

036730

#### UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Advanced Level

TRAVEL AND	TOURISM tional Business & Leisure Travel Services		9395/03 June 2009
CENTRE NUMBER		CANDIDATE NUMBER	
CANDIDATE NAME			

1 hour and 30 minutes

Candidates answer on the Question Paper

#### **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.

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1	
2	
3	
4	
Total	

This document consists of **16** printed pages and **4** blank pages.



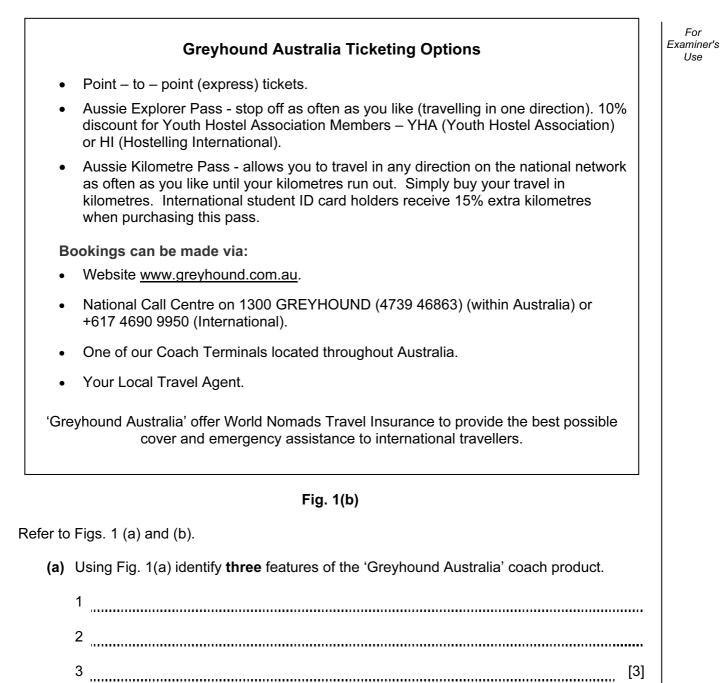
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[Turn over



Fig. 1(a)

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(b)	(i)	Suggest <b>one</b> market segment targeted by 'Greyhound Australia'.	For Examiner's Use
		[1]	
	(ii)	Explain the appeal to customers of <b>two</b> different ticketing options offered by this coach company.	
		Appeal 1	
		Fundamentian	
		Explanation	
		Appeal 2	
		Explanation	
		[6]	
(c)		lain <b>three</b> reasons why travel organisations such as 'Greyhound Australia' offer itional services such as travel insurance.	
	1		
	2		
	3		
	•••••	[6]	

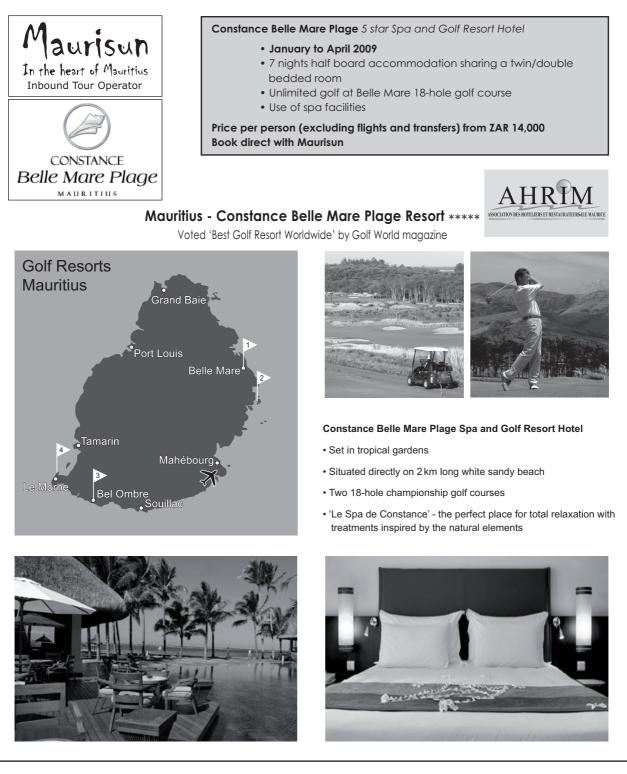
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(d)	Evaluate the different booking methods 'Greyhound Australia' provides for customers' convenience.	For Examiner's Use
	[9]	
	[Total:25]	

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#### **Question 2**





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(a) The 'Constance Belle Mare Plage' resort offers 5\* accommodation.

tour operator 'Maurisun'.

Refer to Fig. 2 (a), an advertisement for a spa and golfing holiday to Mauritius, organised by the

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The Association of Hotels and Restaurants in Mauritius (AHRIM) was formed in 1973, to represent and promote the interest of hotels and restaurants in Mauritius. Members of the Association include 66 hotels and 33 restaurants on the island.

#### AHRIM's Goal

• to promote tourism through the creation of a better environment and atmosphere for all those working directly or indirectly in the tourism sector.

