
TRAVEL AND TOURISM

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Paper 3 International Business & Leisure Travel Services

May/June 2014

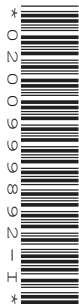
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READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



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Fig. 1 for Question 1

Nanjing, a city in eastern China, has been selected to host the second summer Youth Olympic Games (YOG) in August 2014. Nanjing has the advanced infrastructure and transport network necessary to meet the needs of the Games, a major sports tourism event.

During the Games, the organising committee will operate a comprehensive transport system using buses and the subway to connect the Youth Olympic Village (YOV), training venues, culture and education venues and hotels. It will provide a safe and effective transport service to cater for the needs of the incoming athletes, officials and spectators.

- High-speed railway lines connect Nanjing with its neighbouring cities. Nanjing South railway station is the largest railway station in Asia and is 10km away from the YOV. The high-speed railway network makes Nanjing a transportation hub that could reach 100 million people in over 10 neighbouring cities within a one-hour journey time.
- Nanjing is building a network of city expressways, which will be completed in 2014. These roads will enable vehicles to access the high-speed inner ring roads from any point in the city within 15 minutes and access the highway network within another 15 minutes.
- By 2014 the subway system of Nanjing will have a total of 85 km of rail lines with 80 trains and 57 stations. The system operates for 17 hours per day, with trains every 4 minutes.
- Nanjing also has five bus companies that operate 398 different city routes with 5911 buses. The bus lines cover a total distance of 6037.4 km and have an annual passenger handling capacity of over 1 billion people.
- Nanjing has a fleet of 10 000 taxis with over 20 000 drivers. By 2014, there will be more taxis in operation to bring high-quality services to the YOG.
- Nanjing Lukou International Airport services 57 international and domestic airlines. By 2014, the airport will increase in size and one runway and one terminal building will be added. It will have a carrying capacity of 30 million people per year. During the YOG, special shuttle buses will be provided between the airport and the YOV.

Nanjing is known as one of the Four Great Ancient Capitals of China, with its diverse historical and cultural buildings, including ancient temples and royal burial grounds. It also has stunning scenic areas like Qixia Mountain, Qin Huai River, and Xuanwu Lake. There are around 130 star-rated hotels in Nanjing, including 12 international 5* hotels. There are two youth hostels catering for young budget travellers. Nanjing has more than 15 000 licensed tour guides. In 2008, Nanjing served 1.2 million inbound tourists and 49.7 million domestic visitors.

Fig. 1

Fig. 2 for Question 2

Many of those involved in air travel, including online travel agents, transportation officials and consumer associations, want to give passengers more information about prices for options, such as meals and seat allocations, while buying tickets. This would make it easier to compare the total price of flights between airlines.

Airlines claim they provide the fees on their own websites. Consumer associations, travel agents and the companies that provide ticket-price comparisons argue that governments need to force airlines to provide the data to travel agents. This will help customers compare prices more easily. At present, comparison websites such as Expedia, Orbitz and Travelocity provide this service but the information is not readily available. Researching prices quickly for more than 100 categories of service charges and fees is not an easy task.

Additional fees are an important and increasing part of each ticket price, and of airlines' income. Baggage fees generated nearly \$3.4 billion amongst the 17 largest airlines in 2011, and re-booking fees generated nearly \$2.4 billion. Airlines are pricing their tickets with separate charges for food, seat allocations and seat-back entertainment.

While the fees are published on each airline's website, customers only find out the total price they need to pay at the end of the booking process. Comparing ticket prices with fees included requires visiting each airline's website and this takes customers a long time.

Airlines claim that updating their computer technology will be complex and expensive.

Fig. 2

Fig. 3 for Question 3

International Motor Coach Group (IMG)**Comfort, Convenience, Cost****Comfort**

Our coaches are fully equipped with modern facilities. When you select an IMG company, you can expect comfortable reclining seats, large tinted windows, audio/video systems, clean restrooms, large luggage racks and plenty of storage beneath the vehicle for your baggage.

Convenience

When you leave the driving to the professionals, you can sit back and enjoy your trip. You can relax with friends and family, watch movies, or simply take in the beautiful scenery.

Cost

Coach travel provides a luxurious experience at a reasonable price, which makes it cost-effective. It costs far less than other modes of public transportation and even less than cars.

Clean and Green

Modern coaches are among the most fuel-efficient and environmentally friendly modes of transportation in the world. If you want to make a positive impact on our environment, travel by coach.

Coach Tours

Tour operators at IMG companies are experts at creating the best holiday packages available. We work with hotels, airlines, cruises and rail lines around the globe to develop tour packages that offer excitement and adventure, while being low cost.

Conventions

Whether it is a corporate convention in a neighbouring city or an international convention in another part of the country, IMG can help it run smoothly. We get people where they need to be: airport to hotel, hotel to convention venue and back again. We also organise the tours and optional excursions that make the convention experience more enjoyable.

Fig. 3

Fig. 4 for Question 4

Swiss Chocolate Train

The Swiss Chocolate Train is a joint venture between GoldenPass Services and Cailler-Nestlé. Ride in first-class comfort in a vintage 1915 Pullman carriage or the modern panorama car offering stunning views of the vineyards surrounding Montreux and medieval Gruyères.

Route: Montreux – Gruyères – Broc and return

Depart Montreux on the Swiss Riviera, ascend to Gruyères, home of the famous Gruyère cheese, and eventually continue to Broc, where the chocolate factory is situated.

The compulsory first-class ticket includes:

- seat reservation
- coffee and croissants on the train
- bus from and to Gruyères train station
- visit to Castle Gruyères
- visit to cheese factory Gruyères
- factory visit, film presentation and chocolate sampling in Nestlé Chocolate Factory.

This one-day excursion runs Monday to Friday during the months of July and August and on Mondays, Wednesdays and Thursdays in June, September and October.

Schedules

Montreux – Gruyères – Broc Chocolate Factory – Montreux

Train	
Montreux (dep)	9h34
Gruyères (arr)	10h45

Gruyères (dep)	14h09
Broc Factory (arr)	14h31

Broc Factory (dep)	15h50
Montreux (arr)	17h52

↓
Visit Gruyères and its castle, the cheese factory, free time for lunch (not included).

↓
Factory visit, film presentation and chocolate sampling.

Price List

Train	
Seat Reservation	\$22 per person

Fig. 4

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Euro Railways; <http://eurorailways.com>.

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