



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

**October/November 2009**

**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**

**Total**

This document consists of **15** printed pages and **1** blank page.



## Question 1



**NATIONAL  
GEOGRAPHIC**

Gamewatchers Safaris – rated one of the Top Ten African Safari Companies in the World by National Geographic Adventurer Magazine, February 2009.

Gamewatchers Safaris and Porini Camps – won the 'Responsible Tourism Award for Best for Conservation of Endangered Species outside Protected Area' at the World Travel Market in London, November 2008.



Gamewatchers Safaris supports a number of community projects in Kenya, such as the St Lazarus Community School in Kibera, which provides nutrition and education for disadvantaged local children.

## Great Rift Valley Safari, Kenya

*LITTLE SHOMPOLE AIR PACKAGES: PRICES FROM US\$1915*

*PRICES INCLUDE: WILSON – SHOMPOLE – WILSON RETURN CHARTER FLIGHTS, RETURN AIRSTRIP TRANSFERS, 2 NIGHTS FULL BOARD ACCOMMODATION, DAY/NIGHT GAME DRIVES, GUIDED WALKS, LAUNDRY AND CONSERVATION FEES*

Package highlights: Fly from Wilson airport on a private charter; land at the Little Shompole Lodge's private airstrip; tailored activities to suit individual customer preferences; lodge offering swimming pool, boutique, yoga room; guest rooms with private plunge pools; local community benefiting from conservation fees and joint ownership of the camp.

If you would like to book a Kenya safari, then simply send us an email stating the date when you plan to arrive in Nairobi and your chosen itinerary.

Contact us: email – [info@gamewatchers.co.ke](mailto:info@gamewatchers.co.ke)

**Fig. 1**

Refer to Fig. 1, part of an online brochure for the 'Porini Camps and Gamewatchers Safaris' tour operator in Kenya.

For  
Examiner's  
Use

(a) Identify **four** components included in the price of the Great Rift Valley Safari package.

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

(b) (i) Describe the distribution channel chosen by the tour operator for this package.

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

(ii) Explain **two** benefits to the customer of using this distribution channel.

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

(c) Using only evidence from Fig. 1, assess the appeal to customers of using the 'Porini Camps and Gamewatchers Safaris' organisation.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
..... [6]

- Evaluate reasons for the provision of guiding services as part of the safari experience for leisure travellers.

[9]

[Total 25]

**BLANK PAGE**

**Question 2**

The International Congress and Convention Association (ICCA) represents the sectors of the business tourism industry, including providers involved in handling, transporting and accommodating international events. It has over 800 members in 80 countries worldwide.

*The following table shows ICCA country ranking measured by number of corporate meetings organised in 2006.*

Ranking	Country	Meetings
1	U.S.A.	414
2	Germany	334
3	United Kingdom	279
4	France	269
5	Spain	266
6	Italy	209
7	Brazil	207
8	Austria	204
9	Australia	190
10	The Netherlands	187

**Other information provided by ICCA includes:**

- number of participants at corporate meetings and events
- average duration of events and frequency of meetings
- conference venues used
- suppliers used per destination.

**Fig. 2 (a)**

Refer to Fig. 2 (a), information from the International Congress and Convention Association.

**(a)** Explain **two** reasons why European countries are chosen to host international conventions.

1 .....

.....

.....

2 .....

.....

..... [6]

- (b) Explain **three** ways in which conference organisers might use the information provided by ICCA when planning a major international event.

*For  
Examiner's  
Use*

1 .....

.....

.....

2 .....


.....

.....

3 .....

.....

..... [6]



## India Convention Promotion Bureau

The India Convention Promotion Bureau (ICPB) acts as a support body helping conference planners. It provides support in the following areas:

- worldwide promotion and publicity of events
- booking of accommodation, including meeting halls
- social/cultural programmes
- airport receptions and departures
- opening and closing ceremonies
- recording of proceedings, provision of interpreters and public relations.

Five reasons for choosing India as a convention destination:

1. More than 50 airlines connect Indian gateway cities internationally.
2. India has a large domestic air network, served by a large number of domestic airlines.
3. Convention facilities of international standards are available, with the complete infrastructure required for major conferences and exhibitions for up to 2 500 delegates.
4. Four new world-class convention centres are being developed in New Delhi, Mumbai, Jaipur and Goa.
5. The latest electronic equipment, including audio-visual projection systems, digital sound recording and editing, video/text/data/fax transmission facilities, and media and satellite network connections, are now available at all venues.

**Fig. 2(b)**

Refer to Fig. 2(b), information from the India Convention Promotion Bureau.