#### AHRIM's Objectives

- to promote the interests of the hotel, catering and tourism industry in Mauritius
- to provide a forum to discuss the interests of the industry with other tourism providers
- to initiate and encourage activities which would further the development and interests of the tourism industry
- to liaise with Government and other bodies on matters relating to the industry

#### AHRIM Airport Reservation Center

Situated in the arrival hall of Mauritius' international airport is AHRIM's own hotel reservation counter. A smiling face and a warm welcome awaits all those seeking assistance on where to stay. The airport reservation counter displays information, including room rates, for every AHRIM member hotel via a large plasma screen. Staffed by three uniformed hostesses from AHRIM, the reservation counter helps arriving travellers choose a hotel on an independent and non-biased basis as well as providing advice on good places to eat and visit.

AHRIM also arranges transfers to the hotel from the airport and makes follow up calls to visitors once they are settled in the hotel to ensure customer satisfaction.

Fig. 2(b)

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- **(b)** Refer to Fig. 2(b), information about the Association of Hotels and Restaurants in Mauritius (AHRIM). The 'Constance Belle Mare Plage' resort hotel is a member of AHRIM.
  - (i) Explain **two** benefits to tourism providers of membership of trade associations such as AHRIM.

1 ..... ..... ..... 2 ..... [6] ..... (ii) Suggest reasons why a leisure traveller may choose to use the services of AHRIM when arriving in Mauritius. ..... [4] .....

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(c) Discuss ways in which resorts such as 'Constance Belle Mare Plage' might attract different market segments.

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[9]
[Total: 25]

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#### **Question 3**

#### The Fly-Drive Market

A recent survey of tourists showed that:

- the holiday car hire market has declined in market value since 2000
- car hire for leisure purposes dropped to 3.5% of the total market in 2004
- only 9% of respondents agreed that fly-drive has some appeal
- men, rather than women, tend to prefer fly-drive holidays
- people in the age range 25-54 are more likely to take a fly-drive holiday than people from other age ranges
- although fly-drive holidays do take place within the short haul market, they are more popular in long haul destinations
- fly-drive holidays usually feature in brochures for the USA and Canada, and increasingly in brochures for Australasia and southern Africa
- overall consumer opinion is that hiring a car gives freedom and is a good way to see a country/area
- car hire is not generally considered good value for money because of increased fuel costs, differences in exchange rates and the 'hidden extra costs'

#### Fig. 3

Refer to Fig. 3, information about the fly-drive market.

(a) (i) Define the term 'fly-drive'.

[2]
 (ii) List two ancillary services that a fly-drive tour operator may offer its customers.
 1
 2

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(b)	Explain three factors that may affect the popularity of fly-drive products.
	1
	2
	2
	3
	[6]
(c)	Assess reasons why fly-drive packages are common in long haul destinations such as the USA and Canada.
	[6]

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(d)	<ul> <li>As part of fly-drive products offered by tour operators, compare and contrast the benefits to leisure travellers of:</li> <li>pre-planned itineraries</li> <li>tailor-made itineraries.</li> </ul>
	[9]
	[Total:25]

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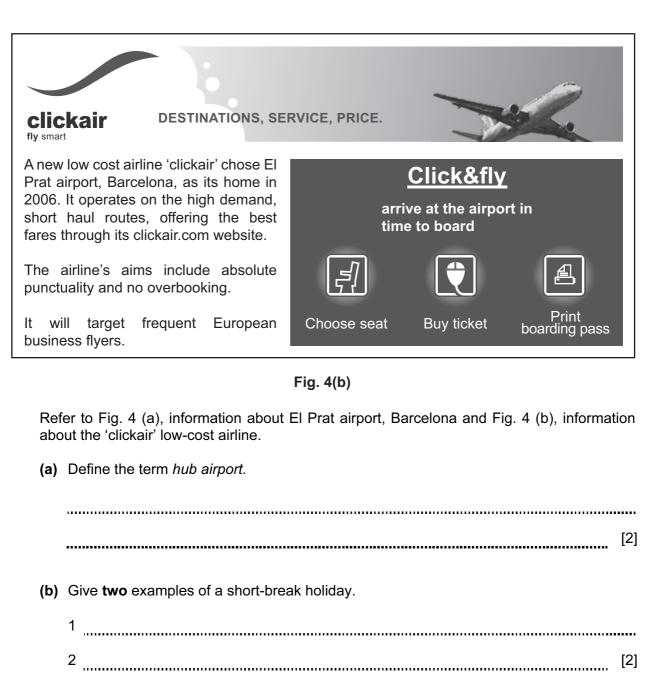
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#### Barcelona Airport

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El Prat airport, Barcelona, is a major European hub airport. In 1996, it served 15 million passengers and by 2006, passenger numbers had grown to over 30 million. It is important to the short-break holiday market, linking with 50 European cities, 40 long haul destinations and 30 domestic locations. A new runway was opened in 2004 and the new passenger terminal opened in 2008.





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(c)	Explain <b>three</b> ways that 'clickair' might meet the needs of its business customers.	For Examiner's
	1	Use
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	5 [6]	
(d)	Discuss how the stated aims of 'clickair' can help secure its position in the market.	
	[6]	
	[0]	

(e)	Evaluate the impacts of new technology on airline customers.	For Examiner's
		Use
	[9]	

[Total: 25]

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© mauritius-offer.html (amended)

Figure 2a Figure 4b

Figure 1a Figure 2a

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- © <u>www.clickair.com</u> view/default.aspx?lang=2clicknfly.aspx?lang=2

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