
TRAVEL AND TOURISM

9395/31

Paper 3 International Business & Leisure Travel Services

October/November 2015

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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.



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

Fig. 1 for Question 1

Business travel is recognised by South Africa as a key growth market. Recent investment in the country's conferencing facilities has resulted in more events being held there. The South African National Convention Bureau (SANCB) has been set up to assist with securing bids and marketing events for South Africa.

Until now, Durban's International Convention Centre was the main venue for events in South Africa, as other venues could not accommodate large numbers of participants. However, the new Port Elizabeth's Boardwalk Convention Centre and the expansion of the Cape Town International Convention Centre have resulted in other regions having the capacity to host large-scale events.

Cape Town's location has also gained the interest of business travellers. The main appeal for business travellers when attending conferences and events is the city's convenient location, and often delegates will take part in leisure activities too. Another key consideration for businesses when selecting a conference or event destination is the country's affordability. Due to its favourable exchange rates, South Africa is affordable, which provides an opportunity for the industry to increase event numbers.

Cape Town's Pepperclub Hotel and Spa has already noted an increase in business travellers in 2013.

The Pepperclub Hotel offers:

- four executive boardrooms and one banqueting room, catering for up to 150 people
- teleconferencing system
- conference centre connected to the hotel
- free wireless high speed Internet access in meeting rooms
- public address system
- audio-visual equipment and technicians
- projector and whiteboards
- catering staff

From the initial planning stages to the event itself, the Pepperclub Hotel will provide a memorable event. From parties, exclusive dinners, birthdays and weddings to business conferences and launches, the qualified team of staff will cater to the needs of all guests.

Fig. 1

Fig. 2 for Question 2

Explore New Zealand at your own pace with a KiwiRail Scenic Journeys Rail Pass

A Scenic Journeys rail pass can be used for travel over the summer season. It allows you to hop on and hop off any of our long distance train services, at any station, or the Interislander ferry, as many times as you like for the duration of your pass. A KiwiRail pass offers excellent value for money and the more you travel, the better value it becomes. You can book your trips online or by phone. To ensure there is a seat for you, you will need to book at least 24 hours before you travel.

KiwiRail has updated its products and services, to include:

- new carriages which are carpeted, centrally heated and air-conditioned, and provide views from panoramic windows
- a new menu in the café carriage on all trains as well as an open-air viewing area
- carriages also include a journey commentary in five languages via passenger headphones, plus information displays and overhead HD video
- baggage allowance: 2 items per person, maximum weight 20 kg per item
- new Scenic Escape travel packages, such as whale watching and wine tasting
- a restricted winter timetable



Whale Watch day trip NZD235
(per person)

- travel between Christchurch and Kaikoura (return)
- Whale Watch tour

Or choose a Scenic Escape package and add overnight accommodation to your trip.

Fig. 2

Fig. 3 for Question 3

270 000 foreigners visited Turkey in 2012 for medical treatment, generating USD1 billion in revenue. This makes it the seventh most-visited country for medical tourists. The country, which has more American-accredited hospitals than any other nation, attracts many foreigners seeking inexpensive check-ups and surgery. Treatments can be 60% cheaper than in the U.S.

Having previously brought his wife and children to Istanbul on a sightseeing and shopping holiday, Saleh from Qatar has returned as the new kind of high-spending visitor Turkey is seeking to attract: a medical tourist.

As it tries to boost tourism revenues and narrow its current balance of payments deficit, Turkey's Tourism Authority aims to diversify away from the all-inclusive package tours to its beaches. Local businesses complain that all-inclusive visitors contribute little to the local economy.

Medical tourists usually visit Turkey for three to five days. They are offered shopping or skiing tours, receive treatment and have a short vacation. Medical tourists are mostly from western European countries like Germany, the Netherlands, Belgium, as well as from Algeria and Azerbaijan.

Turkey is the world's sixth top destination by tourist arrivals, according to the World Tourism Organization (UNWTO), but it may require strategies such as the medical tourism drive to maintain that position.

There are many reasons for the appeal of Turkey as a medical tourism destination:

- The cultural atmosphere in Turkish cities provides a friendly and safe environment for patients and their families to enjoy, following treatment.
- The central geographical location of Turkey between Europe and Asia allows for easy access and short flying times to many destinations in the world.
- Turkey offers high and consistent standards in healthcare.

Fig. 3

Fig. 4 for Question 4

Norwegian Air Shuttle (known as Norwegian) is the third largest low-cost carrier in Europe, the second largest airline in Scandinavia and the ninth largest airline in Europe in terms of passenger numbers.

Voted Europe's best low-cost carrier of 2013, and currently operating a fleet of 76 aircraft, Norwegian recently purchased 244 more planes. This is an indication of the airline's ambitious plans for expansion. In 2002, Norwegian carried 300 000 passengers, by 2012 the airline carried 17.7 million passengers.

Nearly 20 000 customers with special needs flew with Norwegian in 2012. The airline recently discussed with the Norwegian Civil Aviation Authority the issue of passengers with reduced mobility who need to travel without a companion. A spokesperson for the airline explains "We, the Civil Aviation Authority and the Equality and Anti-discrimination Ombudsman agreed on the requirements for a person travelling without and with a companion." As a result, Norwegian is able to carry more special needs passengers than many other low cost competitors. Other features of the Norwegian service include:

- a single class of service on all its flights
- seats to most destinations can be reserved for a fee
- extra legroom seats in the emergency exit rows can be reserved
- the fees for a seat reservation and one item of baggage are included in the cost of a Fullflex ticket
- passengers travelling within Scandinavia and from Scandinavia to Europe can check-in using an SMS boarding pass on their smart phones
- high-speed broadband on its flights within Europe
- video entertainment provided on flights longer than 2 hours, including a movie if the flight is longer than 3.5 hours
- ten channels of in-seat music are available on flights longer than 3.5 hours
- snacks, sandwiches and beverages are available for purchase on all flights

The carrier has apologised for incidents on its recently launched long-haul flights to New York and Bangkok. One passenger was unable to pay the USD5 fee to rent a blanket. Another passenger could not purchase a cup of coffee as she did not have an international credit card.

"This is totally unacceptable. Norwegian Air Shuttle must ensure its passengers are treated well and we apologise," a company spokesperson said. The company admits that it has had some start-up problems on the long-haul flights. However, Norwegian has reviewed its policy of only accepting international credit card payments and has improved its communication with customers.

Fig. 4

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