



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

October/November 2012

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

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	
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Total	

This document consists of **17** printed pages and **3** blank pages.



Question 1

Refer to Fig. 1, information about business tourism in Malaysia.

The Malaysia Convention and Exhibition Bureau (MyCEB) was set up in 2009 as a one-stop centre to co-ordinate business tourism activities in Malaysia. It aims to position the country as one of the world's leading business tourism destinations.

MyCEB's roles include:

- creating a platform from which to promote and sell Malaysia's business tourism events, products and services
- providing advice and assisting business event organisers in planning and promoting their events internationally
- helping organisers select the best local products and services and their suppliers
- promoting the education, training and accreditation for business tourism industry professionals in Malaysia.

Five reasons for choosing Malaysia for business tourism events:

1. Excellent modern infrastructure. Kuala Lumpur International Airport connects Malaysia to the rest of the world.
2. World-class meeting and conference facilities and accommodation.
3. Socio-political stability.
4. Value for money.
5. Pre- and post-conference activities.

Malaysia's Business Tourism Green Programme 'Meet and Green'
Delegates are invited to make a US\$10 contribution towards this programme each time they visit Malaysia. This money will be used towards a tree planting programme as part of the Malaysian Government's target to reduce carbon emissions by 40% by 2020.

Malaysia attracts Chinese business tourism market

January 2011

MyCEB hopes to target the Chinese business tourism market in order to increase business tourism arrivals by 5% in 2011, to reach a total of 1.12 million delegates.

MyCEB will attend trade shows in Shanghai and Beijing, hold roadshows and provide business tourism information packs for the Chinese market, in an attempt to overcome intense regional and international competition. A typical business tourist spends RM 3000 during a stay in Malaysia compared with RM 2000 from a typical leisure tourist.

Cultural and language similarities make it easier for Chinese business tourism organisers to plan an event in Malaysia.

Fig. 1

(a) Identify and explain **three** reasons why Malaysia is an attractive business tourism destination.

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(b) Identify and explain **two** ways in which MyCEB can assist international business tourism organisers planning an event in Malaysia.

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(c) Explain **two** likely reasons why Malaysia has introduced the 'Meet and Green' tree planting scheme.

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Question 2

Refer to Fig. 2, information about the Chicago Trolley and Double Decker Bus Company, an organisation offering city sightseeing tours.



Chicago Trolley and Double Decker Bus Company

Hop-on, Hop-off city
sightseeing tours

Operates daily; 75-vehicle fleet; 'Explore Chicago' tour leaves every 5–10 minutes between 09.00 and 17.00. Ticket valid for three days, for all 15 stops around the city.

Route covers the city centre of Chicago; choose where to hop on or off to go shopping or visit a range of family and cultural attractions.

Unique guides; we hire entertainers, comedians and actors as our guides and teach them to drive a bus; other tour companies hire bus drivers and teach them how to guide.

Get special offers to use throughout the city; each ticket-holder will be presented with a book of discount coupons (vouchers) for use at food and beverage outlets, visitor attractions and other transport operators from participating tourism partners.

Buy online; save 10% off the standard price if you buy your tickets from our website.

Winner of Chicago 'Visitors' Choice' Awards for Best Service and Illinois 'Excellence in Tourism' Award for 'Best Website of the Year 2010'.

Part of Coach USA and the STAGECOACH Group

Fig. 2

(a) Explain what is meant by the term *hop-on, hop-off sightseeing tour*.

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(b) (i) Identify the advertised distribution channel used by the Chicago Trolley and Double Decker Bus Company.

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(ii) Explain **two** benefits to customers of using this distribution channel.

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(c) (i) Identify **three** types of service provider participating in the tourism partner discount scheme.

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(ii) Explain **three** benefits to the partner organisations of participating in such a discount scheme.

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Question 3

Refer to Fig. 3, information about passenger rail transport in New South Wales, Australia.

RailCorp (Rail Corporation New South Wales) operates passenger railway services in New South Wales, under the CityRail and CountryLink brand names. RailCorp is responsible for the safe operation of passenger trains and stations in the area. CountryLink transports 2 million passengers each year to more than 300 destinations in Australia.

The organisation aims to deliver safe, clean and reliable passenger services. In order to achieve this aim, staff working for RailCorp must follow a Code of Conduct. This Code states:

- put safety first
- work hard to provide quality customer service
- treat all customers and each other with respect
- encourage and support each other to improve the quality and productivity of our services and our systems.

RailCorp and CountryLink also participate in the Rail Clearways project to create more reliable, frequent and convenient rail services. They aim to increase passenger rail capacity in order to reduce overcrowding in trains and to provide additional peak hour services.

Five reasons to use CountryLink:

1. No need to drive
2. Cheaper alternative
3. Fuel friendly
4. Room to move
5. Safety first

Backtracker Pass

Unlimited travel on the entire CountryLink network – only for international visitors.

14 days, 1 month, 3 month or 6 month passes available

North Coast Breaks

Mini holiday package – 3 nights' accommodation, local tours and excursions and return rail travel.

Rail, Stay and Play

3 nights' accommodation and an Explore 4 rail pass allows a family of four to travel between local Sydney attractions. Includes entry to the Aquarium, Wildlife World and the Sydney Tower.

Fig. 3

(a) (i) What is meant by the term *Code of Conduct*?

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(ii) Explain **two** reasons why travel service providers operate a code of conduct.

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(b) Identify and explain **two** objectives of RailCorp in providing passenger rail services in Australia.

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(c) Explain **two** reasons why travel service providers, such as CountryLink, offer ancillary products and services to customers.

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Question 4

Refer to Fig. 4, information about the Gritti Palace Hotel in Venice, Italy.

Gritti Palace Hotel

Campo Santa Maria del Giglio, 2467
30124 Venice, Italy

This luxury hotel has a peaceful neighbourhood location, facing the Grand Canal in Venice. Nearby attractions include the Bridge of Sighs, Saint Mark's Square, Le Fenice Theatre and the Lido beach.

The hotel offers:

- | | |
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| <ul style="list-style-type: none"> * 91 unique bedrooms * babysitting services * high speed Internet * business centre * wedding parties * transfers by water taxi * professional Clefs D'Or concierge services | <ul style="list-style-type: none"> * personalised 24-hour service * satellite and cable TV * fine dining * event co-ordinator * 3 meeting rooms * children's menus |
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2009**

Part of the Starwood Hotels and
Resorts company

**Become a Starwood Preferred
Guest member and start earning
loyalty rewards!**

Fig. 4

(a) (i) Identify and explain **three** ways in which the Gritti Palace Hotel meets the needs of families.

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(ii) Identify and explain **two** aspects of the appeal of the Gritti Palace Hotel to business customers.

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(b) The Gritti Palace Hotel has a team of professionally qualified concierges. Explain **three** ways in which the concierge in a 5* hotel, such as the Gritti Palace Hotel, is likely to meet the needs of leisure guests.

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Copyright Acknowledgements:

Question 1 Figure 1 © adapted: <http://corporate.tourism.gov.my/mice.asp>.
Question 2 Figure 2 © adapted: <http://www.coachusa.com/chicagotrolley/>.
Question 3 Figure 3 © adapted: www.railcorp.info/about_railcorp/code_of_conduct.
Question 4 Figure 4 © adapted: <http://www.hotelgrittipalacevenice.com/>.

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