



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
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TRAVEL AND TOURISM

9395/03

Paper 3 International Business & Leisure Travel Services

October/November 2010

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	
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Total	

This document consists of **17** printed pages and **3** blank pages.



Question 1

Refer to Fig. 1, information about the Travel Agents' Association of New Zealand (TAANZ).



About TAANZ

The Travel Agent's Association of New Zealand (TAANZ) is a trade organisation representing the travel agent and tour operator distribution system in New Zealand. TAANZ is a non-governmental, self-regulating organisation which promotes quality standards, service and performance.

TAANZ works with its members to promote a 'Code of Ethics and Practice' and to encourage and promote the desire to travel.

All members must meet strict membership and financial criteria and be subject to an annual financial review by an independent Bonding Authority. Members must be engaged in New Zealand in the sale and/or the facilitation of travel. All members participate in the TAANZ Bonding Scheme for the protection of the consumer.

TAANZ represents the majority of travel agents in New Zealand, including all those under the First Travel Group, Holiday Shoppe and House of Travel brands as well as most independent travel agents.

The 10 reasons why smart consumers use a TAANZ bonded travel agent

Best value for money	Professional advice
Maximum choice	Time-saving
Convenient one-stop shopping	Satisfaction
Expert guidance	Reliability
Personalised services	Customer support

Fig. 1

- (a) (i)** Identify **two** types of organisation represented by the Travel Agents' Association of New Zealand (TAANZ).

1

2 [2]

(ii) Explain what the term 'self-regulating' means for organisations such as TAANZ.

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(iii) Complete the following table, which compares the characteristics of tourism organisations that are either legislated by government or those that are self-regulated.

	Legislated by Government	Self-regulated
How non-compliance can be dealt with		Difficult to manage – often no penalties available
Extent of control	Can be restrictive	

[2]

(b) Identify and explain **two** conditions of membership of TAANZ.

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(c) Analyse the importance to members, of trade associations such as TAANZ adhering to a code of practice.

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Question 2

Refer to Fig. 2, information about the Travel Service Centre in Taipei, Taiwan.

In Taiwan the number of foreign visitors has been increasing. In 2004, there were 2.42 million foreign visitors; 2.79 million in 2005; 2.85 million in 2006 and just over 3 million foreign visitors in 2007.

The Tourism Bureau in Taiwan has responded to this increase in visitor numbers by creating a Travel Service Centre in Taipei. This travel centre manages the services of all visitor information centres in areas popular with visitors, as well as operating a call centre (0800-011765) that responds rapidly to almost any tourist request.

Products and services of the Visitor Information Centres in Taiwan:



- in country travel information
- flight departure information
- hotel reservation assistance
- reception of VIPs and groups invited to Taiwan
- visa assistance
- customs clearance assistance

The centres have travel display areas and racks with free travel information for visitors, including guide maps and over 300 types of brochures on dining, shopping and other travel-related topics.

They provide complete information to help visitors plan their trips to Taiwan. Consultation services are available in Mandarin Chinese, Taiwanese, English, Japanese, French, German and Spanish; and visitors can access travel information and online services from computer terminals at the self-service kiosks at Kaohsiung International Airport.

Videos introducing tourist sites are shown in the airport departure areas to promote Taiwan's new tourism image and to encourage visits from a wider customer base.



Self-service kiosk

Fig. 2

(a) (i) Identify **two** services offered by Visitor Information Centres such as those in Taiwan.

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2 [2]

(ii) Explain **two** ways in which the Travel Service Centre in Taipei caters for the needs of different types of customers.

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(b) Explain **three** ways in which new technology may be used in providing visitor information services.

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(c) Suggest **two** ancillary products or services, other than those mentioned in Fig. 2, that the Travel Service Centre in Taipei could offer visitors. Give **one** reason why you think each of your chosen products/services should be offered.

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Reason

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Reason

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Question 3

Refer to Fig. 3, an advertisement for a family skiing holiday.

Whistler Family Getaway six days

Whistler Blackcomb, North America's most famous ski resort, has something for every member of your family. This exciting adventure combines skiing, tubing and zip trekking to create the all-round family experience.

What's included:

- five nights stay at the 'Whistler Lodge' accommodation, including the use of leisure facilities, gym, sauna, hot tub, balcony views, lounge and restaurants, shops, beauty salons, laundry services, babysitting and ramps for disabled access;
- four day Whistler Blackcomb lift pass for two adults and two children;
- three day children ski and snowboard school – instruction with a Whistler Ski Pro;
- ski equipment rental;
- Ziptrek Ecotour – fly through the snowy forest canopy safely attached to a steel cable;
- toboggan down snowy channels on inflatable rings at the Tube Park;
- free local calls, incoming faxes and one DVD rental per day, newspaper and in-room coffee;
- round-trip luxury motor coach transfer between Vancouver and your Whistler accommodation;
- services of a representative to meet you at Vancouver International Airport and within the resort.

All of our trips can be fully customised. Let our ski and snowboard experts help you create the perfect family ski vacation today!

