



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

CENTRE
NUMBER

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TRAVEL AND TOURISM

9395/03

Paper 3 International Business & Leisure Travel Services

October/November 2009

1 hour and 30 minutes

Candidates answer on the Question Paper

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.

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

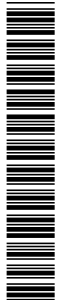
You may use a pencil for any diagrams, graphs or rough working.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

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

* 9 2 5 5 1 9 1 9 3 1 *



For Examiner's Use	
1	
2	
3	
4	
Total	

This document consists of **15** printed pages and **1** blank page.



Question 1



**NATIONAL
GEOGRAPHIC**

Gamewatchers Safaris – rated one of the Top Ten African Safari Companies in the World by National Geographic Adventurer Magazine, February 2009.

Gamewatchers Safaris and Porini Camps – won the 'Responsible Tourism Award for Best for Conservation of Endangered Species outside Protected Area' at the World Travel Market in London, November 2008.



Gamewatchers Safaris supports a number of community projects in Kenya, such as the St Lazarus Community School in Kibera, which provides nutrition and education for disadvantaged local children.

Great Rift Valley Safari, Kenya

*LITTLE SHOMPOLE AIR PACKAGES: PRICES FROM US\$1915
PRICES INCLUDE: WILSON – SHOMPOLE – WILSON RETURN CHARTER FLIGHTS,
RETURN AIRSTRIP TRANSFERS, 2 NIGHTS FULL BOARD ACCOMMODATION,
DAY/NIGHT GAME DRIVES, GUIDED WALKS, LAUNDRY AND CONSERVATION FEES*

Package highlights: Fly from Wilson airport on a private charter; land at the Little Shompole Lodge's private airstrip; tailored activities to suit individual customer preferences; lodge offering swimming pool, boutique, yoga room; guest rooms with private plunge pools; local community benefiting from conservation fees and joint ownership of the camp.

If you would like to book a Kenya safari, then simply send us an email stating the date when you plan to arrive in Nairobi and your chosen itinerary.

Contact us: email – info@gamewatchers.co.ke

Fig. 1

Refer to Fig. 1, part of an online brochure for the 'Porini Camps and Gamewatchers Safaris' tour operator in Kenya.

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(a) Identify **four** components included in the price of the Great Rift Valley Safari package.

- 1
- 2
- 3
- 4 [4]

(b) (i) Describe the distribution channel chosen by the tour operator for this package.

.....
..... [2]

(ii) Explain **two** benefits to the customer of using this distribution channel.

- 1
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-
- 2
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- [4]

(c) Using only evidence from Fig. 1, assess the appeal to customers of using the 'Porini Camps and Gamewatchers Safaris' organisation.

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..... [6]

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Question 2

The International Congress and Convention Association (ICCA) represents the sectors of the business tourism industry, including providers involved in handling, transporting and accommodating international events. It has over 800 members in 80 countries worldwide.

The following table shows ICCA country ranking measured by number of corporate meetings organised in 2006.

Ranking	Country	Meetings
1	U.S.A.	414
2	Germany	334
3	United Kingdom	279
4	France	269
5	Spain	266
6	Italy	209
7	Brazil	207
8	Austria	204
9	Australia	190
10	The Netherlands	187

Other information provided by ICCA includes:

- number of participants at corporate meetings and events
- average duration of events and frequency of meetings
- conference venues used
- suppliers used per destination.

Fig. 2 (a)

Refer to Fig. 2 (a), information from the International Congress and Convention Association.

(a) Explain **two** reasons why European countries are chosen to host international conventions.

1

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2

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[6]

(b) Explain **three** ways in which conference organisers might use the information provided by ICCA when planning a major international event.

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1

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2


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3

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..... [6]



India Convention Promotion Bureau

The India Convention Promotion Bureau (ICPB) acts as a support body helping conference planners. It provides support in the following areas:

- worldwide promotion and publicity of events
- booking of accommodation, including meeting halls
- social/cultural programmes
- airport receptions and departures
- opening and closing ceremonies
- recording of proceedings, provision of interpreters and public relations.

Five reasons for choosing India as a convention destination:

1. More than 50 airlines connect Indian gateway cities internationally.
2. India has a large domestic air network, served by a large number of domestic airlines.
3. Convention facilities of international standards are available, with the complete infrastructure required for major conferences and exhibitions for up to 2 500 delegates.
4. Four new world-class convention centres are being developed in New Delhi, Mumbai, Jaipur and Goa.
5. The latest electronic equipment, including audio-visual projection systems, digital sound recording and editing, video/text/data/fax transmission facilities, and media and satellite network connections, are now available at all venues.

Fig. 2(b)

Refer to Fig. 2(b), information from the India Convention Promotion Bureau.

(c) Explain **two** ways in which India is becoming more competitive within the business tourism market.

