



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

CANDIDATE  
NAME

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**TRAVEL AND TOURISM**

**9395/03**

Paper 3 International Business & Leisure Travel Services

**November 2008**

**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.

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

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



## Question 1



**International Civil Aviation Organisation**

The International Civil Aviation Organisation (ICAO), a United Nations (UN) Specialised Agency, is the global forum for passenger aviation.

ICAO works to achieve its vision of safe, secure and sustainable development of passenger aviation through co-operation amongst its 189 member countries.

The Organisation has established the following Strategic Objectives for the period 2005-2010:

- enhance global passenger aviation safety and security
- minimise the adverse effect of global civil aviation on the environment
- strengthen law governing international civil aviation
- enhance the efficiency of aviation operations
- pioneer the 'Simplifying Passenger Travel' project in conjunction with their industry partners, International Air Transport Association (IATA).

The Civil Aviation community comprises four main members - countries, aviation operators, airports and customers. The primary interest of Contracting States is full compliance with laws and regulations. The focus of the operators is to increase productivity. Airports are interested in reducing congestion in passenger terminals, whilst customers of air transport want quality service, which means being allowed to proceed through airports with minimal delay and difficulty. The 'Simplifying Passenger Travel' initiative uses biometrics, including iris scan, facial recognition, hand geometry and fingerprinting, in order to speed travellers through immigration formalities at airports.

An important function of the ICAO is to work towards the goal of a more efficient, orderly and attractive transportation product.

Fig. 1

Refer to Fig. 1.

(a) The International Civil Aviation Organisation (ICAO) is the global forum for passenger aviation.

(i) Identify the **two** ICAO Strategic Objectives that have passenger needs as a focus.

1 .....

2 ..... [2]

(ii) Describe the main purpose of the 'Simplifying Passenger Travel' initiative.

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..... [2]

(iii) Explain **two** reasons why it is important to the civil aviation industry to create a 'more efficient, orderly and attractive transportation product'.

1 .....

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2 .....

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(b) The growth in services to new long-haul destinations has opened up the international business market, with many multi-national organisations taking advantage of an increased number of flights.

Discuss ways in which airlines may cater for the needs of business travellers.

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## Question 2

### City Tours in Japan

Experience life in Tokyo and Kyoto with a two-city tour.

**PACKAGES INCLUDE:**

- Return flights via Japan Airlines from a choice of three departure points in the United States of America
- Airline fuel surcharge
- 5 nights accommodation on a shared-twin basis, including local tax and service charges
- All local transfers.

City / Hotel	Departure City			Single Room Supplement
	New York	Chicago	Los Angeles	
Tokyo Crowne Plaza	\$1 316	\$1 316	\$1 279	\$152
Tokyo Le Meridien	\$1 413	\$1 377	\$1 377	\$293
Tokyo Imperial Hotel	\$1 645	\$1 681	\$1 645	\$311

**NOTES:**

- Other cities such as Sapporo, Kanazawa, Yokohama, Hiroshima, Fukuoka and Okinawa are also available
- Upgrades to First Class and Business Class are also available
- Return flight may be extended
- Other points of departure in the U.S. may be available.

Fig. 2 (a)

Refer to Fig. 2 (a).

(a) Many tourists will use packages such as those advertised in Fig. 2 (a) when visiting Japan.

(i) Identify **four** components included in the price of these holiday packages.

- 1 .....
- 2 .....
- 3 .....
- 4 ..... [4]

(ii) Describe **three** ways in which these City Tour packages can be differentiated, in order to appeal to a range of customer types.

- 1 .....  
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- 2 .....  
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- 3 .....  
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..... [6]

**The Japan National Tourist Organisation (JNTO)**

The Japan National Tourist Organisation (JNTO) is a public-private partnership operating within Japan's Ministry of Land, Infrastructure and Transport, with the mission to encourage international travel to Japan and to support Japanese travel suppliers.

**Guide Services**

**Goodwill Guides**

The Goodwill Guide Group is a volunteer association with over 40,000 members across Japan. These volunteer guides are available to share their knowledge of sites and attractions, provide guided walking tours and to assist with other travel-related queries. In principle the service is free of charge, however participants are requested to meet the costs of their guide's transportation, meals and miscellaneous costs.

