Cambridge International A Level

Cambridge International Examinations
Cambridge International Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL AND TOURISM **9395/31**

Paper 3 International Business & Leisure Travel Services **October/November 2015**

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 the work you hand in.
Write in dark blue or black pen.
You may use an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, 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.

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Question 1

Refer to Fig. 1 (Insert), information about business tourism in South Africa along with the business tourism facilities offered by the Pepperclub Hotel and Spa in Cape Town.

(a) **(i)** Identify **two** international convention venues in South Africa.

1 .....

2 .....[2]

(ii) Define, using an example, the term *large-scale event*.

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.....[2]

(b) Explain briefly **three** reasons for the likely appeal of South Africa as a business tourism destination.

1 .....

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(c) Explain fully **two** functions of the South African National Convention Bureau (SANCB).

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(d) Evaluate the extent to which Cape Town's Pepperclub Hotel and Spa caters to the needs of business tourists.

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[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about KiwiRail Scenic Journeys, a scenic rail travel provider in New Zealand.

(a) **(i)** Explain the term *hop on, hop off*.

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.....[2]

(ii) Identify **two** ways in which customers can reserve their place on a KiwiRail Scenic Journeys trip.

1 .....

2 .....[2]

(b) Explain briefly **three** reasons why travel organisations offer ancillary products and services, such as Scenic Escape travel packages.

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(c) Explain fully **two** reasons for the appeal of the KiwiRail Scenic Journeys travel product for overseas leisure travellers.

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(d) Recommend ways in which travel service providers, such as KiwiRail Scenic Journeys, can manage the seasonal variation in demand. Give reasons for your recommendations.

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[Total: 25]

Question 3

Refer to Fig. 3 (Insert), an article about medical tourism in Turkey, a country in south east Europe.

(a) **(i)** Define, using an example, the term *medical tourist*.

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.....[2]

(ii) Identify **two** source markets for medical tourists to Turkey.

1 .....

2 .....[2]

(b) Explain briefly **three** reasons why Turkey is an attractive medical tourism destination.

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(c) Medical tourism packages are often sold by specialist tour operators and online. Explain fully why such packages are sold in each of these ways.

Specialist tour operators .....

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Online .....

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(d) Evaluate the importance of developing diversified tourism markets, including medical tourism, for countries such as Turkey.

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[Total: 25]

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Question 4

Refer to Fig. 4 (Insert), information about Norwegian Air Shuttle (Norwegian), a low-cost airline.

(a) **(i)** Identify **two** features of the Norwegian travel product.

1 .....

2 .....[2]

(ii) Explain, using an example, the term *customer with special needs*.

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(b) Explain briefly **three** likely roles of the Norwegian Civil Aviation Authority.

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(c) Explain fully **two** benefits to travel organisations of winning awards, such as 'Europe's Best Low-Cost Airline'.

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(d) Evaluate the importance of providing excellent customer service for airlines, such as Norwegian, operating in the low-cost market.

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[Total: 25]

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