



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
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TRAVEL AND TOURISM

9395/03

Paper 3 International Business & Leisure Travel Services

June 2008

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.

Answer **all** questions.

The number of marks is given in brackets [] at the end of each question or part question.

For Examiner's Use	
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Total	

This document consists of **13** printed pages and **3** blank pages.



Question 1

Bangkok

Suvarnabhumi, Bangkok's new airport, opened in September 2006. It has been designed with passengers' convenience in mind. There are 460 check-in counters and 60 passport control counters. The baggage handling facility has a capacity of over 9,000 bags an hour and the whole arrival procedure takes less than 45 minutes.

The new airport offers a variety of facilities, including Thai food shops, Duty Free shops, Children's play areas, Internet cafés, large waiting lounges and VIP lounges.



E-Check-in facilities at Suvarnabhumi airport, Bangkok

Fig. 1

Refer to Fig. 1.

Suvarnabhumi, Bangkok's new airport, caters for both business and leisure travellers, offering chartered and scheduled flights.

(a) (i) Identify **two** airport facilities targeted at business travellers.

- 1
- 2 [2]

(ii) Identify **two** airport facilities that would benefit leisure travellers.

- 1
- 2 [2]

(b) Explain **three** reasons why airports such as Suvarnabhumi provide e-check-in services.

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- 2
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(c) Explain the advantages of scheduled flights compared with chartered flights for the customer.

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- [6]

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Question 2

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The Global Passenger Network (GPN) is an organisation of quality national motor coach networks, formed in July 2006 to promote the use of motor coach and passenger transportation services in major markets throughout the world. GPN strives to be the leading international organisation in the area of land transportation.

Membership of the organisation includes BUSCLICK, the International Motor Coach Group Inc., Guild of British Coach Operators and Irish Coaches.

Member organisations must comply with the standards established by the Network as follows:

- Have been operating in the motor coach business for a minimum of five years
- Have nationally recognised insurance coverage
- Have a professional driver and management training programme
- Operate a fleet of quality, modern motor coach equipment
- Have full service garage and maintenance facilities
- Agree to service and support other member operators with appropriate parts and personnel
- Agree to make all facilities and/or equipment available to the customer for inspection prior to the booking of service
- Have a customer service feedback process.

Fig. 2

Refer to Fig. 2.

(a) (i) Identify **two** members of the Global Passenger Network (GPN).

1

2 [2]

(ii) State the **two** main functions of GPN.

1

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2

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(b) Explain, using examples, why organisations such as GPN set industry standards for members.

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(c) International coach operators offer package holidays to meet the specific needs of leisure travellers.

(i) State **three** components usually included in a coach holiday.

1
2
3 [3]

(ii) Name **one** ancillary service that an international coach operator offers. Give **two** reasons why this ancillary service is provided.

Service
Reason 1
Reason 2 [3]

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Question 3**Hotel Termes Montbrió, Tarragona, Catalonia, Spain**

Set in five acres of beautiful gardens, the hotel features a unique conference centre with 12 meeting rooms with a capacity ranging from 10 to 400 delegates and is offering an incentive package for business meetings throughout 2008.

For fitness fanatics, the Hotel Termes Montbrió offers tennis and petanque courts and a fully-equipped gym. After sports, wind down with a treatment at the wellness centre, with its natural spring waters and Aquatonic thermal leisure area.

In 2003 Hotel Termes Montbrió received the prestigious 'Best European Spa Resort Hotel' award from Professional Spa Magazine.

Barcelona International Airport is one hour from the hotel by car, and Reus International Airport is 10 minutes from the hotel by car.

2008 Business Incentive package includes:

- Welcome drink
- Buffet breakfast each morning
- Lunch with a selection of freshly prepared sandwiches and soft drinks
- Three course set menu dinner with water and coffee
- Mineral water in the meeting rooms
- Morning coffee break with soft drinks
- Afternoon coffee break with soft drinks and pastries
- Meeting room hire for full or half days (including flip chart, data projector and screen)
- Complimentary one day entrance to our in-house natural spring hot water leisure area

Rates:

- Standard Twin Room - €190 per person sharing per night
- Standard Double Room - €217 per person per night single occupancy

Fig. 3

Refer to Fig. 3, part of an e-brochure for a hotel in Spain.

(a) (i) Identify **two** features of the business incentive package offered by this hotel.

- 1
- 2 [2]

(ii) Explain **one** reason why the Hotel Termes Montbrió offers the option of single occupancy of double rooms for business customers.

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..... [2]

(b) Using only evidence from Fig. 3, explain **two** aspects of the appeal of the Hotel Termes Montbrió.

- 1
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- 2
- [4]

(c) Explain **four** reasons why hotels such as the Hotel Termes Montbrió in Spain are developing specific business incentive packages.

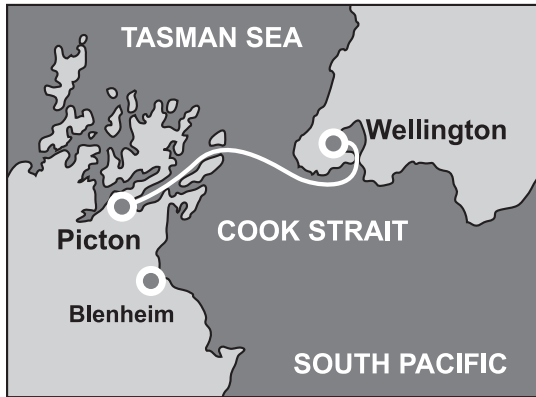
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Question 4

For
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Interislander Ferry Service – Wellington to Picton (New Zealand)



The Kaitaki ferry is one of three services offered by the Interislander organisation to take passengers between Wellington on the North Island and Picton on the South Island in New Zealand.

The Kaitaki ship is the largest and most comfortable ferry in New Zealand at 181m long, with a carrying capacity of 1600 passengers and up to 600 vehicles.

The three-hour journey is reasonably priced with family and other concessionary tickets available. There is also plenty on board to keep passengers occupied. Onboard facilities include:

- a restaurant, a café and a bar
- TV and viewing lounges
- cinema
- a video games arcade
- live music
- 2 children’s play areas
- family cabins, including nursery facilities

Fig. 4

Refer to Fig. 4.

(a) Ferry services form an important element of the total tourism product offered by island destinations such as New Zealand.

(i) State **two** features of a ferry service.

- 1
- 2 [2]

(ii) Between which **two** ports does the Interislander ferry service travel?

..... [2]

(b) Describe **three** ways in which the Kaitaki ferry service may appeal to the family market.

1

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2

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3

..... [6]

(c) The Interislander Ferry Service must be booked in advance.

Compare and contrast **two** different booking methods generally available to overseas passengers for travel products such as the Interislander Ferry Service.

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(d) Many overseas visitors to New Zealand use car rental services for travel purposes during their visit.

Evaluate the importance of different transport methods being available, as part of the total tourism product experienced by overseas visitors, in an island destination such as New Zealand.

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