UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER			

TRAVEL AND TOURISM   **9395/03**

Paper 3 International Business & Leisure Travel Services   **June 2009**

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.

For Examiner's Use	
1	
2	
3	
4	
Total	

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

UNIVERSITY *of* CAMBRIDGE
International Examinations

[Turn over

Question 1

$98 ALICE SPRINGS - AYERS ROCK

Book your return travel between Alice Springs and Ayers Rock (or Resorts) for only $98!

TRAVEL IN COMFORT & ARRIVE REFRESHED ENJOY :

- Air conditioning
- Reclining seats
- 1100 destinations
- Panoramic windows
- Video movies
- 365 days a year
- Restroom facilities
- Drinking fountain

HURRY!
Limited seats available

HAVE YOU SEEN AUSTRALIA YET? ...WE'LL DRIVE

greyhound Australia

Plan and book your next trip with Greyhound at your travel agent, online at greyhound.com.au or call us on 1300 GREYHOUND

* Terms and conditions apply.

Fig. 1(a)
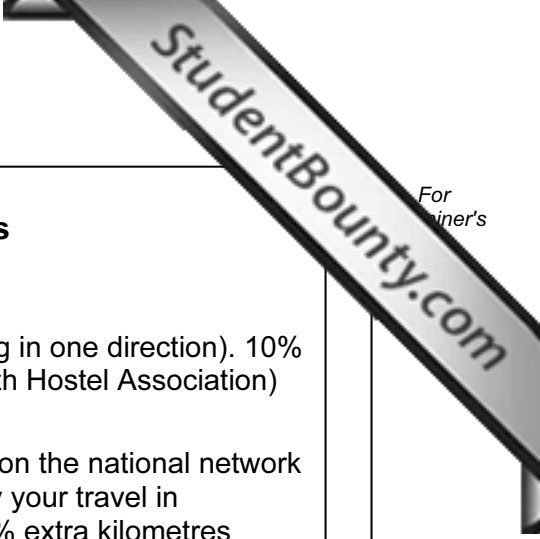
Greyhound Australia Ticketing Options

- Point – to – point (express) tickets.
- Aussie Explorer Pass - stop off as often as you like (travelling in one direction). 10% discount for Youth Hostel Association Members – YHA (Youth Hostel Association) or HI (Hostelling International).
- Aussie Kilometre Pass - allows you to travel in any direction on the national network as often as you like until your kilometres run out. Simply buy your travel in kilometres. International student ID card holders receive 15% extra kilometres when purchasing this pass.

Bookings can be made via:

- Website www.greyhound.com.au.
- National Call Centre on 1300 GREYHOUND (4739 46863) (within Australia) or +617 4690 9950 (International).
- One of our Coach Terminals located throughout Australia.
- Your Local Travel Agent.

'Greyhound Australia' offer World Nomads Travel Insurance to provide the best possible cover and emergency assistance to international travellers.

Fig. 1(b)

Refer to Figs. 1 (a) and (b).

(a) Using Fig. 1(a) identify **three** features of the 'Greyhound Australia' coach product.

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iner's

(b) (i) Suggest **one** market segment targeted by 'Greyhound Australia'.

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(ii) Explain the appeal to customers of **two** different ticketing options offered by this coach company.

Appeal 1 ....

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Explanation ....

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Appeal 2 ....

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Explanation ....

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(c) Explain **three** reasons why travel organisations such as 'Greyhound Australia' offer additional services such as travel insurance.

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(d) Evaluate the different booking methods 'Greyhound Australia' provides for cust
convenience.

