



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--

\* 2 7 5 1 7 2 9 8 6 3 \*



**TRAVEL AND TOURISM**

**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.

For Examiner's Use	
1	
2	
3	
4	
<b>Total</b>	

This document consists of **18** printed pages and **2** blank pages.



**Question 1**

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


## New York City

**UNITED 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.



**Map of New York City**

---



**ST. REGIS**

### 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**





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

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[9]

**Question 2**

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



## Sleeping Trains

**ABELA EGYPT** offers passengers a chance to travel in luxury and comfort in its world class sleeping trains. Its staff of well-trained professionals provide passengers with the highest quality of customer service on board, in order to make trips as comfortable and as memorable as possible.

**ABELA EGYPT** offers attractive and flexible packages for every type of trip through Egypt.

**Each sleeping train comprises:**

- double cabins equipped with basins with running water, razor points, soap and towels
- luggage compartments
- dining car
- full steward service

Return Trip: Cairo - Matrouh <sup>1</sup> (15 Jun - 15 Sep 2010)	Price <sup>2</sup> (Including Dinner and Breakfast)
Per person in a double cabin	US\$48
Per person in a single cabin	US\$65

<sup>1</sup> Departs Cairo Saturday, Monday and Wednesday; returns from Matrouh Sunday, Tuesday and Thursday.

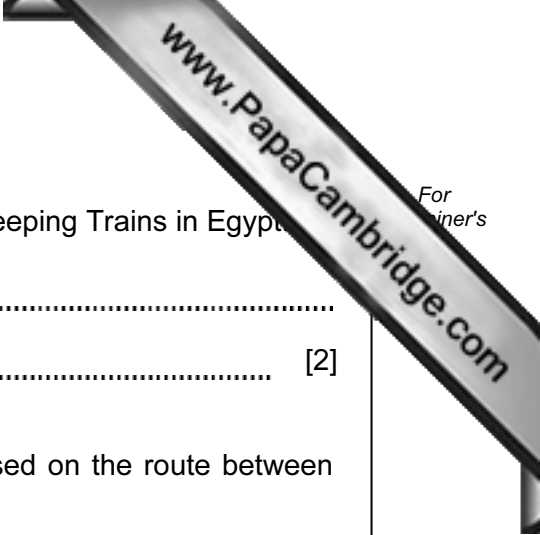
<sup>2</sup> Child/student discounts available on this route.

The journey between Cairo and Matrouh is 524 km. Matrouh is situated on a bay on the Mediterranean coastline and is famous for its seven kilometre long beach, which is one of the most beautiful in the world.

**Central Reservation Office:**  
Address: in front of the main Railway Station, Ramses Square, Cairo - Egypt.  
Telephone: (202) 2574 94 74 - 2574 92 74

**E-mail:**  
Sales: [sales@sleepingtrains.com](mailto:sales@sleepingtrains.com)  
Reservation: [reservation@sleepingtrains.com](mailto:reservation@sleepingtrains.com)

**Fig. 2**



(a) Identify **two** features of the travel product offered by Abela Sleeping Trains in Egypt.

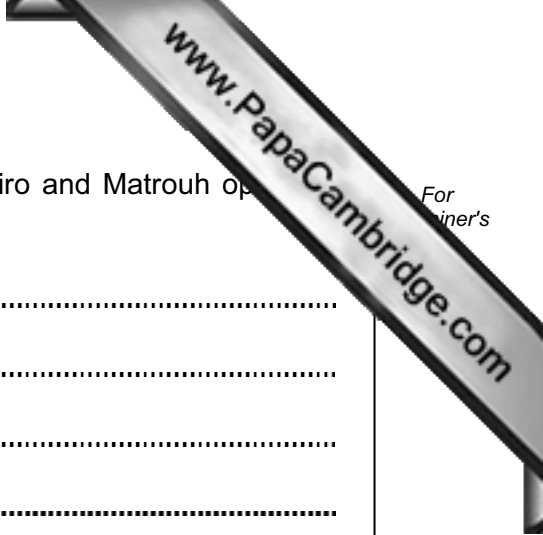
- 1 .....
- 2 ..... [2]

(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 as Abela Sleeping Trains could offer to generate increased income from its customers. Give a reason why customers might choose each pre-bookable extra.

