness. (target marketing)

Examiner's comments

This question was seeking to test knowledge and understanding of why organisations target particular market segments. While the candidate was able to suggest that not all customers have similar needs, the connection between meeting these needs and providing products and services that suit different individuals was not always clear. There was evidence that the candidate understood that marketing may be more effective but there was no illustration of how this might work. Overall a basic explanation that was awarded 2 marks from a possible 4.

Q1f 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. [5]

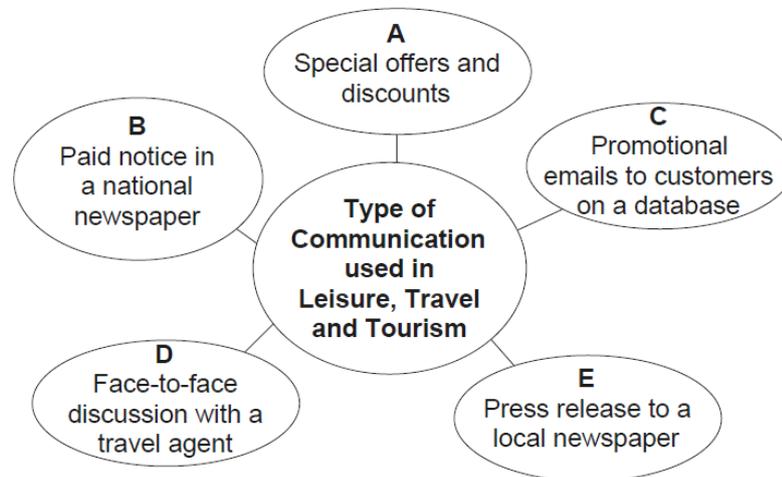


Fig. 1

Student's response

Table 1

Promotional Technique	Letter
Personal Selling	<i>D</i>
Sales Promotion	<i>A</i>
Advertising	<i>B</i>
Direct Marketing	<i>C</i>
Public Relations	<i>E</i>

Examiner's comments

All five communication types have been applied correctly to the table. Full marks awarded.

Q1g Identify **three** pricing strategies used by leisure, travel and tourism organisations. [3]

Student's response

1. *special / group discounts*
2. *profability*
3. *High peak / Low peak & Low / high season*

Examiner's comments

Pricing strategies listed in the course specifications and mark scheme have been correctly identified and full marks have been awarded again to the candidate.

Q2a Identify the **five** planning steps required to ensure that promotional activity is effective. [5]

Student's response

1. *Identifying clear objectives*
2. *Identifying target market*
3. *choosing appropriate promotional technique*
4. *choosing appropriate promotional material*
5. *Monitoring and evaluating success of promotional activity*

Examiner's comments

All five planning steps were correctly identified and while not required for full marks, the candidate was also able to accurately place these steps in the correct chronological order. These steps are an important part of any promotional activity and it is disappointing to note that only a relatively small number of candidates were able to gain full marks from this part of the question.

Q2b Identify why leisure, travel and tourism organisations engage in **market research**. [2]

Student's response

As market research allows businesses to understand exactly what their customers want or how they can make their business better straight from consumers interested in their business Allowing them to improve hopefully & gain more customers.

Examiner's comments

Another good answer that confirmed that identifying customer needs is the main reason for engaging in market research. While this candidate has been able to understand some of the differences between market research, market segmentation and the reasons for altering the marketing mix, not all of those attempting this examination have been able to demonstrate a sound level of understanding of what are some of the most important aspects of marketing activity in the leisure, travel and tourism industry.

Q2c(i) Study the insert provided which gives information about Titanic Boat Tours. Answer the following questions.

Identify **two** main and **two** ancillary products or services provided by Titanic Boat Tours.

Main products or services

Ancillary products or services [4]

Student's response

Main products or services

1. *Public boat tour*
2. *private Boat tour*

Ancillary products or services

1. *parking available*
2. *Book online*

Examiner's comments

The candidate was able to identify two of the main products or services provided by Titanic Boat Tours but did not manage to complete the list for ancillary products or services. Products and services are chargeable to the customer and the list provided in the mark scheme should give a clearer illustration of the ancillary products of services available from this organisation.

