

# Cambridge International Examinations

Cambridge International Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE IUMBER		

554754016

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.



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

(a)	(i)	Identify from Fig. 1 (Insert) <b>two</b> currencies in which a Travellers Cashcard is available.
		1
		2[2]
	(ii)	Identify from Fig. 1 (Insert) <b>two</b> ways in which Travellers Cashcards are made secure for customers.
		1
		2[2]
(b)	Usi	ng Fig. 1 (Insert), explain <b>three</b> benefits of a Travellers Cashcard for overseas travellers.
	1	
	2	
	3	
		[6]

(c)	Explain fully Cashcard.	y two	reasons	why	travel	agents	might	offer	products	such a	as the	Travellers
	1											
												•••••
	2											
												[6]

(d)	Recommend ancillary products and services that travel agents should provide to meet the needs of different customer types. Justify each recommendation.							
	[9]							

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

(a)	(i)	Describe what is meant by the term 'room-only'.
		[2]
	(ii)	Suggest <b>two</b> components, <b>other</b> than accommodation, that tour operators often include in a 'honeymoon package'.
		1
		2
		[2]
(b)	Exp	plain <b>three</b> likely reasons for the appeal of The Orchid Garden Hotel to a honeymoon ple.
	1	
	2	
	3	
		[6]

;)	explain fully <b>two</b> reasons why hotels offer their guests additional services, such as the shuttle service at The Orchid Garden Hotel.
	1
	2
	[6]

(d) The Orchid Garden Hotel targets honeymoon couples.

Evaluate the products and services provided by the Orchid Garden Hotel and recommend how it could cater for the needs of <b>other</b> customer types.
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Refer to Fig. 3 (Insert)	information and	ut business tourisn	n in Berlin the	a cabital city of	Germany
Refer to Fig. 3 (Insert),	milorination abo	at bacillood toallol	00,	o dapital oity of	acimany.

(a)	(1)	Describe what is meant by the term 'venue hotel'.
		[2]
		[2]
	(ii)	Berlin hosted more meetings than Sydney in 2010. Explain <b>one</b> likely reason why destinations in Australia host fewer meetings than some European cities.
		[2]
(b)		ng Fig. 3 (Insert), explain <b>three</b> reasons for the appeal of Berlin as a conference ination.
	1	
	2	
	3	
		[6]

(c)	Using Fig. 3 (Insert), explain fully <b>two</b> functions of the Berlin Convention Office (BCO).
	1
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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'.	
			[2]
	(ii)	Other than travel agents, identify from Fig. 4 (Insert) <b>two</b> types of stakeholder with membership of the ACA.	ith
		1	
		2	[2]
(b)	Ехр	lain three objectives of the ACA.	
	1		
	2		
	2		•••
	J		•••
			•••
			•••
			լ6]

(c)	Explain fully <b>two</b> likely benefits to passengers of travel agents, such as Cruise Vacations Ltd. working together with other ACA members.
	1
	2
	31

Evaluate the importance of winning travel industry awards for organisations such as Cruises.

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