
TRAVEL AND TOURISM

9395/33

Paper 3 International Business & Leisure Travel Services

October/November 2016

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1 hour 30 minutes

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.



This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1**Business tourism in Zimbabwe**

The African Development Bank (AfDB) says Zimbabwe should upgrade its tourism infrastructure to ensure the success of its recent Meetings, Incentives, Conferences and Exhibitions (MICE) initiative, which was introduced as a tourism development strategy in 2013.

The MICE approach is used to market a country as a conference destination, to appeal to business visitors and to attract international hotel chains to a country.

The AfDB said Zimbabwe should introduce additional measures to ensure its place as a destination for MICE events. There is a need for more investment in Zimbabwe to upgrade conference facilities, to establish its product branding and to reaffirm the country's image as a safe tourism destination. This investment is needed to improve Zimbabwe's tourism performance and to beat competition from other destinations in the region, and beyond.

Similar MICE strategies have worked well in other countries including South Africa and Kenya. An estimated US\$ 30 billion a year is spent within the MICE market worldwide, with 50 million business trips taken for MICE purposes. Countries such as Singapore gain 30% of their tourism revenue from MICE activities.

Rainbow Towers: The ultimate conference destination and a golden landmark in the city of Harare, Zimbabwe

- one of Africa's largest and most modern conference venues
- seating for 4500 delegates
- large, sound-proofed auditorium
- 12 additional meeting rooms
- simultaneous interpretation for up to 11 different languages
- fully equipped press centre and press galleries
- business centre offering secretarial services, printing and photocopying
- large exhibition space
- full range of audio-visual facilities
- in-house catering.

17 km from Harare International Airport and set in beautifully maintained gardens, Rainbow Towers Hotel is part of the conference venue. The hotel offers:

- 305 luxury rooms including 22 Towers suites and 48 executive rooms on the exclusive Towers floors
- international direct dial telephone with voice-mail
- individually controlled air conditioning
- electronic safe deposit box
- interactive satellite television with guest link
- complimentary newspaper
- Wi-Fi
- same day laundry service

Fig. 1

Fig. 2 for Question 2**The Freedom of a Self-Drive New Zealand Holiday**

Getting off the main highway in a campervan is one of the best ways to explore during your New Zealand holiday. Forget about being packed into a train or tour coach with other travellers; once you pick up the keys to your campervan, you are on your own. New Zealand only has a population of just over four million people so you can expect to travel for miles through beautiful countryside and not be stuck in traffic as you drive. On the whole, the roads are well maintained and it is easy to find your way, giving you access to coastlines, with beaches and cliffs, ancient forests, snow-capped mountains, bubbling volcanic pools, fast-flowing rivers and glacier-fed lakes. A holiday in New Zealand provides many opportunities to interact with the landscape.

Top tips for your self-drive holiday

There are many choices to make about when, where, and how long to visit, because New Zealand has such a variety of natural, cultural and adventure activities to choose from. Nowhere else in the world will you find so many different natural features in such a small area of land.

New Zealand's geography is perfectly suited to one-way travel, as the country is long and relatively narrow. If you have some flexibility with the pick-up or drop-off location for your campervan rental, you may be able to save money if you head in the opposite direction to other tourists. You will need to budget for ferry tickets to get yourself and your campervan across Cook Strait, the passage of water between the North and South Islands that form New Zealand. If you do a one-way trip, you can save money by purchasing one-way ferry tickets only, without having to miss out any of the main destinations.

- Avoid the North Island during the mid-summer when the locals are on holiday.
- The shoulder season is the best time to visit the South Island as you will avoid the crowds.
- If you are travelling on a budget, winter rental prices are two thirds cheaper than summer prices.
- Aim to drive no further than 200 km per day. Stop and enjoy the attractions on the way.

There are lots of holiday parks and campsites across the country, offering a range of amenities from the very basic to the fully-inclusive resort. They are often friendly, family-run businesses and provide a good opportunity to meet other travellers. Holiday parks usually provide good quality amenities including a 240V electricity hook up, internet, communal kitchen and laundry facilities, BBQ areas, TV lounge, fresh water filling and waste water dump station all on a secure site. Some also offer a heated swimming pool, a shop, restaurants and even bike or boat hire.

