

CANDIDATE
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TRAVEL AND TOURISM

9395/31

Paper 3 International Business & Leisure Travel Services

October/November 2016

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.

Question 1

Refer to Fig. 1 (Insert), a news article about cruises in 2015 and an advertisement for an 18-night cruise onboard the Seven Seas Mariner.

(a) (i) Identify the **two** destinations on the mid-voyage land tour during the cruise from Singapore to Mombasa.

1

2 [2]

(ii) Explain what is meant by the phrase *cruise itinerary*.

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..... [2]

(b) Explain **three** reasons for the likely appeal of the advertised cruise onboard the Seven Seas Mariner.

1

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..... [6]

(c) Explain **two** reasons why premium-priced cruise lines try to stand out from the mass-market cruise companies.

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Question 2

Refer to Fig. 2 (Insert), information about Havelock Island in the Andaman Islands and the Eco Villa Palm Beach Resort.

(a) (i) Explain, using an example, the term *domestic flight*.

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.....[2]

(ii) Identify **two** features of the Eco Villa Palm Beach Resort’s food and beverage provision which might contribute to the distinctive dining experience it offers.

1
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2
.....[2]

(b) Explain **three** reasons for the likely appeal of Havelock Island to overseas visitors.

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.....[6]

(c) Fig. 2 suggests that Havelock Island 'is easy to get to'.

Explain **two** likely reasons why tourists may **not** find Havelock Island accessible.

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Question 3

Refer to Fig. 3 (Insert), information about tourism in the Seychelles, a country consisting of 115 islands in the Indian Ocean.

(a) (i) Explain what is meant by the phrase *inbound leisure travel spending*.

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.....[2]

(ii) State **two** components on which business tourism spending in the Seychelles is likely to be the highest.

1
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(b) Explain **three** characteristics of the Seychelles Secrets brand, which will appeal to families.

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(c) Explain **two** likely reasons why many of the direct international flights to the Seychelles originate in Europe.

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Question 4

Refer to Fig. 4 (Insert), information about business tourism in Israel.

(a) (i) Describe, using an example, what is meant by the term *trade fair*.

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.....[2]

(ii) Identify **two** types of treatment offered in the Cielo Spa area of the Tel Aviv Sheraton Hotel.

1
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2
.....[2]

(b) Explain **three** reasons why Israel is suitable as a business tourism destination.

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.....[6]

(c) Explain **two** reasons why the Tel Aviv Sheraton Hotel offers services such as private transfers for its guests.

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.....[6]

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