[Contact your nearest JNTO office](#) for a list of Goodwill Guide Groups in Japan

Visit the [JNTO Tokyo web site](#) for more information.

**Professional Guides**

English, French, Spanish, German, Chinese, Italian, Portuguese and Russian speaking guides/interpreters can be hired through travel agents, major hotels or via the Japan Guide Association. Charges for guide/interpreter services depend on the level of expertise required and the length of the assignment. Average rates are in the range of 25,000 - 40,000 Yen per day exclusive of the guide's transportation, meal and accommodation costs, which must also be met.

**Fig. 2 (b)**

Refer to Fig. 2(b).

- (b) Many international leisure travellers will use the services of a guide who speaks their own language when they visit a destination such as Japan for the first time.

Discuss the different types of guiding services available to visitors to countries such as Japan.

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## Question 3

## PeruRail

PeruRail links most of the tourist highlights of the Andes in Peru and is the most spectacular way to discover the ancient land of the Incas, taking travellers through scenery of outstanding beauty and to places almost inaccessible by any other means.

PeruRail operates a variety of trains, each offering a different level of service and different classes of travel.

The **Hiram Bingham** provides a luxury train service consisting of four carriages - 2 dining cars, a bar car and a kitchen car. The price of the journey includes onboard meals with drinks, entertainment, guides, bus transfers, entrance to The Ruins and afternoon tea at Machu Picchu Sanctuary Lodge.

The **Backpacker** service has been created for more adventurous passengers, those on a limited budget or for those seeking comfort and security, without all the frills. These carriages offer travellers a true Peruvian experience. Snacks are served on this service and additional storage space is available for backpacks.

The **Andean Explorer** is decorated in the fine manner of the great Pullman trains of the 1920s, including dining cars and an open-air observation-bar car, which is unique in South America. Passengers are served a three course lunch in the dining car followed by coffee served in the observation-bar car. This service unites two of Peru's top tourist destinations, operating in the style associated with other international Orient-Express services.



Fig. 3

Refer to Fig. 3.

(a) Peru has become a popular destination with overseas, adventure-seeking leisure travellers. PeruRail caters for the travel needs of a significant number of visitors to this country, reaching parts of the country inaccessible to other modes of transport.

(i) Explain the term *adventure-seeking leisure traveller*.

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(ii) Identify **two** features of the Backpacker rail service offered by PeruRail.

1 .....  
2 ..... [2]

(iii) Suggest and explain **two** reasons for the popularity of rail travel in Peru.

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2 .....  
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(b) PeruRail, like many other travel and tourism providers, operates a seasonal tariff rate.

Assess the benefits of using peak and off-peak tariffs for both the transport provider **and** the customer.

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## Question 4

Queen Mary 2 is the largest, longest, tallest and most expensive passenger ship in the Cunard fleet.



#### Food and Drink

- 24-hour Room Service
- Britannia Restaurant
- Chart Room Lounge & Bar
- La Piazza Italian Restaurant
- Lotus Asian Cuisine
- The Carvery
- Winter Garden High Tea

#### Relaxation

- Spa
- Splash Pool
- Steam Room
- Terrace Pool
- Whirlpool

#### Entertainment

- Ballroom
- Children's Play Area
- Dance Floor
- Youth & Teen Centres

#### Fitness

- Aerobics
- Deck Sports
- Fitness Centre
- Gym

#### Services

- Art Gallery
- Library
- Medical centre
- Planetarium
- Shops
- Shore Excursion Office

#### Technology

- Interactive TV
- Internet Access

Fig. 4

Refer to Fig. 4, an information leaflet about the Queen Mary 2 cruise ship.

- (a) (i) Give **two** examples of products or services made available to customers of the Queen Mary 2 cruise ship.

1 .....

2 ..... [2]

- (ii) Using only information from Fig. 4, explain **two** aspects of the appeal of the Queen Mary 2 cruise ship.

1 .....

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2 .....

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- (b) State **two** ancillary services that a travel agency may offer customers booking a cruise holiday. Explain why the travel agency offers each of these services.

1 .....

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- (c) Discuss the impact of increasing cruise ship size on ports of call.

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