1

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[4]

Question 3



The logo for the Aqaba Special Economic Zone is located on the left. It features a stylized diamond shape composed of smaller triangles, with the word 'AQABA' in a bold, sans-serif font below it, and 'SPECIAL ECONOMIC ZONE' in a smaller font underneath. To the right of the logo are two side-by-side black and white photographs. The left photograph shows a harbor with several large cruise ships docked at a pier. The right photograph shows a waterfront area with buildings, a pier, and a smaller boat in the water.

Aqaba is the only deepwater seaport in Jordan and serves both cruise ships and passenger ferries to and from Egypt with an average of 40 passenger ships calling at the port each week. Many of the ships using this port operate as Roll-on-Roll-off ferries (Ro-Ro's).

However, facilities at the passenger terminal of the Yarmouk Berth in Aqaba are currently limited. The area is marked as a special economic zone and has attracted €10 million investment from the European Commission towards developing its cruise tourism.

Plans to increase the average length of stay by visitors involve transforming the existing port into a modern waterfront district with shops, an entertainment complex, hotels etc.

The Jordan Tourism Board (JTB) hopes to market the port in future as both a 'port of call' and a 'turn around port', because of the increased level of infrastructure in the area.

Fig. 3 (a)

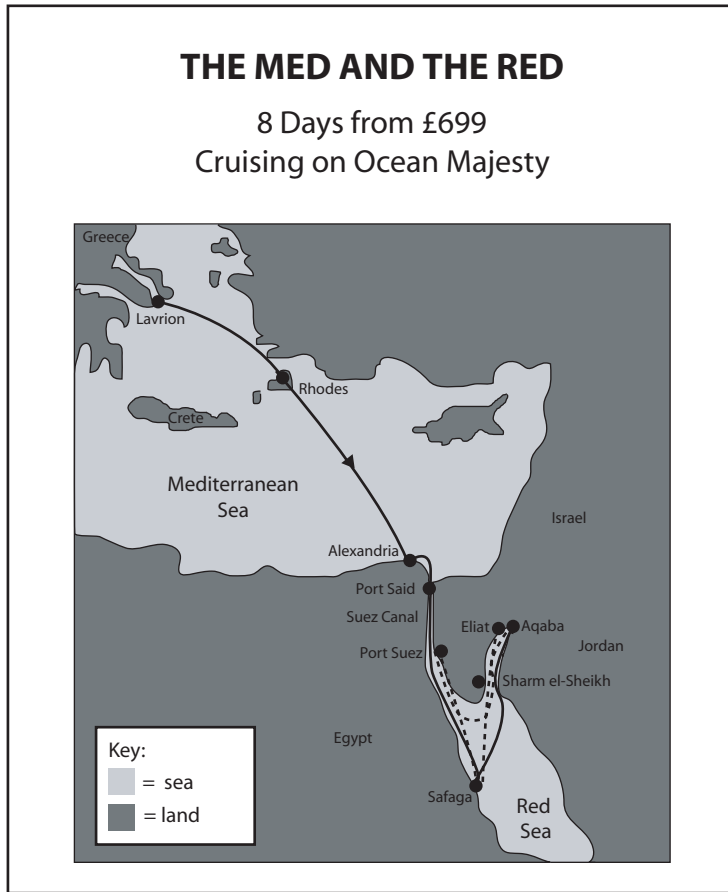


Fig. 3(b)

Refer to Fig. 3(a), tourist information about the seaport of Aqaba in Jordan and Fig. 3(b), an extract from a cruise itinerary to the Middle East.

(a) (i) Define the term 'port of call'.

.....
..... [2]

(ii) Describe how a leisure traveller may use a ferry's Roll-on-Roll-off facilities.

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..... [2]

Question 4

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The screenshot shows the Travel Star Holidays website with a navigation bar at the top containing: ABOUT OUR AGENCY, LATEST SPECIAL DEALS, TRAVEL NEWS HEADLINES, and TRAVEL WEATHER. Below this are two main sections: 'Vacation and Cruise recommendations' featuring a beach scene and a cruise ship, and 'Business travel recommendations' featuring a man in a suit and an airplane. The vacation section includes buttons for 'ALL INCLUSIVE: CLICK TO BOOK' (Beaches Family Resorts, Sandals Couples Resorts, Superclubs) and 'CRUISE VACATIONS: CLICK TO BOOK' (Carnival Cruise Lines, Celebrity Cruises, Norwegian Cruise Line, Royal Caribbean, and a 'Join' button). The business section includes 'AIR TRAVEL INFORMATION' (Airport Security Information, Online Flight Check-in) and 'BOOKING AND PLANNING TOOLS' (Self-Service Reservations, auto-europe, Check my trip, currency converter, Passport Express, Travel Guard Insurance). A footer contains links for BUSINESS TRAVEL, LEISURE TRAVEL, CRUISE VACATIONS, BOOK-IT-YOURSELF, CONTACT US, and TERMS AND CONDITIONS.

Fig. 4

Refer to Fig. 4, part of the online resources of the Travel Star Holidays travel agency.

(a) (i) List the **two** main functions of a travel agency.

- 1
- 2 [2]

(ii) Suggest **four** different customer types targeted by the online travel agency in Fig. 4.

- 1
- 2
- 3
- 4 [4]