Q2c(ii) Identify **three** ways that Titanic Boat Tours have shown an understanding of the importance of e-marketing. [3]

Student's response

1. *They have included a website address on their advert*
2. *They have two social media accounts twitter & face book.*
3. *provided an email contact address aswell.*

Examiner's comments

Four options were available from the mark scheme and candidate has correctly identified three ways that e-marketing is important to the Titanic Boat Tours.

Q2c(iii) Identify **four** criteria that you could use to analyse the effectiveness of the Titanic Boat Tours promotional brochure. [4]

Student's response

1. *appropriate use of Language*
2. *Inclusion of detailed information*
3. *use of images*
4. *use of colour*

Examiner's comments

The mark scheme has listed five criteria for analysing the effectiveness of the marketing brochure. Four marks have been awarded to this candidate with some benefit of doubt being applied in the response in the final part, i.e. Use of colour. This was a familiar response by many candidates and this answer was accepted as a reference to the design of the brochure. As a result, full marks have been awarded to this candidate for this part of the question.

Q2c(iv) Identify two ways the Titanic Boat Tours cater for people with disabilities.
[2]

Student's response

1. *Free disabled car parking*
2. *They have specialised Education trips for people with learning difficulties*

Examiner's comments

The answers required for part (iv) were located in the brochure and while the candidate has correctly identified that there is free carparking available, the wheelchair accessible facility aboard the Mona was missed. One mark only.

Q2d(i) 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

Explain why car parking is described as a weakness. [2]

Student's response

As customers have to pay for the parking but the Lagan boat tours don't earn this money as it the bus station carpark and it's a multi-storey carpark for users using the bus station as well therfor could be bussy. It's no located that close to the boat tour.

Examiner's comments

Car parking at visitor attractions is increasingly a source of difficulty when it is either unavailable or when it causes inconvenience to local people or other road users or pedestrians. Paying for parking is an additional cost and may deter some from visiting an attraction. The candidate has correctly responded to this part of the question with a correct explanation.

Q2d(ii) Explain why weather and regulations can be considered as threats to the organisation. [4]

Student's response

They can be described as a threat because It's in northern Ireland we don't have great weather therefore the boat tours probably have to be cancelled a lot causing drop in bookings, & loss of revenue. It's threat as they may not make enough money especially in winter therefore not enough profits being made and may have to close down.

Examiner's comments

While the candidate has answered the question by explaining why weather can be considered to be a threat to the organisation, the regulatory part of this question has not been addressed. The mark scheme illustrates some of the regulatory difficulties that could be associated with this type of visitor attraction. With the continuing development of tourism infrastructures in Northern Ireland, regulatory pressure is likely to increase as the need to develop the industry in a sustainable way becomes more apparent.

Q3a Define the term **sustainable tourism**. [2]

Student's response

Is tourism that takes full account of it's current and future, social, economic and environmental effects and meets the needs of visitors, leisure travel & tourism industry, environment & host communities.

Examiner's comments

A complete definition of the term sustainable tourism was presented by the candidate. Full marks awarded.

Q3b Identify and describe **two** ways to practise the principles of sustainable tourism at a tourist destination. [6]

Student's response

One way of maintain sustainable tourism would be conserving water. Many popular tourist destinations are located in plaices that recieve low rainfall theirfore conserving it makes sure theirs enough for locals and tourist for example having short showers instead of baths will save water and maintain sustainable tourism. Another way would be conserving energy tourists bring many devices that need charged and leave lights on when not in use this causes local to expierence power cuts but tourist hotels won't due to backup generators. If tourists turned lights off when not in use and minimis the amount of technology devices it would allow locals to not have powercuts & maintain sustainable tourism.

Examiner's comments

The mark scheme listed a number of ways to practise sustainable tourism and the candidate was able to correctly identify the conservation of both water and energy as suitable examples. In order to achieve full marks a sound description of both were required and the answer that was provided not only described conservation activities but was also able to consider the implications of not being able to undertake these type of conservation activities. This was a sound answer and full marks were again awarded to this candidate for this part of the question.