- Example 1 .....
- Reason .....
- .....
- Example 2 .....
- Reason .....
- ..... [4]



(iii) Explain **three** likely reasons why the route between Cairo and Matrouh opens up for only three months of the year.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

3 .....

.....

.....

.....

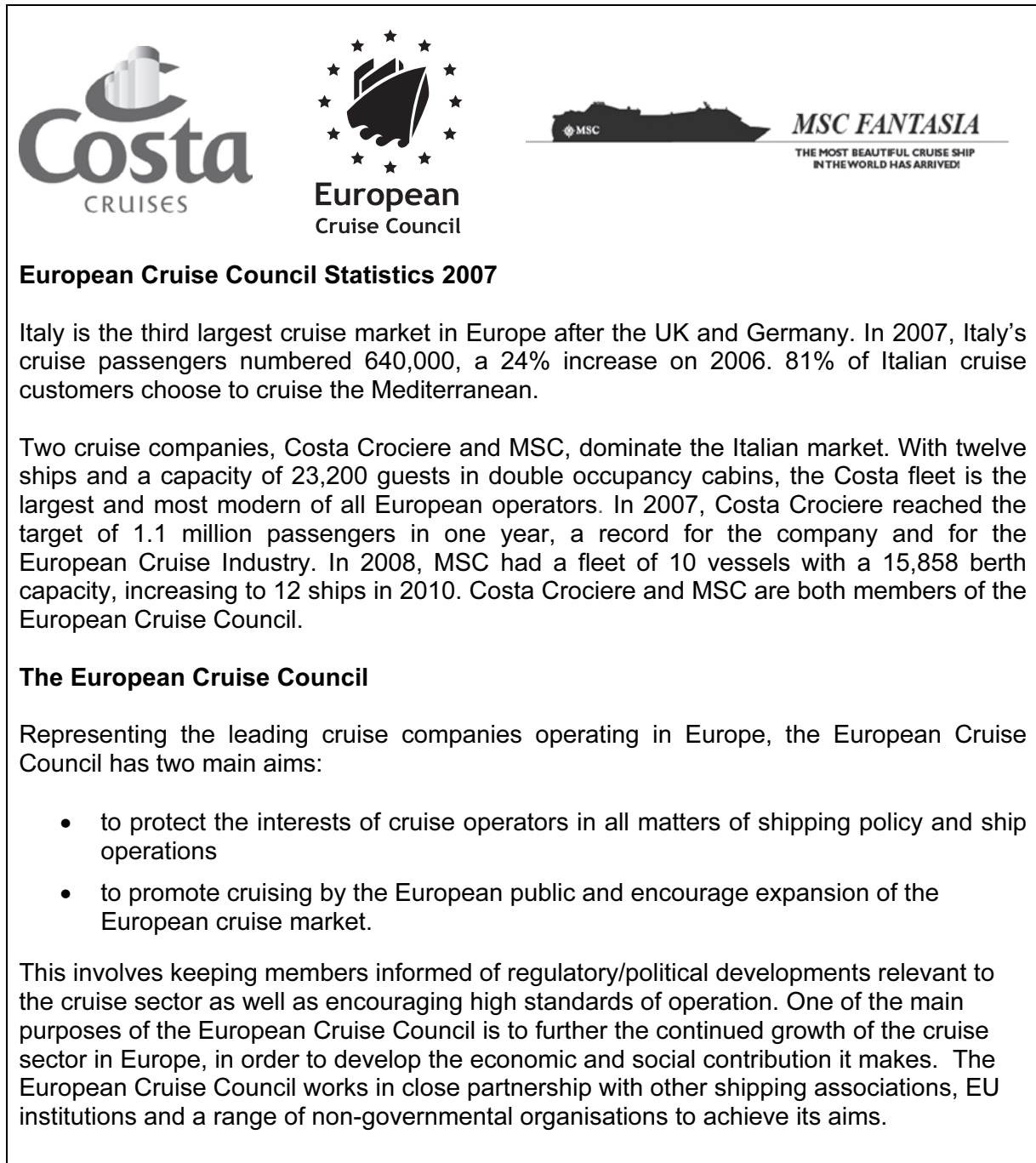
[6]