**(c)** Explain **two** ways in which India is becoming more competitive within the business tourism market.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]



- [9

© UCLES 2009

## Question 3



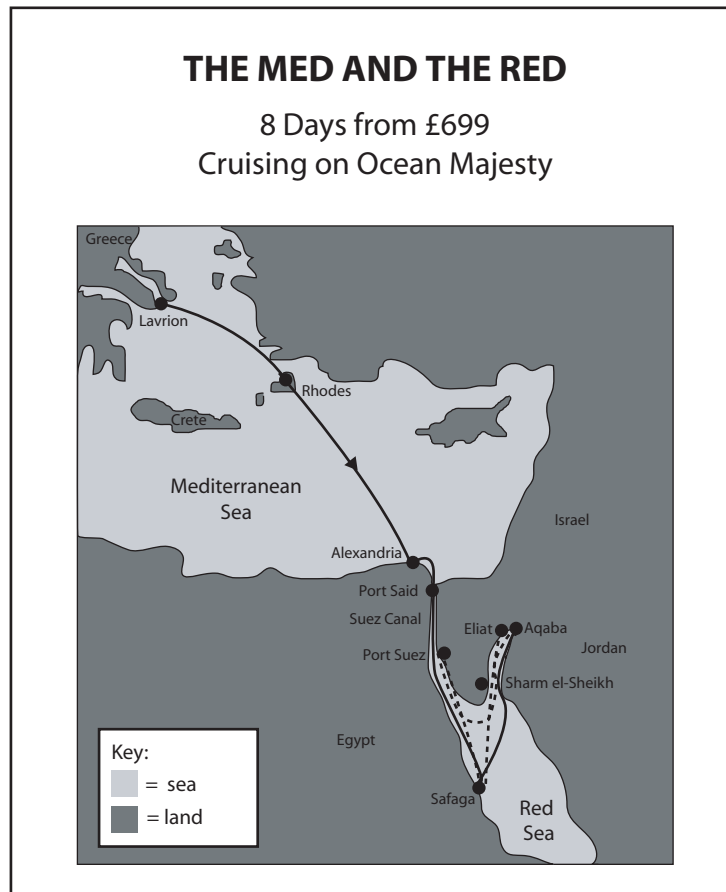
Aqaba is the only deepwater seaport in Jordan and serves both cruise ships and passenger ferries to and from Egypt with an average of 40 passenger ships calling at the port each week. Many of the ships using this port operate as Roll-on-Roll-off ferries (Ro-Ro's).

However, facilities at the passenger terminal of the Yarmouk Berth in Aqaba are currently limited. The area is marked as a special economic zone and has attracted €10 million investment from the European Commission towards developing its cruise tourism.

Plans to increase the average length of stay by visitors involve transforming the existing port into a modern waterfront district with shops, an entertainment complex, hotels etc.

The Jordan Tourism Board (JTB) hopes to market the port in future as both a 'port of call' and a 'turn around port', because of the increased level of infrastructure in the area.

**Fig. 3 (a)**

**Fig. 3(b)**

Refer to Fig. 3(a), tourist information about the seaport of Aqaba in Jordan and Fig. 3(b), an extract from a cruise itinerary to the Middle East.

**(a) (i)** Define the term 'port of call'.

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

**(ii)** Describe how a leisure traveller may use a ferry's Roll-on-Roll-off facilities.

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

- [6]

- 1

2

3

[6]

- [9]

[Turn over  
www.theallpapers.com

## Question 4

For  
Examiner's  
Use

Fig. 4

Refer to Fig. 4, part of the online resources of the Travel Star Holidays travel agency.

(a) (i) List the **two** main functions of a travel agency.

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

(ii) Suggest **four** different customer types targeted by the online travel agency in Fig. 4.

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

- (b) Identify **two** ancillary services that this online travel agency offers for independent travellers and describe how each of these services might be used.

*For  
Examiner's  
Use*

1 .....

.....

.....

2 .....

.....

..... [4]

- (c) Explain why some customers prefer to visit a travel agency to book their holiday rather than use the Internet.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [6]

- [9

[Total: 25]

Question 1 © [www.porini.com](http://www.porini.com)  
 © Virgin Holidays Ltd  
 © Eco Tourism Kenya

Question 2 Figure 2a © [www.icca.world.com/npps/atory/cfm?ID=1305](http://www.icca.world.com/npps/atory/cfm?ID=1305)  
 Question 2 Figure 2b © [www.conventionicpb.org/en](http://www.conventionicpb.org/en)  
 Question 3 Figure 3a © [www.atlastours.net/jordan.asez.html](http://www.atlastours.net/jordan.asez.html)  
 Question 3 Figure 3b © Voyages of Discovery

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.