Q3c Study **Fig. 2** below, which illustrates activity at a ski resort. Answer the question that follows.

Concern Grows about Environment Problems at Ski Resorts



Source: © Karl Weatherly_Thinkstock-200367264_001

Fig. 2

Identify and describe two ways that the growth of winter snow sports has had a negative effect on the environment. [6]

Student's response

One negative environment effect would be overcrowding. For example in France & Switzerland there are many ski resorts that many people attend for long periods of time. These areas are normally small and located high in the mountains and the capacity of these resorts canno't handle the capcity of people attending as locals will come on day trips. Buses and coaches transporting to and from airports causes roads to be blocked aswell Damage to environment in many ski resorts trees have to be cut down for safety and to make ski slopes and paths This destroys habitats for birds and small animals nesting in cold winter months.

Examiner's comments

A range of negative effects were clearly listed on the mark scheme with the opportunity for candidates to identify any other acceptable responses. As a result, it was often the case that candidates were able to list two effects but often had difficulty with their description. Never the less this candidate did accurately list overcrowding and damage to animal habitats and also gave sound descriptions of both. Overcrowding in itself does not necessarily lead to environmental damage if a suitable infrastructure is present but all too often this is not the case. The answers provided by the candidate were insightful and full marks were correctly awarded in this instance.

Q3d Explain **one** positive and **one** negative economic effect of leisure, travel and tourism development for people living close to a seaside resort. [8]

Student's response

One positive effect is increased disposable income the locals have better paid jobs due to tourism increases their incomes. Locals can then choose to spend this money in their local area eg Restraunt. This causes local buisness to grow and have more oppurtunities such as expanding money being put in to the local areas by local & tourists "multiplier effect" One negative effect would be that Jobs are mainly seasonal as it a seaside town tourist will only come during high season meaning locals will loose their jobs during winter or have a cut in wages as the busness won't make as much money during low seasons locals may find it hard to find more jobs with better wages in winter due to lack of tourists. Causing them to be very careful with their incomes.

Examiner's comments

This question was set to test understanding about the economic effects of tourism development on a seaside community. Coastal communities have often been the subject of social and economic research and this has triggered government intervention in the form of grants such those provided by the Coastal Communities fund. While not expecting candidates to be fully conversant with these developments, page 20 of the course specifications outlines a range of economic issues, both positive and negative that are often found in areas that are engaged in leisure, travel and tourism development. These include increased employment opportunities and increased disposable income leading to increased sales in local businesses. In this instance, the candidate correctly identified disposable income as a positive benefit and gave a detailed explanation in the answer. The selected negative effect was the seasonal nature of some jobs associated with the industry. While not perhaps as detailed as the earlier part of question 3 (d), the examiner correctly applied the instruction from the mark scheme and awarded marks at level 3 for this part of the question. As a result, the candidate once again achieved full marks, receiving 6 marks in total.

Q3e A responsible traveller should respect the destination by being socially, environmentally and economically responsible. Describe one example of each. [6]

Student's response

- Social *and example of being socially Responsible would be asking a local before taking their picture and being respectful of their culture, following their rules.*
- Environment *and example would be not litter and using rubbish bins. A tourist who's responsible might also recycle while on holiday.*
- Economic *a responsible traveller will buy local produce for example eating in a local restraunt instead of a built up tourist restraunt. This increases buisness for locals.*

Examiner's comments

Page 22 of the course specifications requires that candidates demonstrate knowledge and understanding about the ways that a responsible traveller can show respect for both tourism destinations and their inhabitants. The response from the candidate in this part of the question accurately identified how this can be achieved and the answer was in line with the mark scheme. Responses were applied correctly to the three listed headings. In all cases, answers were developed with some detail also being applied. For example, the economic responsibility was correctly acknowledged by explaining that travellers who decided to support the purchase of local products could do that by eating in local restaurants rather than in larger tourist centres. This was correctly identified as one way to support the local economy. Full marks awarded again with 2 marks for each part of the question.

