

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education  
Advanced Level

**TRAVEL AND TOURISM**

**9395/03**

Paper 3 International Business and Leisure  
Travel Services

For Examination from 2008

**SPECIMEN PAPER**

**1 hour and 30 minutes**

Additional Materials: Answer booklet/Paper

**READ THESE INSTRUCTIONS FIRST**

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.  
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.

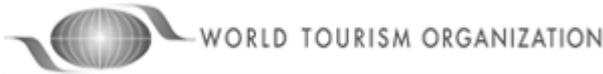
Answer **all** questions.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **7** printed pages and **1** blank page.



## Question 1



**Mission for the New Millennium**

The World Tourism Organization (WTO/OMT), a specialized agency of the United Nations, is the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and practical source of tourism know-how.

With its headquarters in Madrid, Spain, the WTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, with the aim of contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms. In pursuing this aim, the Organization pays particular attention to the interests of developing countries in the field of tourism.

In 2005, the WTO's membership is comprised of 145 countries, seven territories and more than 300 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.




In its work programme WTO is guided by the understanding of quality in tourism as "the result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with mutually accepted contractual conditions and the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment".

Fig. 1

Refer to Fig. 1.

- (a) The World Tourism Organisation (WTO) is the leading international organisation in the field of tourism.
- (i) Identify the **two** main functions of the WTO. [2]
  - (ii) State the number of countries that were WTO members in 2005. [1]
  - (iii) Identify **four** ways in which the WTO expects the consumer to benefit from 'quality in tourism'. [4]
- (b) Explain **three** reasons why many travel service providers maintain high street outlets. [9]
- (c) Evaluate, using examples, the range of ancillary services that are supplied for the convenience of international travellers by Tourist Information Centres and large city centre hotels. [9]

[Total: 25]

## Question 2



Fig. 2

Refer to Fig. 2, part of a promotional leaflet for Cambodia's Mekong Tours.

(a) Many clients will use Mekong Tours to book a package tour to Vietnam.

(i) State **four** components usually included in the price of such holiday packages. [4]

(ii) Identify **three** ancillary services that the travel agency would be likely to offer at the time of booking such a package. Give a reason for each of your answers. [6]

(b) Many leisure travellers will often take an organised tour or excursion when they are visiting an overseas destination for the first time. Discuss how such tours/excursions are usually organised and operated. [6]

(c) Assess the advantages and disadvantages of the different methods by which travel arrangements can now be made. [9]

[Total: 25]

## Question 3



Fig. 3a Emirates flight from Dubai



Fig. 3b Dubai Airport

Refer to Figs. 3a and 3b.

- (a) Most international visitors will travel to Dubai by using one of many scheduled air services serving the destination. Explain **two** differences between economy and business classes on such flights. [4]
- (b) Airlines such as Emirates provide a variety of services for their passengers.
- (i) Explain **three** ways in which the needs of unescorted children can be met. [6]
- (ii) Describe **three** services usually provided for adult passengers with special needs. [6]
- (c) With reference to **one** international airport with which you are familiar, assess the extent to which it meets the needs of different types of incoming and outgoing international passengers. [9]

[Total: 25]

## Question 4

**Voted  
The Caribbean's  
Best Spa**

The readers of *Condé Nast Traveler* voted the spa\* at Sandals Royal Bahamian as the Caribbean's best. For as many reasons as there are restorative treatments to relax your body. The scent of lemongrass fills marble rooms while daydreams fill your mind. Tension slips away with a massage. Or opt for the rejuvenating restoration of a seaweed body wrap, followed by a cleansing facial. Indulge in a manicure and pedicure, with colours to match the flaming hibiscus in the gardens. This spa combines the sophisticated products and services of a European wellness resort with the tranquil feeling found only in the Caribbean.

\*Spa services additional.

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Fig. 4

Refer to Fig. 4, part of a promotional leaflet for a Sandals Resort and Spa.

- (a) The Sandals Royal Bahamian Resort & Spa is a luxury 5\* property.
- (i) Describe **two** characteristic features of a 5\* hotel bedroom. [4]
  - (ii) Using only evidence from Fig. 4, explain **two** aspects of the appeal of the Royal Bahamian Resort's spa. [4]
- (b) Outline **four** likely reasons why resorts in the Caribbean are popular destinations for wedding packages. [8]
- (c) The Caribbean is an important cruise circuit. With reference to examples with which you are familiar, discuss the appeal of cruise holidays. [9]

[Total: 25]

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