Prices are per person based on a family of two adults and two children

CAD\$ 4950

FreshTracksSki



Talk to us
US + CAN 1 800 667 4744
UK 0 800 917 5924
AU 1 800 992 872

Fig. 3

(a) (i) Identify **two** components of this package holiday.

1

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2

..... [2]

(ii) State **two** items **not** included in the price of this holiday.

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(b) Explain **two** likely reasons why the Whistler Blackcomb resort is a popular destination for family holidays.

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Question 4

Refer to Fig. 4, information about new technology used by international airports for the benefit of customers.

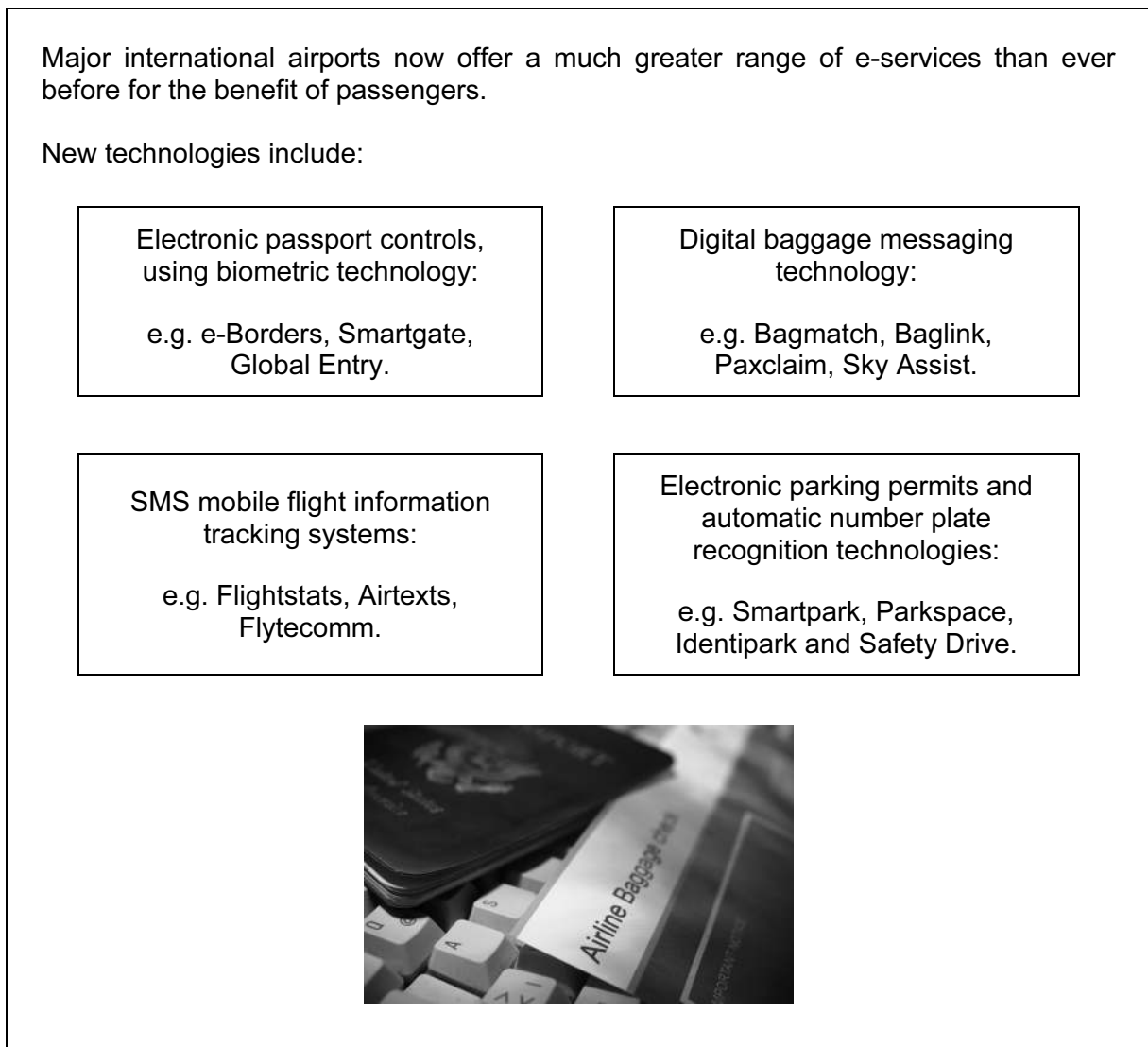


Fig. 4

(a) (i) Identify **one** airport e-service that would enable business travellers to do each of the following:

- find out real-time flight information;

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- track missing luggage;

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- use fingerprinting or iris-scanning technology for passport control.

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(ii) Explain **one** reason why it is important for international airports to offer a range of these available technologies.

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(b) Chartered and scheduled airlines operate from international airports. Explain **two** differences in how chartered and scheduled flights operate.

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Copyright Acknowledgements:

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Question 3 Figure 3 © <http://www.freshtracksski.com>.
Question 4 Figure 4 © Thomas Eye Design; iStockphoto.

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