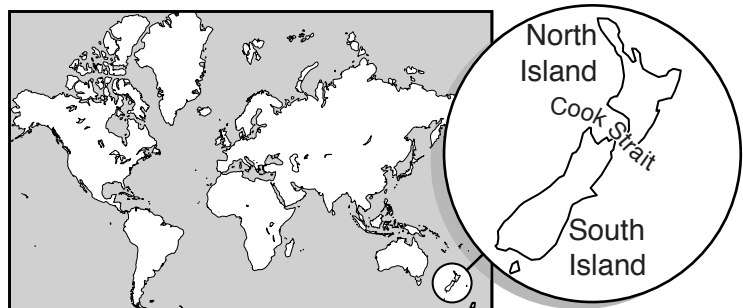
**Fig. 2**

Fig. 3 for Question 3**Luxury Air Travel**

The Residence is a three-room suite in the first class cabin of Etihad's A380 fleet. This spacious apartment has a double bedroom with en-suite bathroom facilities and a living room with a 32-inch flat screen TV, two sofas and a fridge. Passengers will even have butler service for the duration of the flight.

Many airlines have taken first class travel to a new level of luxury in recent years. But their investment in these high quality travel products comes at an unusual time for the global airline sector. Statistics published by the International Air Transport Association (IATA) show that the volume of premium bookings (i.e. first class, business class and premium economy class) has increased since the recession first affected sales. But while premium economy and business class sales continue to rise, demand for traditional first class travel is declining.

The buying habits in leisure and business travel markets are changing. Many of those who used to fly first class now travel business class or consider flying at less popular times of the day to access the best fares. The majority of airline carriers make most of their money from high yield business travellers. These are the passengers who travel on unrestricted tickets and demand the comfort and convenience of flatbed seats to stay fresh for work.

These new trends have forced airlines to consider how to divide floor space on planes. Those airlines which position business class as their top product compete with other carriers' first class cabins offering similar amazing levels of service, comfort, space and technology. So much money has been invested in business class products that in many cases it is impossible to tell the difference from first class. Business travellers also consider flying at less popular times of the day or on less popular days of the week to get a value for money premium seat.

**Fig. 3**

Figs 4(a) and 4(b) for Question 4

Cruise the Seine

A cruise on the River Seine through the historic heart of Normandy is perhaps the most romantic of river cruises. The Seine is a river of varied landscapes, from vast orchards to impressive castle ruins. It is easy to see why this region is such an inspiration for artists. You will discover the many highlights of this region with a range of excursions included, sailing on board one of our most luxurious river cruise ships.

What Is Included:

- 7-night cruise
- meals: breakfasts (days 2-8) lunches (days 2-7) dinners (days 1-7)
- welcome drinks
- complimentary drinks served with dinner

Included excursions and visits:

- walking tour of the old market town of Rouen
- walking tour of Etretat cliffs
- visit ruined castle of Chateau Gaillard and Giverny and Monet's Garden
- Paris city tour

Plus all these benefits:

- check-in service
- services of an experienced tour manager
- scheduled Eurostar travel from St Pancras, London to Paris (standard class)
- transfer by coach with an experienced driver.

Fig. 4(a)

Cruise Industry Trends

Top 2014 cruise trends identified by Cruise Lines International Association (CLIA), its member lines and travel agents include:

- improved technology to lower the cost of onboard communications and provide more efficient passenger servicing
- first-time passenger growth coming from younger generation travellers
- more luxury cruising (luxury category ships, onboard upgrades) stimulated by an improving economy and increased consumer confidence
- growth of multigenerational and celebration travel as well as groups of friends
- more all-inclusive options and packaging in accommodation, services and amenities
- active vacations at sea with extreme and soft-adventure excursions, longer stays in ports for added sightseeing and high-energy onboard facilities
- exotic locations driving new itinerary competition and cruise ship deployment
- popular destinations for 2014 according to CLIA cruise line members include: Trans Pacific, World Cruises, U.S. Rivers, South America, Antarctica, Middle East, Canada/New England, Africa and Exotic Rivers.

Fig. 4(b)

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