



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

TRAVEL AND TOURISM

9395/32

Paper 3 International Business & Leisure Travel Services

May/June 2013

INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

This document consists of **5** printed pages and **3** blank pages.



Fig. 1 for Question 1

The Republic of Botswana is a medium-sized, landlocked country in southern Africa, a large proportion of which is taken up by the Kalahari Desert.

The Botswana Tourism Organisation (BTO) is a non-governmental body set up to:

- market tourism in Botswana
- promote investment in the tourism sector in Botswana
- classify tourist accommodation facilities within the country.

The BTO is responsible for running tourism offices both within Botswana and abroad. It has offices in Germany, the United Kingdom and the United States of America. The organisation is involved in a large number of community-based tourism projects, such as the Tsabong Camel Park, where the BTO helps with the training of camels to take tourists on camel rides and with the building of six chalets to accommodate visitors.



Accommodation classification plays an important part in the work carried out by the BTO; all types of accommodation must be graded, with facilities being visited every two years by one of the 11 grading assessors employed by BTO. Tourism and accommodation providers within Botswana can also apply for eco-certification. This is in line with the national ecotourism strategy developed in 2002. This is based on a 'low-volume and high-yield' strategy, setting reasonable limits to the number of beds and vehicles within the country.

Botswana: Travel and Tourism's Direct Contribution to GDP by Business and Leisure in 2011

The chart shows that spending by leisure tourists in Botswana is expected to be more significant than spending by business tourists in 2011, according to the World Travel and Tourism Council. It is also predicted that Botswana will attract nearly 2.5 million international visitors in 2011. Botswana has the potential to broaden its product mix to appeal to a wider range of tourist's tastes and budgets.

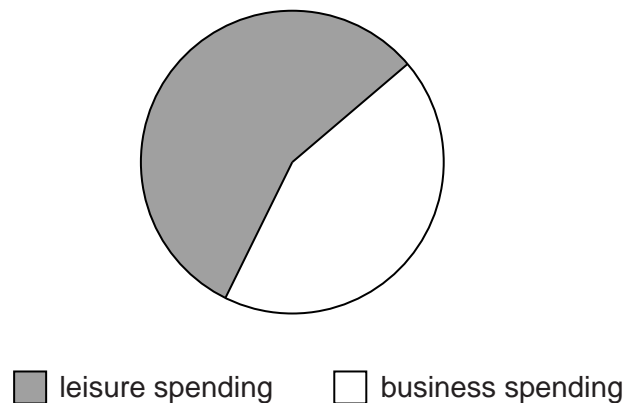
**Fig. 1**

Fig. 2 for Question 2

Helsinki: Conference City

Each year Helsinki hosts an average of 100 international conventions with more than 20 000 delegates in attendance, as well as 1600 international meetings attended by nearly 100 000 participants.

Helsinki City Tourist and Convention Bureau

As part of the city of Helsinki's administration body, the Helsinki City Tourist and Convention Bureau (HCTCB) promotes and develops Helsinki as a travel destination and provides visitors with information services.

For meeting professionals, the HCTCB provides:

- information about meeting and banqueting facilities as well as accommodation
- contacts for meeting and incentive service providers
- proposals for social programmes and pre and post tours
- familiarisation visits
- a variety of brochures, image banks and other material for the tourism trade and for visitors
- materials and assistance for marketing events to potential delegates
- coordination with trade organisations.

The 'Helsinki Meeting Planner's Manual' presents the highlights of Helsinki: conference facilities, hotels, banqueting facilities, restaurants, special venues and service providers within the meetings industry. Helsinki's natural maritime environment and busy city lifestyle can be combined in a number of ways to create an unforgettable incentive programme. The 'Incentives in Helsinki' brochure presents Helsinki's incentive product for businesses to consider.

The HCTCB is a member of a number of trade organisations including European Cities Marketing (ECM), the International Convention and Congress Association (ICCA), Meeting Professionals International (MPI) and the Society for Incentive and Travel Executives (SITE).



Fig. 2

Fig. 3 for Question 3

The Shanghai Ferry Company operates a weekly return service from Shanghai in China to Osaka in Japan. Each voyage takes two days, with passengers being offered a choice of travelling class ranging from VIP rooms to 2nd class bunks within traditional Japanese-style open plan dormitories.

The ferry crossing is a popular alternative to flying between these two cities; the fares are much cheaper than an economy ticket with Air China, and the level of comfort is high. There is an information desk and duty free shop onboard for the convenience of passengers as well as a cafeteria style restaurant and karaoke bar. There are amusement machines and a lounge area to help passengers relax during their journey and telephones and vending machines are located at various points around the ship.



Reservations can be made up to two months in advance. Tickets can be purchased online, through designated travel agencies or from the Shanghai Ferry Company ticket offices.

Payment at the ticket offices may only be made in the national currency – Japanese Yen in Osaka and Chinese RMB in Shanghai. No other currencies and no credit cards are accepted.

A range of different fares are charged:

- **Round trip fare:** special discounts apply if passengers book the return journey at the same time as the outward journey
- **Student/Disabled fare:** 10% discount given on the normal adult fare
- **Child fare:** children under 6 travel free, children aged 6 to 12 receive a 50% discount.

Fares for VIP Rooms are charged per room. All other fares are charged per person.

All tickets or reservations for sailing dates after 1 July 2011 were subject to a fuel surcharge of Japanese Yen2000 or RMB150 per person per trip.

Fig. 3

Fig. 4 for Question 4

Many countries in the Caribbean already offer niche tourism products, although some of these may be in the early stages of development. The Caribbean Tourism Organisation (CTO) recently carried out research into a range of niche markets targeted by Caribbean countries. Niche markets are important to the tourism industry as a way of diversifying the product, minimising the effects of seasonality and helping to distribute tourist numbers evenly across a number of sites and attractions. This will reduce the impact of tourists on the local environment and community.

The CTO's definition of each niche market is:

- **Culinary tourism:** the country must hold at least one food festival of international repute.
- **Cultural, heritage and historical tourism:** the country must have cultural, heritage and historical attractions.
- **Cycling:** the country must offer bicycle hire and cycle tours.
- **Diving:** the country must have at least one certified dive operator.
- **Golf:** the country must have at least one 18-hole golf course.
- **MICE:** the country must have at least one venue catering for a meeting of at least 10 delegates.
- **Sports tourism:** the country must have held an international spectator sport event in the last five years.
- **Weddings:** the country has the legal and administrative system in place for holidaymakers to get married.

The results of the CTO's research have led to a diversification programme in Dominica. The programme enhances the niche markets by developing sustainable practices and incorporating the principles of ecotourism by:

- *developing trails for hiking*
- *staging events and festivals*
- *enhancing beaches*
- *promoting agro-tourism*
- *restoring heritage sites*
- *developing art and craft centres, souvenir shops and tourist information centres.*



Fig. 4

BLANK PAGE

Copyright Acknowledgements:

- Fig. 1 Chart © http://www.wttc.org/bin/file/original_file/botswana_report_2011-pdf.pdf; 16 August 2011.
Fig. 1 Photograph *4 Camels for hire*; © Graham BB – Fotolia.com; Ref: 8727087; 16 August 2011.
Fig. 3 Photograph © The Shanghai Ferry Company – photograph of the Su Zhou Hao Ferry;
<http://www.shanghai-ferry.co.jp/english/1040.html>; 16 August 2011.
Fig. 4 Photograph *Batibou beach, Dominica, Caribbean*; © Fanny Reno – Fotolia.com; Ref: 6433021; 16 August 2011.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.