

CANDIDATE
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TRAVEL AND TOURISM

9395/31

Paper 3 International Business & Leisure Travel Services

October/November 2014

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 soft pencil for any diagrams or graphs.

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

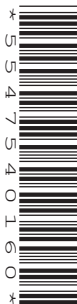
DO NOT WRITE IN ANY BARCODES.

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.



Question 1

Refer to Fig. 1 (Insert), information about Travellers Cashcards, a new foreign exchange product for travellers overseas.

- (a) (i) Identify from Fig. 1 (Insert) **two** currencies in which a Travellers Cashcard is available.

1

2 [2]

- (ii) Identify from Fig. 1 (Insert) **two** ways in which Travellers Cashcards are made secure for customers.

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2 [2]

- (b) Using Fig. 1 (Insert), explain **three** benefits of a Travellers Cashcard for overseas travellers.

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- (c) Explain fully **two** reasons why travel agents might offer products such as the Cashcard.

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Question 2

Refer to Fig. 2 (Insert), an information leaflet for the Orchid Garden Hotel.

- (a) (i) Describe what is meant by the term '*room-only*'.

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- (ii) Suggest **two** components, **other** than accommodation, that tour operators often include in a 'honeymoon package'.

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- (b) Explain **three** likely reasons for the appeal of The Orchid Garden Hotel to a honeymoon couple.

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- (c) Explain fully **two** reasons why hotels offer their guests additional services, such as a breakfast service at The Orchid Garden Hotel.

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- Evaluate the products and services provided by the Orchid Garden Hotel and recommend how it could cater for the needs of **other** customer types.

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[Turn over

Question 3

Refer to Fig. 3 (Insert), information about business tourism in Berlin, the capital city of Germany.

- (a) (i) Describe what is meant by the term '*venue hotel*'.

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- (ii) Berlin hosted more meetings than Sydney in 2010. Explain **one** likely reason why destinations in Australia host fewer meetings than some European cities.

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- (b) Using Fig. 3 (Insert), explain **three** reasons for the appeal of Berlin as a conference destination.

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(c) Using Fig. 3 (Insert), explain fully **two** functions of the Berlin Convention Office (B

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Question 4

Refer to Fig. 4 (Insert), information about the Asia Cruise Association (ACA) and its members.

- (a) (i) Describe what is meant by the term '*total carrying capacity*'.

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- (ii) Other than travel agents, identify from Fig. 4 (Insert) **two** types of stakeholder with membership of the ACA.

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- (b) Explain **three** objectives of the ACA.

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- (c) Explain fully **two** likely benefits to passengers of travel agents, such as Cruise Vacations, working together with other ACA members.

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