Q4a A **passport** and a **visa** are often required when going on holiday. Explain why both may be required by a traveller. [4]

Student's response

A passport is need for everyone even infants under two and has to be shown when entering or leaving a country. It allows goverments to know exactly who we are and that we say we are who we are and that we are in their country. A visa grants people permission to be in a country. Eg a british cizen going to china allows goverments to know how long you're their for and why.

Examiner's comments

The distinction between a visa and a passport underpinned this part of question 4 and the mark scheme correctly indicated that a passport identifies both the nationality and identity of the traveller. The visa is an endorsement to a passport that provides evidence of permission to temporarily visit another country. The candidate provided broad evidence of these understandings and four marks were awarded by the examiner.

Q4b(i) Malaria is the main health risk to travellers to a tropical region. Identify the medical precaution to prevent this health risk. [2]

Student's response

A medical precaution would be taking anti-malaria tablets before and while traveling This helps fight the infection if you get malaria pre-scriped by a doctor have to take everyday while on holiday.

Examiner's comments

This part of the question was often answered incorrectly but in this instance the response was correctly applied. Anti-malaria tablets being taken before and during a visit was the only correct answer for this part of question 4.

Q4b(ii) Identify and describe **two physical precautions** that a tourist should take to prevent this health risk. [4]

Student's response

A tourist could wear long trousers and long sleeved clothing to protect skin from bites. Tourist can use insect repellent spray to make mosquitoes go away using mosquito net on bed and door etc will minimise amount of bites.

Examiner's comments

The different physical precautions that can be taken to prevent malaria were listed in the mark scheme and the candidate answered by referring to clothing and insect repellent. The answer also included a description of both. Full marks were awarded as a result.

Q4c Aircraft crews provide a safety demonstration to passengers prior to take-off. Identify two parts of this demonstration and explain why this information is important to the passenger. [6]

Student's response

On an aircraft they will show you how to attach your seatbelt. passengers need to know how to use it as it will hold them to their seat during turbulence, take off and landing which can be dangerous. Knowing how to use it keeps them calm and safe. They also show passengers where they will exit during an emergency. This is important as it keeps them safe and they know exactly where to go when being evacuated. passengers are calmer when they know what to do in emergencies. Knowing how to take off and put on seatbelt makes it easier as on flight you aren't required to wear it the whole flight.

Examiner's comments

This part of the question offered opportunities for candidates to select from a wide range of correct answers and once again this candidate correctly identified two of the required options. The explanation of why it is important for passengers to understand the use of the seat belt and how to use it correctly was underpinned by the need for personal safety and was supported by examples of the times when it would be required when aboard the aircraft. A concise and developed answer. Identifying where each passenger would be expected to exit the aircraft in an emergency was the second response to this question and while the explanation was perhaps slightly less robust than might have been expected for full marks, these were awarded as the candidate was able to develop their response and accurately suggested that passengers will be more calm in an emergency if they are already aware of what to do beforehand.

Q4d Tourists need to be aware of local customs regarding **food and drink** and **dress** in overseas destinations. Explain how these customs can affect UK tourists. [6]

Student's response

dress where can affect tourists as they may have to their sholders & leg covered at all times in public. This can be annoying to travellers as they may have to wear clothes they would'nt usual choose to wear or buy other clothing. Food can affect tourists as in most middle eastern countries they cannot eat pork theirfore traveller may have to try new foods that they don't like. Again In some middle eastern countries you cannot drink alcohol theirfore travellers won't be allowed to have wine at dinner or go to bars etc which may be what they enjoying doing on holiday.

Examiner's comments

This was another good answer that looked at the three aspects of the question. Food, drink and dress in overseas destinations. In each case the candidate gave an example of how each custom can affect the tourist. In the case of clothing, the candidate correctly indicated that in some countries travellers are required by custom, to cover legs and arms when in public spaces. This can be an annoyance to the traveller and may result in visitors wearing clothing that they might not usually expect to. In some cases, this may cause further annoyance as the traveller may be required to purchase additional clothing in order to comply with the local custom. A good answer again. The remaining parts to the question were equally well managed by the candidate and in this instance, full marks were awarded for a complete and accurate answer.



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