



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

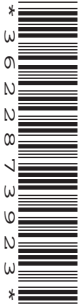
CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/31

Paper 3 International Business & Leisure Travel Services

May/June 2013

1 hour 30 minutes

Candidates answer on the Question Paper

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all work you hand in.

Write in dark blue or black pen.

You may use a pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

All the figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.



Question 1

Refer to Fig. 1 (Insert), information about tourism in Botswana.

(a) Identify and explain **three** functions of the Botswana Tourism Organisation (BTO).

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(b) Explain **two** reasons why tourism organisations become involved in community-based tourism projects, such as the BTO's involvement in the Tsabong Camel Park project.

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(c) Explain **three** reasons why accommodation classification schemes, such as the one implemented in Botswana, are important to overseas visitors.

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Question 2

Refer to Fig. 2 (Insert), publicity material for the business tourism market in Helsinki, the capital city of Finland.

(a) (i) Define, using an example, the term 'incentive programme'.

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(ii) Using only information from Fig. 2 explain **two** reasons why Helsinki is an attractive choice for an incentive programme.

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(b) Explain **two** differences between a convention and a meeting as forms of business tourism.

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(c) Explain **three** ways in which the Helsinki City Tourist and Convention Bureau (HCTCB) can assist a conference organiser.

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Question 3

Refer to Fig. 3 (Insert), information about the Shanghai Ferry Company, which operates services between Shanghai in China and Osaka in Japan.

- (a) Explain **two** benefits to passengers of travelling with the Shanghai Ferry Company on this route rather than travelling by plane.

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- (b) Explain **three** ways in which the fare structure of the Shanghai Ferry Company is likely to appeal to a variety of travellers.

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(c) (i) Use an example to explain what is meant by the term 'fuel surcharge'.

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(ii) Explain **two** reasons why transport providers, such as the Shanghai Ferry Company, impose fuel surcharges.

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Question 4

Refer to Fig. 4 (Insert), information about products offered for different market segments in Caribbean destinations such as Dominica.

- (a) Explain **two** reasons why tourism organisations, such as the Caribbean Tourism Organisation (CTO), carry out market research.

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- (b) (i) Explain, using an example, what is meant by the term 'niche market'.

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- (ii) Explain **two** ways in which developing different niche markets can be important for island destinations.

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(c) Select **two** of the niche markets from the list given in Fig. 4. For each niche market, suggest how tourism providers in the Caribbean might develop their products for future tourism growth.

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