



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/03

Paper 3 International Business & Leisure Travel Services

May/June 2011

1 hour 30 minutes

Candidates answer on the Question Paper

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.
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	
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Total	

This document consists of **16** printed pages.



Question 1

Refer to Fig. 1, information about Royal Caribbean International, a leading cruise operator serving the port of Nassau in the Bahamas.

Royal Caribbean International's Oasis of the Seas makes its first visit to Nassau in December 2009.

The newly built Oasis of the Seas became the world's largest cruise ship in 2009, with a carrying capacity of 5400. Nassau is one of the ship's scheduled ports of call in the Caribbean, with 19 consecutive visits planned for its first season. However, increased vessel size, such as the Oasis of the Seas' increased tonnage, required costly harbour modifications in the Bahamas. The port's security screening facilities at the Prince George Wharf had to be improved in order to accommodate the increased number of passengers from this vessel. A temporary security building equipped with six of the latest security scanners has been built and 23 new security officers have been employed.

Tourism is very important to the Bahamas. 2.8 million visitors arrive annually by cruise ship, with an average visitor spend of US\$85 per head. It is therefore not surprising that Nassau is also committed to improving the infrastructure close to the port, in order to cater for the increased demands of cruise tourists. A modern welcome point and service centre has been built in nearby Festival Place, offering tourists a range of souvenir shops, snack bars and cafés, as well as a tourist information booth.

Royal Caribbean International is one of the 15 members of the Florida-Caribbean Cruise Association (FCCA), a not-for-profit trade organisation. The FCCA works with governments, port authorities and other public and private sector organisations to build a greater understanding of the cruise industry and to enhance the destination experience of cruise passengers.

The FCCA:

- provides technical assistance on port expansion and improvement;
- carries out industry specific research to maximise the benefits of cruise tourism;
- conducts core training in service excellence;
- publishes a quarterly trade magazine 'Cruising'.

Fig. 1

(a) (i) Explain what is meant by the term 'port of call'.

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.....[2]

(ii) State **two** reasons why cruise tourism is important to destinations such as the Bahamas.

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(b) Explain **three** likely reasons why the port of Nassau in the Bahamas has undergone expansion and improvement.

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(c) (i) Explain, using examples, the **two** main functions of the FCCA.

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Question 2

Refer to Figs 2(a) and 2(b), information about business tourism in Macau.

Business Tourism in Macau

Macau is a Special Administrative Region, part of China's territory and connected to mainland China. Macau offers world class hotels and a wide variety of meeting facilities. Macau is a great restaurant city, specialising in Portuguese, Chinese and Macanese food, but offering food from around the world. It has outstanding shopping and nightlife and is a great walking city, featuring a UNESCO World Heritage District with 25 beautiful buildings from its Portuguese colonial past.

Macau increased its hotel room capacity to 30 000 in 2009, with two hotels offering 3 000 rooms each, making Macau very convenient for large-scale business events. There are six purpose-built conference and exhibition centres in Macau, including the Macau Tower Convention and Entertainment Centre and the Macau Cultural Centre.

Macau can be reached by its international airport from a range of Asian destinations, including Singapore, Thailand and Vietnam. It currently has no direct links with European airports. The airport is served by 15 passenger airlines and handled 4.25 million passengers in 2009. Its capacity is 6 million passengers each year.

Transfer links from the airport to the Central Business District are excellent, with all major hotels offering an airport pick-up service, inexpensive taxi facilities and a regular ferry and bus service.



Fig. 2(a)

The Macau Business Centre

The Macau Business Centre is an organisation governed by the Macau Government Tourism Office and was created in 2006 to represent the needs of the business tourism industry in Macau. It supports the industry with research, training and event management.

Its main functions are:

- to market Macau internally and externally as a business tourism destination;
- to promote local suppliers, acting as an important point of contact;
- to carry out market analysis of the business tourism industry;
- to organise education and training programmes for business tourism providers;
- to integrate public and private sector activities in order to produce competitive business tourism products and packages.

Fig. 2(b)

(a) Other than its transport links, identify **four** aspects of the appeal of Macau as a tourism destination.

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(b) The Macau Cultural Centre hosts a number of events, such as the annual Arts Festival.

Explain **three** reasons why cultural events such as the Arts Festival are important for destinations such as Macau.

1

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3 [6]

(c) With reference to Fig. 2(a), analyse the accessibility of Macau for business tourism purposes.

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Question 3

Refer to Figs 3(a) and 3(b), information about express bus service provision between Singapore and Malaysia.

New VIP Supabus

Express Bus Service to Malaysia from Singapore

- Luxury VIP bus, providing 'first class' service
- Convenient and cost-saving
- 25 reclining seats, increased legroom and more elbow space
- All seats have a built-in massager for longer journeys
- Entertainment system built into the seat in front – offering movies, music videos and games
- Journey time of approximately five hours to Kuala Lumpur
- One-way ticket Singapore-Malaysia from only SG\$60
- Daily services – choice of departure points
- Onboard refreshments
- Online booking available
- Discounts available with the VIP Supabus Pass – receive 20% discount on ticket prices for every journey



Fig. 3(a)

Inbound visitor numbers from Singapore to Malaysia have increased from 9.6 million in 2005 to 12.7 million in 2009, reflecting the high number of visitors with family links in this area. A third of these inbound visitors arrive by express bus or excursion coaches, proving the popularity of land-based transportation in this region.

A new integrated inter-city bus terminal has been built in Kuala Lumpur, Malaysia to cater for the increased number of visitor arrivals. A similar modern terminal has been proposed for Singapore by the Express Bus Agencies Association (EBAA).

The VIP Supabus express bus operator could apply for membership of EBAA, a trade association formed in Singapore in 2003 to promote goodwill, co-operation and understanding amongst members. EBAA offers assistance and advice to people interested in the express bus tourism trade. Passengers of EBAA member organisations are covered by the Travel Personal Accident Insurance Scheme for personal accidents and loss of luggage during their journey.

Fig. 3(b)

(a) (i) Suggest **one** likely target market for the 'VIP Supabus' organisation.

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(ii) Identify **three** features of the 'VIP Supabus' product.

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(b) Suggest and explain **two** reasons why organisations, such as EBAA, may offer travel insurance schemes for their members.

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Question 4

Refer to Fig. 4, an advertisement for a special interest holiday package organised by 'Borneo Bliss Tours', an independent tour operator from Australia specialising in responsible travel.

Borneo Bliss Tours

10-night Wildlife Tour of Borneo from AU\$2950pp

See the best of Borneo's wildlife – orangutans, turtles, proboscis monkeys, hornbills, tree frogs and fruit bats.

Trip includes:

- return economy class airfare departing from Australia;
- transfers;
- all pre-paid airport taxes;
- twin-shared eco-friendly accommodation with full board – single supplements on application;
- tours;
- English-speaking tour guide.

Request a booking form, complete and return by post or by fax.

Fig. 4

(a) (i) Identify **two** components included in the price of this package.

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(ii) Explain **one** reason why the tour operator may charge a supplement to single travellers.

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(b) Explain **two** reasons why this tour operator requests bookings to be made by post or by fax.

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(c) Assess the appeal of this special interest holiday package to leisure travellers.

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