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TRAVEL AND TOURISM

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Paper 3 International Business & Leisure Travel Services

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INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

This document consists of **6** printed pages and **2** blank pages.



Fig. 1 for Question 1

The Abu Dhabi Travel Bureau (ATB) is one of the largest travel agencies in the United Arab Emirates (UAE). It has 19 offices across the UAE and employs 200 travel professionals. Its team of staff offers expert guidance in helping customers find the most appropriate travel services.

The four core markets that the ATB caters for are:

- business travel
- leisure travel
- outbound tourism
- inbound tourism.

The ATB offers a range of travel services including travel insurance, conference bookings, incentive tours and car rentals, as well as the usual air travel and hotel reservations offered by most travel agents. The airport branch of the ATB operates a 24-hour call centre service as well as a 'Meet and Greet' service for passengers arriving at Abu Dhabi airport.



A traditional dhow

The ATB also organises sightseeing tours from Abu Dhabi, including desert safaris, a dhow dinner cruise onboard a traditional Arab boat, as well as city tours of Abu Dhabi and Dubai.

The ATB acts as General Sales Agents (GSA) for 11 international airlines and is an appointed agent for all other airlines.

The ATB won the prestigious World Travel Award in 2011 as the UAE's Leading Travel Agency.

Fig. 1

Fig. 2(a) for Question 2

Why choose Australia?

Are you planning a business event and need to find the perfect venue?

Consider these reasons for choosing Australia:

- Australia has an excellent record of hosting large-scale events and international conventions. Sydney has moved up 17 places and is now ranked number 10 out of 364 global business meeting destinations in the 2010 International Convention and Congress Association (ICCA) ratings.
- Australia has a superb range of conference, exhibition and special event venues in major cities across the country.
- Accommodation is available to cater to your budget and your business needs.
- With hundreds of international flights arriving and departing every day, it is easy to travel to Australia.
- Australia has excellent support services and knowledgeable, friendly staff to assist you in planning your event.



Fig. 2(a)

Fig. 2(b) for Question 2

Business Events Sydney (BESydney) is the organisation responsible for promoting Sydney as a business events destination, identifying new event opportunities and bringing these events to Sydney.

BESydney is a member of the Future Convention Cities Initiative. Member cities work together to encourage the strategic development of business tourism in these destinations. Member cities aim to use the latest technology, innovation and research to increase the economic benefits of business events for their cities.

There are four main aims of BESydney:

- **identifying** international and national conferences, congresses, events, meetings and incentives
- **working with** organisations and business tourism leaders to attract these events to Sydney and New South Wales
- **providing information and assistance** to meeting planners, incentive planners, travel agents, business visitors and the international media
- **helping** increase Sydney's high-yield business tourism market.

The Sydney Event Planner's Guide offers:

- a comprehensive guide of the business event suppliers in Sydney
- a direct online connection to each of these suppliers
- a personalised Event Planning Service
- a description of the new infrastructure that Sydney has planned.

Fig. 2(b)

Fig. 3 for Question 3

Sugar Beach Resort in Flic En Flac, Mauritius

Set in beautiful tropical gardens, Sugar Beach Resort comprises a total of 258 guestrooms and suites. The resort offers all-inclusive luxury holiday packages targeting the couple and family markets.

Sugar Beach Resort provides:

- guestrooms with patio or balcony, minibar, satellite TV
- a spa and fitness centre with hair, beauty and body treatments as well as a fitness suite
- water and land-based sports including kayaks, laser sails, glass bottom boat trips, snorkelling, water-skiing, windsurfing, tennis and badminton
- free Sun Kids Club for 4 to 11 year olds with children's menu available at all meal times and babysitting services
- fun sessions for 12 to 17 year olds, including beach barbecues, Pizza Nights and adventure tours
- choice of restaurants, cafés and bars
- car hire desk; excursion bookings; florist; foreign exchange; souvenirs, beach wear and duty free jewellery stores on site; taxis and transfer services.



**10% discount for
all bookings
from 1 June to
30 September 2013**

Fig. 3

Fig. 4 for Question 4**Press Release – June 2011****Lufthansa is the first airline to fly the Airbus A380 to Miami**

In June 2011, Lufthansa became the first airline to offer a daily service on the Airbus A380, the world's largest and most modern passenger aircraft, between Miami in Florida, USA and Frankfurt in Germany. In 2010 Miami received 332 142 overnight visitors from Germany, who spent more than US\$700 million in the city. The Airbus A380, with its double-decker capacity, is likely to increase the number of visitors who will spend money at Miami's hotels, shopping malls and restaurants.

Lufthansa's Airbus A380 can carry 526 passengers and 26 crew members, which is an increase of approximately 200 seats per day on the same route offered by a Boeing 747, the Airbus A380's main rival. The aircraft has a huge 80 metres wingspan and is 24 metres high. Despite this it burns 20% less fuel per seat, making it more energy efficient than rival aircraft. It is also much quieter than other long-haul 'jumbo-jets'.

Miami International Airport invested US\$4 million to build three loading bridges in order to accommodate the Airbus A380; two loading bridges for the lower deck and one for the first class passengers on the upper deck. Other airports around the world have made expensive infrastructure changes to prepare for the Airbus A380, including increasing the width of runways. Although several US airports have included the Airbus A380 in their flight schedules, there is no US airline with this super-sized jet within its fleet of aircraft. Flights on the Airbus A380 are popular with passengers, with most routes operating at above 85% of their carrying capacity. The design and comfort of these aircraft has certainly set the new standard for the travel industry; one passenger described his experience onboard the A380 as 'flying in a 5* hotel'.

Fig. 4

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