

Cambridge International Examinations

Cambridge International Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

154145278

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.



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.
		[2]
(b)		plain briefly three reasons for the likely appeal of South Africa as a business tourism tination.
	1	
	3	
		[6]

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

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

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.	
	(ii)	Identify two ways in which customers can reserve their place on a KiwiRail Scen Journeys trip.	•
		1	
		2[2
(b)		plain briefly three reasons why travel organisations offer ancillary products and service has Scenic Escape travel packages.	S
	1		
	2		
	3		
		[6

(c)	Explain fully two reasons for the appeal of the KiwiRail Scenic Journeys travel production overseas leisure travellers.							
	ro:							

manage the seasonal variation in demand. Give reasons for your recommendations.

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 <i>medical tourist</i> .
	(ii)	Identify two source markets for medical tourists to Turkey.
		1
		2[2]
(b)	Exp	plain briefly three reasons why Turkey is an attractive medical tourism destination.
	1	
	2	
	J	

(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							
	Online							
	[6]							

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

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.	
			[2]
(b)	Exp	plain briefly three likely roles of the Norwegian Civil Aviation Authority.	
	1		
	2		
	3		
			[6]
			F - 1

C)	Explain fully two benefits to travel organisations of winning awards, such as 'Europe's Bes' Low-Cost Airline'.

(d)	Evaluate the i Norwegian, ope	mportance of erating in the I	f providing ow-cost mai	excellent rket.	customer	service	for a	airlines,	such	as
										[Q]

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