



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

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TRAVEL AND TOURISM

9395/03

Paper 3 International Business & Leisure Travel Services

May/June 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 **18** printed pages and **2** blank pages.



Question 1

Refer to Fig. 1, information about a holiday package to New York City with 'United Vacations'.

New York City

UNITED VACATIONS

Save money on hotel accommodation with a complete New York City holiday package from United Vacations. Visit the Statue of Liberty and climb to the observation deck of the world-famous Empire State Building. Shop along Manhattan's legendary Fifth Avenue and enjoy a great Broadway show. Take a carriage ride in Central Park and sightsee in Times Square. Stay for three nights at the 5 star St. Regis New York hotel from \$3400 per person bed and breakfast.

ST. REGIS

The St. Regis New York

Two East 55th Street, at Fifth Avenue • New York, New York 10022
Phone: (212) 753-4500

Overview of this hotel

Overlooking the sights and sounds of Fifth Avenue, this luxury hotel is a New York City landmark. Ideal for leisure travellers and honeymooners, guests can enjoy St. Regis' 24-hour Butler Service, world class dining options, first class accommodation complete with custom-made furnishings and the convenience of staying within walking distance of midtown Manhattan. Guests will receive complimentary flowers in the room, fresh fruit or candy delivered daily and unlimited use of the on-site private health club.

2008 Awards
 AAA Five Diamond Award
 Condé Nast Traveller Magazine, Gold List - The World's Best Places to Stay

St. Regis Grand Luxe Guestroom

Elegant Dining at the Astor Court,
St. Regis, New York

Fig. 1

(a) 'United Vacations' is the branded leisure travel service provider of United Airlines, offering holidays to more than 300 destinations worldwide. It combines the services of both a tour operator and an online travel agency.

(i) Using information from Fig. 1, identify and explain **two** reasons why the St. Regis New York Hotel appeals to honeymooners.

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(ii) Other than hotel accommodation, state **two** components that a holiday package with an organisation such as 'United Vacations' might include.

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(b) (i) Explain **two** reasons why an international airline, such as United Airlines, provides branded leisure travel services.

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Question 2

Refer to Fig. 2, an extract from a brochure about the Abela Sleeping Trains in Egypt.



Sleeping Trains

ABELA EGYPT offers passengers a chance to travel in luxury and comfort in its world class sleeping trains. Its staff of well-trained professionals provide passengers with the highest quality of customer service on board, in order to make trips as comfortable and as memorable as possible.

ABELA EGYPT offers attractive and flexible packages for every type of trip through Egypt.

Each sleeping train comprises:

- double cabins equipped with basins with running water, razor points, soap and towels
- luggage compartments
- dining car
- full steward service

Return Trip: Cairo - Matrouh ¹ (15 Jun - 15 Sep 2010)	Price ² (Including Dinner and Breakfast)
Per person in a double cabin	US\$48
Per person in a single cabin	US\$65

¹ Departs Cairo Saturday, Monday and Wednesday; returns from Matrouh Sunday, Tuesday and Thursday.

² Child/student discounts available on this route.

The journey between Cairo and Matrouh is 524 km. Matrouh is situated on a bay on the Mediterranean coastline and is famous for its seven kilometre long beach, which is one of the most beautiful in the world.

Central Reservation Office:
 Address: in front of the main Railway Station, Ramses Square, Cairo - Egypt.
 Telephone: (202) 2574 94 74 - 2574 92 74
E-mail:
 Sales: sales@sleepingtrains.com
 Reservation: reservation@sleepingtrains.com

Fig. 2

(a) Identify **two** features of the travel product offered by Abela Sleeping Trains in Egypt.

1

2 [2]

(b) (i) Identify and explain **two** aspects of the pricing policy used on the route between Cairo and Matrouh.

Aspect 1

Explanation

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Aspect 2

Explanation

..... [4]

(ii) Give **two** examples of pre-bookable extras that a travel provider such as Abela Sleeping Trains could offer to generate increased income from its customers. Give a reason why customers might choose each pre-bookable extra.

Example 1

Reason

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Example 2

Reason

..... [4]

(iii) Explain **three** likely reasons why the route between Cairo and Matrouh operates for only three months of the year.

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Question 3

Refer to Fig. 3, information about the European Cruise Council and the Italian cruise market.



The figure contains three logos at the top. On the left is the Costa Cruises logo, featuring a stylized ship icon above the word 'Costa' in a large, bold font, with 'CRUISES' in a smaller font below it. In the center is the European Cruise Council logo, which consists of a stylized ship icon surrounded by twelve stars, with the text 'European Cruise Council' below it. On the right is the MSC Fantasia logo, showing a silhouette of the ship with 'MSC' on its side, and the text 'MSC FANTASIA' and 'THE MOST BEAUTIFUL CRUISE SHIP IN THE WORLD HAS ARRIVED!' below it.

