



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

May/June 2012

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

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 soft 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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This document consists of **14** printed pages and **2** blank pages.



Question 1

Refer to Fig. 1, information about air services in India.

The Indian passenger airline industry grew at a rate of 40% in 2007. This growth was due to the large number of new domestic, low-cost carriers but it placed the existing airport infrastructure in India under great strain. This, in turn, resulted in air traffic congestion and delays at the majority of the country's airports.

By 2009, the growth of passenger numbers in India slowed down. Fuel costs had increased. There was too much competition, with too many planes offering too many seats, and a large number of travellers were already returning to the cheaper railways. Domestic flights in India were not profitable. Unlike low-cost carriers in Europe, which fly to the cheaper, regional airports outside major cities, in India all airlines have to compete for space in the relatively small number of established airports.

Despite these difficulties it is still estimated that by 2020, Indian airports will handle a total of 100 million passengers, including 60 million domestic travellers. The Indian government has made a big investment in airport development, which includes the transformation of four international airports into world class airports at Delhi, Mumbai, Chennai and Kolkata, and a modernisation programme for 35 domestic airports by 2012. The Airport Authority of India is working in partnership with a range of regulatory authorities and stakeholders, including the Federation of Indian Airlines (FIA), to ensure that the development of the country's air services places passenger safety first.

The FIA has several other objectives, including:

- the improvement of ground services;
- the development of passenger amenities;
- establishing appropriate aviation standards and procedures.

Members of the FIA include full service carriers such as Air India as well as low-cost carriers such as GoAir and SpiceJet. The organisation works in close partnership with international aviation authorities such as the International Air Transport Association (IATA) and the International Civil Aviation Organisation (ICAO), to monitor the safety and the growth of air services in India.

Fig. 1

(a) (i) Explain what is meant by the term *low-cost carrier*.

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(ii) Identify **two** reasons to explain why the growth of air passenger numbers in India slowed down by 2009.

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(b) Explain **two** reasons why the government in India has invested in airport development over recent years.

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(c) (i) Explain **two** objectives of the Federation of Indian Airlines (FIA).

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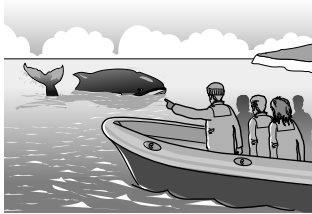
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Question 2

Refer to Fig. 2, an advertisement for a package holiday to the Azores Islands, a destination in the Atlantic Ocean.

Whale Watching in the Azores



7-night package holiday on Pico Island from €690

Trip includes:

- hotel accommodation for 7 nights
- daily buffet breakfast
- transfers from and to the airport
- 5 three-hour whale watching trips (depending on weather conditions)
- entrance to Whalers Museum
- optional 'swimming with dolphins' excursion (additional charge)
- optional travel insurance (additional charge)

Accommodation is located in the fishing village of Lajes. The family-run hotel is close to the harbour. Most rooms have an ocean view and all have ensuite facilities. Prices are per person.

Pico Island is also famous for its UNESCO World Heritage vineyards and its volcanic landscape. Please ask for details of wine tasting tours.

Full details of this and alternative packages are available from your local travel agency.

Fig. 2

(a) (i) Identify **two** components included in the price of this package holiday.

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(ii) Identify **one** ancillary product offered as part of this package holiday and give **one** reason why tour operators offer ancillary products.

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Question 3

Refer to Fig. 3, information about business tourism in Zaragoza, Spain.

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Zaragoza is the fifth largest city in Spain. It has an international airport, and the AVE high-speed train line connects the city to the rest of Spain and Europe. Hosting the EXPO 2008 boosted the city's infrastructure and Zaragoza now offers over fifty hotels with a total of 10 000 beds. The city also offers a range of conference venues, including the EXPO Aragon Centre and the Bullring Arena.

The EXPO brought an additional 5.7 million visitors to the city in 2008 and increased the importance of the Zaragoza Convention Bureau (ZCB). This organisation is part of the Municipal Tourist Board and has, as its main objective, the promotion of Zaragoza as a conference city.

The ZCB works with public and private sector organisations to:

- plan appropriate services and infrastructure for MICE events
- research the conference market
- coordinate a calendar of events for all conference venues in the city
- provide a personal advice service for conference organisers, including contacting suppliers and other conference professionals

Zaragoza is also the perfect destination for incentive travel. The city offers tourist flights, boat trips, a wide range of sports and adventure tourism activities as well as fine dining options and a lively nightlife.

Fig. 3

(a) Identify and explain **three** aspects of the appeal of Zaragoza as a conference destination.

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(b) (i) What do the letters 'MICE' stand for?

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(ii) Explain **two** reasons why the leisure facilities in Zaragoza will be of interest to specialist tour operators serving the business tourism market.

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- (c) Evaluate the role played by organisations, such as the Zaragoza Convention Bureau, in supporting the planning of an international business tourism event.

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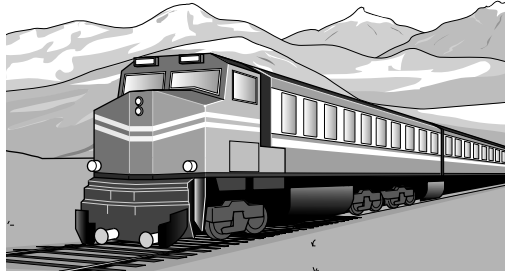
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Question 4

Refer to Fig. 4, information about the Hudson Bay train, a 1700 km railway journey across Canada.



From Winnipeg to Churchill: through prairie land to arctic tundra. 1700 km in two days across the Manitoba landscape of Canada. Two trains each week.

A 'once-in-a-lifetime' arctic adventure. With polar bears, the Northern Lights and a choice of economy class or sleeper class travel. Enjoy attentive service and the great atmosphere aboard the Hudson Bay train.

The following table compares the level of service offered with the type of ticket purchased:

Feature	Economy Class	Sleeper Class
Spacious, comfortable seats	✓	✓
Meals, snacks and beverages at affordable prices	✓	✓
Dining car	✓	✓
Children's menu	✓	✓
Blanket and pillow kit	Additional charge	✓
Berth or cabin accommodation	✗	✓
On-board shower	✗	✓

Discounts

- Youth (18–25)
- Students
- 60+
- Children
- Groups
- Advanced purchases

Fig. 4

(a) Identify **two** features of the travel product offered by the Hudson Bay train in Canada.

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(b) State **two** differences between the level of service offered in the economy and the sleeper class services on the Hudson Bay train.

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(c) Explain **two** reasons for the appeal of this journey to leisure travellers.

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(d) Explain **two** likely reasons for the infrequency of the service between Winnipeg and Churchill.

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(e) Analyse the likely reasons for the availability of discounted fares for journeys, such as the Hudson Bay train.

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Question 3 Figure 3 © ADAPTED: <http://www.zaragoza.es/ciudad/turismo/en/zcb/presentacion.htm>.
Question 4 Figure 4 © ADAPTED: <http://www.viarail.ca/en/stations/priaries-and-northern-manitoba/winnipeg> and www.viarail.ca/en/fares.

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