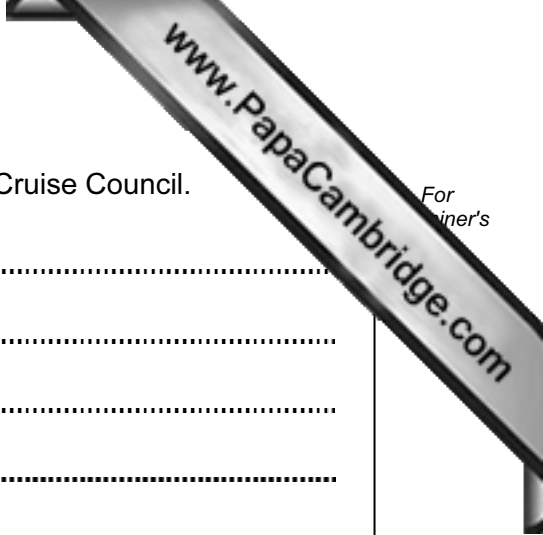
**Question 3**

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



**Fig. 3**





For  
inert's

(c) (i) Explain, using examples, **two** functions of the European Cruise Council.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[6]



**Question 4**

Refer to Figs. 4(a) and 4(b), information about business tourism in South Africa.



**BUSINESSUNUSUAL  
SOUTH AFRICA**

### 5 Quick Facts about Business Tourism in South Africa

1. **South Africa boasts world-class convention facilities:** Cape Town, Durban and Johannesburg are the country's major convention cities and boast internationally acclaimed facilities, while there are more than 1 700 smaller conferencing venues across the country.
2. **South Africa has an enviable track record:** South Africa hosts more than 850 international conference events each year. In 2006 there were nearly 26,000 exhibitors with a total of 3.7 million visitors attending.
3. **Transport infrastructure improved:** the country's three main airports have been extended and refurbished. Construction has also begun on a new international airport north of Durban. Improvements are being made to major highways and work on the new Gautrain rapid rail commuter link has also started.
4. **More flights being added:** Air France, South African Airways and Dubai-based Emirates have all added new flights to make getting to South Africa easier.
5. **Business and pleasure combined:** South Africa has a magnificent climate, the great outdoors, world-class sporting facilities – including superb golf courses – and a rich social, cultural and political history combining to create a unique experience for the business traveller.

**Fig. 4(a)**

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\$700 000 in revenue for its hosts, the average business tourist spends approximately US\$1 000 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)



(a) (i) Name **two** South African cities with world-class convention facilities.

1 ..... [2]  
2 .....

(ii) State **two** ways in which air travel to South Africa has become more accessible for business tourists.

1 ..... [2]  
.....  
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 ..... [4]  
.....  
.....  
.....  
2 ..... [4]  
.....  
.....









---

*Copyright Acknowledgements:*

- Figure 1 © Statue of Liberty on Liberty Island; Image Source Black/Alamy.  
 Figure 1 © Broadway street sign; Image Source Black/Alamy.  
 Figure 1 © United Vacations logo and description of St Regis Hotel; <http://www.unitedvacations.co.uk/hotels.mainHotel.asp?Dest=NYC>.  
 Figure 1 © St Regis logo, Guestroom photo and Astor Court photo; Starwood Hotels and Resorts Worldwide Inc; <http://www.starwoodhotels.com/stregis/property/overview/index.html?propertyID=81>  
 Figure 2 © Abela Sleeping Trains logo and price table; <http://www.sleepingtrains.com>.  
 Figure 3 © Logo for Costa cruises; Costa Crociere SpA; <http://www.worldofcosta.com/en/index.aspx>.  
 Figure 3 © European Cruise Council logo; <http://www.europeancruisecouncil.com>.  
 Figure 3 © MSC Cruise logo; <http://www.msccruises.co.uk>.  
 Figure 4a © Business South Africa logo; <http://www.meetingsafrica.co.za/pages.registration.asp?SectionID=1130>.  
 Figure 4a © 5 quick facts adapted from 10 quick facts; <http://www1.southafrica.net/Cultures/en-US/bt.southafrica.net/About+Business+Tourism/10+Quick+facts+about+Business+Tourism+in+SA.htm>.  
 Figure 4b © Meetings Africa logo; <http://www.meetingsafrica.co.za/pages.registration.asp?SectionID=1130>.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of