

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Advanced Level

NAME CENTRE		CANDIDATE	
NUMBER	TOURISM	NUMBER	9395/03

Paper 3 International Business & Leisure Travel Services

May/June 2010 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 **18** printed pages and **2** blank pages.



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Refer to Fig. 1, information about a holiday package to New York City with 'United Vacations'.

New York City

WUNITED VACATIONS

Save money on hotel accommodation with a complete New York City holiday package from United Vacations. Visit the Statue of Liberty and climb to the observation deck of the world-famous Empire State Building. Shop along Manhattan's legendary Fifth Avenue and enjoy a great Broadway show. Take a carriage ride in Central Park and sightsee in Times Square. Stay for three nights at the 5 star St. Regis New York hotel from \$3400 per person bed and breakfast.







The St. Regis New York

Two East 55th Street, at Fifth Avenue • New York, New York 10022 Phone: (212) 753-4500

Overview of this hotel

Overlooking the sights and sounds of Fifth Avenue, this luxury hotel is a New York City landmark. Ideal for leisure travellers and honeymooners, guests can enjoy St. Regis' 24-hour Butler Service, world class dining options, first class accommodation complete with custom-made furnishings and the convenience of staying within walking distance of midtown Manhattan. Guests will receive complimentary flowers in the room, fresh fruit or candy delivered daily and unlimited use of the on-site private health club.

2008 Awards

AAA Five Diamond Award Condé Nast Traveller Magazine, Gold List - The World's Best Places to Stay



St. Regis Grand Luxe Guestroom



Elegant Dining at the Astor Court, St. Regis, New York

Fig. 1

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- (a) 'United Vacations' is the branded leisure travel service provider of United Airlines, offering holidays to more than 300 destinations worldwide. It combines the services of both a tour operator and an online travel agency.
 - (i) Using information from Fig. 1, identify and explain **two** reasons why the St. Regis New York Hotel appeals to honeymooners.

	1
	2
	[4]
(ii)	Other than hotel accommodation, state two components that a holiday package with an organisation such as 'United Vacations' might include.
	1
	2 [2]
(i)	Explain two reasons why an international airline, such as United Airlines, provides branded leisure travel services.
	1
	2
	[4]

(b)

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(ii) Compare the range of services offered by tour operators and online travel agencies.

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(iii) Evaluate the benefits to leisure travellers of using the services of a provider such as 'United Vacations'.

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Refer to Fig. 2, an extract from a brochure about the Abela Sleeping Trains in Egypt.

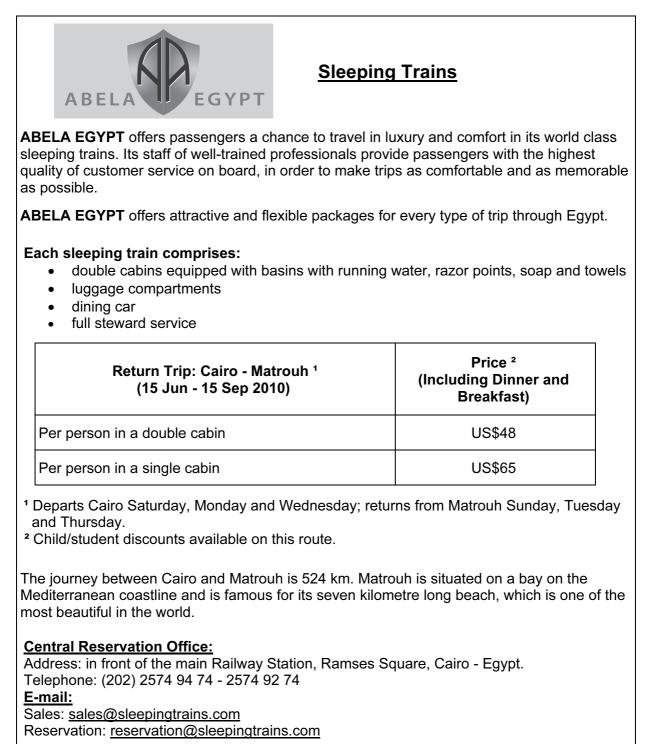


Fig. 2

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(a)	Ide	Identify two features of the travel product offered by Abela Sleeping Trains in Egypt.		
	1			
	2	[2]		
(b)	(i)	Identify and explain two aspects of the pricing policy used on the route between Cairo and Matrouh.		
		Aspect 1		
		Explanation		
		Aspect 2		
		Explanation		
		[4]		
	(ii) Give two examples of pre-bookable extras that a travel provider such a Sleeping Trains could offer to generate increased income from its customer a reason why customers might choose each pre-bookable extra.			
		Example 1		
		Reason		
		Example 2		
		Reason		
		[4]		

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(iii)	Explain three likely reasons why the route between Cairo and Matrouh operates for only three months of the year.
	1
	2
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(c) Evaluate the advantages and disadvantages to customers of the booking methods offered by the Abela Egypt Sleeping Trains organisation.

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Refer to Fig. 3, information about the European Cruise Council and the Italian cruise market.