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Question 2

Maurisun
In the heart of Mauritius
Inbound Tour Operator

CONSTANCE
Belle Mare Plage
MAURITIUS

Constance Belle Mare Plage *5 star Spa and Golf Resort Hotel*

- January to April 2009
- 7 nights half board accommodation sharing a twin/double bedded room
- Unlimited golf at Belle Mare 18-hole golf course
- Use of spa facilities

Price per person (excluding flights and transfers) from ZAR 14,000
Book direct with Maurisun

AHRIM
ASSOCIATION DES HOTELIERS ET RESTAURATEURS-ILE MAURICE

Mauritius - Constance Belle Mare Plage Resort *****
Voted 'Best Golf Resort Worldwide' by Golf World magazine

Golf Resorts
Mauritius

Grand Baie
Port Louis
Belle Mare
Tamarin
Mahébourg
Le Morne
Bel Ombre
Souillac

Constance Belle Mare Plage Spa and Golf Resort Hotel

- Set in tropical gardens

- Situated directly on 2 km long white sandy beach

- Two 18-hole championship golf courses

- 'Le Spa de Constance' - the perfect place for total relaxation with treatments inspired by the natural elements

Fig. 2(a)

Refer to Fig. 2 (a), an advertisement for a spa and golfing holiday to Mauritius, organised tour operator 'Maurisun'.

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

(i) Identify **two** components of the holiday package offered by 'Maurisun' from this advertisement.

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2 .... [2]

(ii) With reference to Fig. 2 (a), explain **two** aspects of the appeal of the 'Constance Belle Mare Plage' resort to leisure travellers.

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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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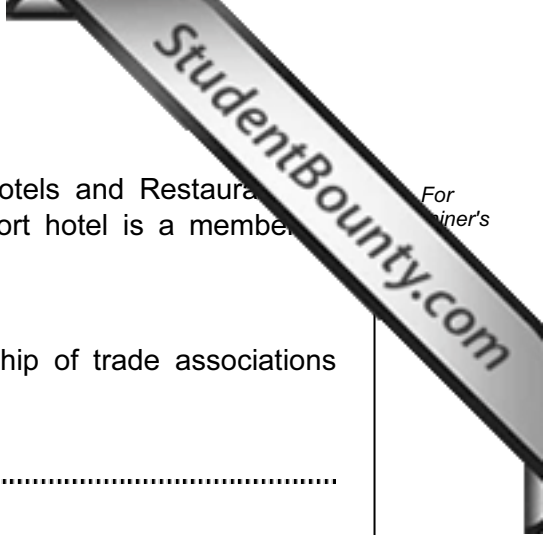
(b) Refer to Fig. 2(b), information about the Association of Hotels and Restaura̶ Mauritius (AHRIM). The 'Constance Belle Mare Plage' resort hotel is a membe̶ AHRIM.

  (i) Explain **two** benefits to tourism providers of membership of trade associations such as AHRIM.

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  (ii) Suggest reasons why a leisure traveller may choose to use the services of AHRIM when arriving in Mauritius.

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

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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'.

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(ii) List **two** ancillary services that a fly-drive tour operator may offer its customers.

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(b) Explain **three** factors that may affect the popularity of fly-drive products.

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(c) Assess reasons why fly-drive packages are common in long haul destinations such as the USA and Canada.

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(d) As part of fly-drive products offered by tour operators, compare and contra benefits to leisure travellers of:
- pre-planned itineraries
- tailor-made itineraries.

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Question 4

Barcelona Airport

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.

Fig. 4(a)

clickair
fly smart

DESTINATIONS, SERVICE, PRICE.

A new low cost airline 'clickair' chose El Prat airport, Barcelona, as its home in 2006. It operates on the high demand, short haul routes, offering the best fares through its clickair.com website.

The airline's aims include absolute punctuality and no overbooking.

It will target frequent European business flyers.

Click&fly

arrive at the airport in time to board

Choose seat   Buy ticket   Print boarding pass

Fig. 4(b)

Refer to Fig. 4 (a), information about El Prat airport, Barcelona and Fig. 4 (b), information about the 'clickair' low-cost airline.

(a) Define the term *hub airport*.

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(b) Give **two** examples of a short-break holiday.

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(c) Explain **three** ways that 'clickair' might meet the needs of its business customers.

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(d) Discuss how the stated aims of 'clickair' can help secure its position in the market.

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(e) Evaluate the impacts of new technology on airline customers.

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