European Cruise Council Statistics 2007

Italy is the third largest cruise market in Europe after the UK and Germany. In 2007, Italy's cruise passengers numbered 640,000, a 24% increase on 2006. 81% of Italian cruise customers choose to cruise the Mediterranean.

Two cruise companies, Costa Crociere and MSC, dominate the Italian market. With twelve ships and a capacity of 23,200 guests in double occupancy cabins, the Costa fleet is the largest and most modern of all European operators. In 2007, Costa Crociere reached the target of 1.1 million passengers in one year, a record for the company and for the European Cruise Industry. In 2008, MSC had a fleet of 10 vessels with a 15,858 berth capacity, increasing to 12 ships in 2010. Costa Crociere and MSC are both members of the European Cruise Council.

The European Cruise Council

Representing the leading cruise companies operating in Europe, the European Cruise Council has two main aims:

- to protect the interests of cruise operators in all matters of shipping policy and ship operations
- to promote cruising by the European public and encourage expansion of the European cruise market.

This involves keeping members informed of regulatory/political developments relevant to the cruise sector as well as encouraging high standards of operation. One of the main purposes of the European Cruise Council is to further the continued growth of the cruise sector in Europe, in order to develop the economic and social contribution it makes. The European Cruise Council works in close partnership with other shipping associations, EU institutions and a range of non-governmental organisations to achieve its aims.

Fig. 3

(a) (i) Name the **two** European countries which generate the highest number of cruise passengers.

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2 [2]

(ii) Explain what is meant by the term 'berth capacity' in relation to a cruise ship.

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(b) Analyse the likely reasons why the Mediterranean is popular with Italian cruise customers.

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(c) (i) Explain, using examples, **two** functions of the European Cruise Council.

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Question 4

Refer to Figs. 4(a) and 4(b), information about business tourism in South Africa.



5 Quick Facts about Business Tourism in South Africa

1. **South Africa boasts world-class convention facilities:** Cape Town, Durban and Johannesburg are the country's major convention cities and boast internationally acclaimed facilities, while there are more than 1 700 smaller conferencing venues across the country.
2. **South Africa has an enviable track record:** South Africa hosts more than 850 international conference events each year. In 2006 there were nearly 26,000 exhibitors with a total of 3.7 million visitors attending.
3. **Transport infrastructure improved:** the country's three main airports have been extended and refurbished. Construction has also begun on a new international airport north of Durban. Improvements are being made to major highways and work on the new Gautrain rapid rail commuter link has also started.
4. **More flights being added:** Air France, South African Airways and Dubai-based Emirates have all added new flights to make getting to South Africa easier.
5. **Business and pleasure combined:** South Africa has a magnificent climate, the great outdoors, world-class sporting facilities – including superb golf courses – and a rich social, cultural and political history combining to create a unique experience for the business traveller.

Fig. 4(a)

Johannesburg hosted 80 international tour agents from Belgium, France, Germany, Italy, Switzerland, the UK and US at the 'Meetings Africa' familiarisation exhibition held in February 2008. The exhibition, held at the Sandton Convention Centre in Johannesburg, was a blend of conference activities and fun-filled leisure trips.

'Meetings Africa' is the continent's top business tourism exhibition, showcasing conference and event venues, incentive travel destinations and various industry support services. It is an annual one-stop shop for conference organisers, meeting planners, corporate travel agents, associations and government departments.

For every rand (R) spent marketing South Africa as a business destination, R35 flows back into the country, according to South Africa Tourism's research. Statistics show that 40% of business travellers usually return to the country as leisure tourists within a five-year period. Most of the people who travel for business also like to shop or travel for pleasure. Whilst an international meeting can generate up to US\$700 000 in revenue for its hosts, the average business tourist spends approximately US\$1 000 within the tourism sector during their stay.

South Africa is currently ranked as the 27th most popular conference destination in the world, with the "Business Unusual" marketing campaign expected to push the country into a top ten position.



Fig. 4(b)

(a) (i) Name **two** South African cities with world-class convention facilities.

1
2 [2]

(ii) State **two** ways in which air travel to South Africa has become more accessible for business tourists.

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(b) (i) Explain the term 'incentive travel destination'.

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(ii) Explain **two** benefits for tourism providers of hosting a familiarisation event such as 'Meetings Africa' on an annual basis.

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