European Cruise Council Statistics 2007

Italy is the third largest cruise market in Europe after the UK and Germany. In 2007, Italy's cruise passengers numbered 640,000, a 24% increase on 2006. 81% of Italian cruise customers choose to cruise the Mediterranean.

Two cruise companies, Costa Crociere and MSC, dominate the Italian market. With twelve ships and a capacity of 23,200 guests in double occupancy cabins, the Costa fleet is the largest and most modern of all European operators. In 2007, Costa Crociere reached the target of 1.1 million passengers in one year, a record for the company and for the European Cruise Industry. In 2008, MSC had a fleet of 10 vessels with a 15,858 berth capacity, increasing to 12 ships in 2010. Costa Crociere and MSC are both members of the European Cruise Council.

The European Cruise Council

Representing the leading cruise companies operating in Europe, the European Cruise Council has two main aims:

- to protect the interests of cruise operators in all matters of shipping policy and ship operations
- to promote cruising by the European public and encourage expansion of the European cruise market.

This involves keeping members informed of regulatory/political developments relevant to the cruise sector as well as encouraging high standards of operation. One of the main purposes of the European Cruise Council is to further the continued growth of the cruise sector in Europe, in order to develop the economic and social contribution it makes. The European Cruise Council works in close partnership with other shipping associations, EU institutions and a range of non-governmental organisations to achieve its aims.

Fig. 3

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(a)	(i)	Name the two European countries which generate the highest number of cruise passengers.	For Examiner's Use
		1	
		2 [2]	
	(ii)	Explain what is meant by the term 'berth capacity' in relation to a cruise ship.	
		[2]	
(b)		alyse the likely reasons why the Mediterranean is popular with Italian cruise tomers.	
	•••••	[6]	

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(c)	(i)	Explain, using examples, two functions of the European Cruise Council.
		1
		2
		[6]

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passengers and crew members.

(ii) Evaluate safety and security measures that the cruise industry may take to protect

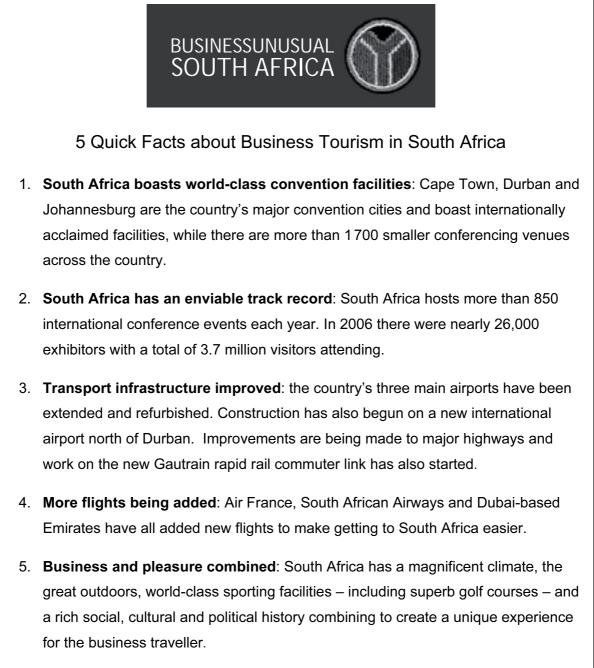


Fig. 4(a)

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Johannesburg hosted 80 international tour agents from Belgium, France, Germany, Italy, Switzerland, the UK and US at the 'Meetings Africa' familiarisation exhibition held in February 2008. The exhibition, held at the Sandton Convention Centre in Johannesburg, was a blend of conference activities and fun-filled leisure trips.

'Meetings Africa' is the continent's top business tourism exhibition, showcasing conference and event venues, incentive travel destinations and various industry support services. It is an annual one-stop shop for conference organisers, meeting planners, corporate travel agents, associations and government departments.

For every rand (R) spent marketing South Africa as a business destination, R35 flows back into the country, according to South Africa Tourism's research. Statistics show that 40% of business travellers usually return to the country as leisure tourists within a five-year period. Most of the people who travel for business also like to shop or travel for pleasure. Whilst an international meeting can generate up to US\$700000 in revenue for its hosts, the average business tourist spends approximately US\$1000 within the tourism sector during their stay.

South Africa is currently ranked as the 27th most popular conference destination in the world, with the "Business Unusual" marketing campaign expected to push the country into a top ten position.



Fig. 4(b)

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(a)	(i)	Name two South African cities with world-class convention facilities.	For Examiner's
		1	Use
		2 [2]	
	(ii)	State two ways in which air travel to South Africa has become more accessible for business tourists.	
		1	
		2	
		[2]	
(b)	(i)	Explain the term 'incentive travel destination'.	
		[2]	
	(ii)	Explain two benefits for tourism providers of hosting a familiarisation event such as 'Meetings Africa' on an annual basis.	
		1	
		2	
		[4]	

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(c)	Discuss the importance of business tourism in South Africa.	For Examiner's Use
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	[6]	

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(d)	Using information from Figs. 4(a) and 4(b) , evaluate the appeal of South Africa as a business tourism destination.
	[9]

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