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TRAVEL AND TOURISM

9395/31

Paper 3 International Business & Leisure Travel Services

May/June 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 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), information about The Green Rooms surf lodge in Sri Lanka and the Surfcamp holiday package.

(a) (i) Identify **two** features of the surf lodge accommodation that might appeal to couples.

1

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2

..... [2]

(ii) Explain what is meant by the phrase '*sustainably built*'.

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..... [2]

(b) Explain **three** reasons for the appeal of the Surfcamp package to a first time surf tourist.

1

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..... [6]

(c) Explain **two** reasons why the owners of The Green Rooms also offer ancillary products such as tailor-made trips snorkelling, fishing and whale watching.

1

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Question 2

Refer to Fig. 2 (Insert), information about the products and services of Edinburgh, Scotland, as a conference destination.

(a) (i) Identify **two** ways in which Edinburgh can be described as an accessible destination.

1

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2

..... [2]

(ii) Define, using an example, the term '*gateway*'.

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..... [2]

(b) Explain **three** reasons why visitors might purchase the Edinburgh Pass to use during their time in Edinburgh.

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(c) Explain **two** reasons why Edinburgh may be described as a mature destination.

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- (d) Edinburgh is a renowned conference destination but it also attracts visitors from the other sectors of the MICE industry.

Evaluate Edinburgh's suitability as a destination for incentive tourism.

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[9]

[Total: 25]

Question 3

Refer to Fig. 3 (Insert), an extract from JetBlue Airways' Customer Bill of Rights. JetBlue Airways is an American low cost airline.

(a) (i) Identify **two** communication channels that JetBlue Airways may use to inform its customers of any disruption to its services.

1

2 [2]

(ii) Describe the **two** choices given by JetBlue Airways under its Customer Bill of Rights to a passenger whose flight is cancelled.

1

2 [2]

(b) Explain **three** ways in which JetBlue Airways cater for passengers' needs during an onboard ground delay.

1

2

3 [6]

(c) Explain **two** reasons why airlines such as JetBlue Airways pay compensation when a passenger is 'bumped' from a flight, due to overbooking.

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Question 4

Refer to Fig. 4 (Insert), an online advertisement for a luxury train journey onboard the Eastern and Oriental Express railway.

(a) (i) Identify the named UNESCO World Heritage Site included in the tour.
..... [1]

(ii) Explain, using another example, what a UNESCO World Heritage Site is.
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(b) Describe **three** features of the Eastern and Oriental Express which make it a luxury travel service.

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(c) Explain **two** reasons why travel providers such as the Eastern and Oriental Express offer new itineraries.

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