



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

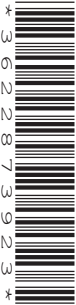
CANDIDATE  
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**TRAVEL AND TOURISM**

**9395/31**

Paper 3 International Business & Leisure Travel Services

**May/June 2013**

**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 work you hand in.

Write in dark blue or black pen.

You may use a pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, 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 tourism in Botswana.

**(a)** Identify and explain **three** functions of the Botswana Tourism Organisation (BTO).

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**(b)** Explain **two** reasons why tourism organisations become involved in community-based tourism projects, such as the BTO's involvement in the Tsabong Camel Park project.

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(c) Explain **three** reasons why accommodation classification schemes, such as the one implemented in Botswana, are important to overseas visitors.

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(d) Evaluate ways in which the BTO might broaden the appeal of the existing product mix in Botswana, in order to attract a wider range of visitors.

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[Total: 25]

**Question 2**

Refer to Fig. 2 (Insert), publicity material for the business tourism market in Helsinki, the capital city of Finland.

**(a) (i)** Define, using an example, the term 'incentive programme'.

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**(ii)** Using only information from Fig. 2 explain **two** reasons why Helsinki is an attractive choice for an incentive programme.

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**(b)** Explain **two** differences between a convention and a meeting as forms of business tourism.

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(c) Explain **three** ways in which the Helsinki City Tourist and Convention Bureau (HCTCB) can assist a conference organiser.

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**Question 3**

Refer to Fig. 3 (Insert), information about the Shanghai Ferry Company, which operates services between Shanghai in China and Osaka in Japan.

- (a) Explain **two** benefits to passengers of travelling with the Shanghai Ferry Company on this route rather than travelling by plane.

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- (b) Explain **three** ways in which the fare structure of the Shanghai Ferry Company is likely to appeal to a variety of travellers.

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(c) (i) Use an example to explain what is meant by the term 'fuel surcharge'.

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(ii) Explain **two** reasons why transport providers, such as the Shanghai Ferry Company, impose fuel surcharges.

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**Question 4**

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Refer to Fig. 4 (Insert), information about products offered for different market segments in Caribbean destinations such as Dominica.

- (a) Explain **two** reasons why tourism organisations, such as the Caribbean Tourism Organisation (CTO), carry out market research.

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- (b) (i) Explain, using an example, what is meant by the term 'niche market'.

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- (ii) Explain **two** ways in which developing different niche markets can be important for island destinations.

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(c) Select **two** of the niche markets from the list given in Fig. 4. For each niche market, suggest how tourism providers in the Caribbean might develop their products for future tourism growth.

*For  
Examiner's  
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