



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--



**TRAVEL AND TOURISM**

**9395/03**

Paper 3 International Business & Leisure Travel Services

**May/June 2012**

**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.

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

You may use a soft 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.

For Examiner's Use	
1	
2	
3	
4	
<b>Total</b>	

This document consists of **14** printed pages and **2** blank pages.



**Question 1**

Refer to Fig. 1, information about air services in India.

The Indian passenger airline industry grew at a rate of 40% in 2007. This growth was due to the large number of new domestic, low-cost carriers but it placed the existing airport infrastructure in India under great strain. This, in turn, resulted in air traffic congestion and delays at the majority of the country's airports.

By 2009, the growth of passenger numbers in India slowed down. Fuel costs had increased. There was too much competition, with too many planes offering too many seats, and a large number of travellers were already returning to the cheaper railways. Domestic flights in India were not profitable. Unlike low-cost carriers in Europe, which fly to the cheaper, regional airports outside major cities, in India all airlines have to compete for space in the relatively small number of established airports.

Despite these difficulties it is still estimated that by 2020, Indian airports will handle a total of 100 million passengers, including 60 million domestic travellers. The Indian government has made a big investment in airport development, which includes the transformation of four international airports into world class airports at Delhi, Mumbai, Chennai and Kolkata, and a modernisation programme for 35 domestic airports by 2012. The Airport Authority of India is working in partnership with a range of regulatory authorities and stakeholders, including the Federation of Indian Airlines (FIA), to ensure that the development of the country's air services places passenger safety first.

The FIA has several other objectives, including:

- the improvement of ground services;
- the development of passenger amenities;
- establishing appropriate aviation standards and procedures.

Members of the FIA include full service carriers such as Air India as well as low-cost carriers such as GoAir and SpiceJet. The organisation works in close partnership with international aviation authorities such as the International Air Transport Association (IATA) and the International Civil Aviation Organisation (ICAO), to monitor the safety and the growth of air services in India.

**Fig. 1**

**(a) (i)** Explain what is meant by the term *low-cost carrier*.

.....

.....

.....

..... [2]

**(ii)** Identify **two** reasons to explain why the growth of air passenger numbers in India slowed down by 2009.

1 .....

.....

2 .....

..... [2]

(b) Explain **two** reasons why the government in India has invested in airport development over recent years.

*For  
Examiner's  
Use*

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

.....

..... [6]

(c) (i) Explain **two** objectives of the Federation of Indian Airlines (FIA).

1 .....

.....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

.....

..... [6]

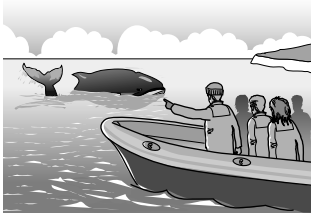




**Question 2**

Refer to Fig. 2, an advertisement for a package holiday to the Azores Islands, a destination in the Atlantic Ocean.

**Whale Watching in the Azores**



7-night package holiday on Pico Island from €690

Trip includes:

- hotel accommodation for 7 nights
- daily buffet breakfast
- transfers from and to the airport
- 5 three-hour whale watching trips (depending on weather conditions)
- entrance to Whalers Museum
- optional ‘swimming with dolphins’ excursion (additional charge)
- optional travel insurance (additional charge)

Accommodation is located in the fishing village of Lajes. The family-run hotel is close to the harbour. Most rooms have an ocean view and all have ensuite facilities. Prices are per person.

Pico Island is also famous for its UNESCO World Heritage vineyards and its volcanic landscape. Please ask for details of wine tasting tours.

Full details of this and alternative packages are available from your local travel agency.

**Fig. 2**

**(a) (i)** Identify **two** components included in the price of this package holiday.

1 .....

.....

2 .....

..... [2]

**(ii)** Identify **one** ancillary product offered as part of this package holiday and give **one** reason why tour operators offer ancillary products.

.....

.....

.....

..... [2]

(b) Using only information from Fig. 2, analyse the appeal of Pico Island as a destination for leisure travellers.

..... [6]

(c) Explain **two** advantages to tour operators of using travel agencies to sell package holidays, such as the one advertised in Fig. 2.

1 .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]





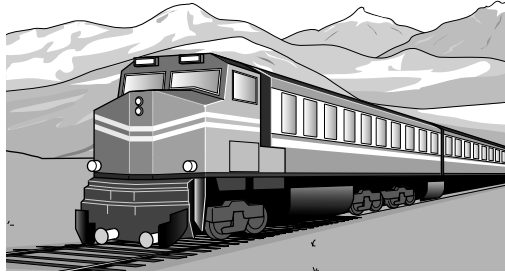






### Question 4

Refer to Fig. 4, information about the Hudson Bay train, a 1700 km railway journey across Canada.



From Winnipeg to Churchill: through prairie land to arctic tundra. 1700 km in two days across the Manitoba landscape of Canada. Two trains each week.

A 'once-in-a-lifetime' arctic adventure. With polar bears, the Northern Lights and a choice of economy class or sleeper class travel. Enjoy attentive service and the great atmosphere aboard the Hudson Bay train.

The following table compares the level of service offered with the type of ticket purchased:

Feature	Economy Class	Sleeper Class
Spacious, comfortable seats	✓	✓
Meals, snacks and beverages at affordable prices	✓	✓
Dining car	✓	✓
Children's menu	✓	✓
Blanket and pillow kit	Additional charge	✓
Berth or cabin accommodation	✗	✓
On-board shower	✗	✓

#### Discounts

- Youth (18–25)
- Students
- 60+
- Children
- Groups
- Advanced purchases

**Fig. 4**



(d) Explain **two** likely reasons for the infrequency of the service between Winnipeg and Churchill.

*For  
Examiner's  
Use*

1 .....

.....

.....

.....

.....

.....

2 .....

.....

.....

.....

.....

..... [6]



**BLANK PAGE**

---

*Copyright Acknowledgements:*

Question 1 Figure 1                      © ADAPTED: <http://www.fiainda.in/about.htm>.  
Question 3 Figure 3                      © ADAPTED: <http://www.zaragoza.es/ciudad/turismo/en/zcb/presentacion.htm>.  
Question 4 Figure 4                      © ADAPTED: <http://www.viarail.ca/en/stations/priaries-and-northern-manitoba/winnipeg> and [www.viarail.ca/en/fares](http://www.viarail.ca/en/fares).

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.