



Cambridge International Examinations
Cambridge International Advanced Level

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 **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

Canada's second busiest airport, Vancouver International Airport (YVR), welcomed 17.6 million people in 2012, and there were more than 296 000 aircraft take-offs and landings.

Since 1992, passenger traffic at YVR has increased more than 77% to 17.5 million passengers. In 2012, the airport contributed US\$1.9 billion in Gross Domestic Product (GDP) to the national economy.



Vancouver Airport Authority, responsible for operating YVR, is investing US\$1.8 billion to attract new routes and carriers and to improve the customer experience. YVR will upgrade terminals, improve baggage systems and enhance safety and security. These improvements will ensure that the airport remains a gateway of choice. YVR is facing increasing competition from other airports: passengers and carriers have more choice now than ever before.

The Vancouver Airport Authority currently employs approximately 330 people, working in the terminal building, groundside operations and airside operations. YVR also has more than 26 000 indirect employees, working in a variety of aviation-related industries around the airport. The safety and security of the airport, its passengers and its employees is the number one priority of the Vancouver Airport Authority. It is committed to excellence in safety, security and environmental management and takes every measure to ensure operations at YVR meet the highest standards. Providing the help and information customers need is central to creating a positive travel experience.

Staff follow the Vancouver Airport Authority's Code of Practice in achieving these goals. They are supported by YVR's award-winning Green Coat Volunteer programme, consisting of 500 members speaking a total of 28 different languages. Up to 50 Green Coat volunteers work at YVR each day, providing directions and information to visitors at YVR.

With 13 000-plus Twitter followers, YVR is Canada's top 'tweeting' airport, making daily use of this social media to help promote its services. YVR also has YouTube and Facebook accounts.

Vancouver International Airport was placed 8th in the 'Top 10 Airport in the World' in the 2013 Skytrax World Airport Awards.

Fig. 1

Fig. 2 for Question 2

Tajikistan is an independent republic in Central Asia. Tajikistan has much to offer the independent traveller in search of remote locations and unusual cultural experiences. There are opportunities for mountaineering, rock climbing, hiking, horse or camel riding, historical exploration or simply relaxing among mountains and lakes.

In former times, four major Silk Road routes passed through the Pamir and Fann mountains in Tajikistan. There is evidence of Buddhist, Hindu and Christian remains in the country. More recently, the country's Islamic history has produced some fine examples of Central Asian art and architecture. The Soviet period of the 20th century has also left its mark in architecture, art and engineering achievements such as the Nurek Hydroelectric Dam, the tallest artificial dam in the world.

Visas: Nationals from Central Asian countries including Belarus, Georgia, Kazakhstan, Mongolia, and Russia do not need a visa for visits of up to 90 days. Following the trends of other Central Asian countries, visas are increasingly easy to obtain, particularly for nationals of wealthy countries such as the US and countries in Western Europe. This policy is designed to stimulate tourist activity in Tajikistan.

Apply for a visa in advance at Tajik embassies or purchase one upon arrival at Dushanbe International Airport. The visa process at the airport takes around 10 minutes. A tourist visa in Tajikistan costs approximately USD25.

Transport: There are two airlines serving the country: the national carrier, Tajik Air, and the new private airline Somon Air. Flights are available to cities across Russia, including Moscow and St. Petersburg. Other destinations to/from Tajikistan include: Kabul, Istanbul, Dubai and Frankfurt. Somon Air plans to add services to China in the future.

In winter months, snow blocks the roads connecting Dushanbe with the north of Tajikistan. A four-wheel-drive vehicle is necessary and large portions of the highway are frequently blocked by mudslides in spring.

There is currently a ferry operating across the Pyanj River between Afghanistan and Tajikistan that costs USD10 one way. It runs three times a day but not on Sundays. However, the opening of the US funded bridge over the Pyanj is likely to bring this service to an end.

Accommodation: There is a small number of large hotels in the capital, Dushanbe. The Hyatt Regency was built in 2009. Most hotels tend to be overpriced and in need of modernisation. Western standards of accommodation cost from USD70 to USD220 per room.

There is a network of guesthouses in the towns of Kalaikhum and Khorog, offering a good standard of accommodation. Full board costs from USD40 per person, per night.

The French non-governmental organisation (NGO), ACTED, is establishing a network of Homestays in the Pamir region, around Murghab. For USD10 per person per night a comfortable bed in a family home is offered. The facilities are basic, i.e. no running water and an outside toilet, but guests can expect comfortable clean rooms, good local food, and a very warm welcome.

Fig. 2

Fig. 3 for Question 3

After 15 years of disuse, the site of the former airport at Kai Tak in Hong Kong opened in June 2013 as a purpose-built cruise ship terminal.

More than 3000 passengers disembarked from Royal Caribbean's *Mariner of the Seas* as the cruise liner was first to arrive at the new cruise terminal in Hong Kong. Passengers had boarded in Singapore for an 11-night cruise bound for Shanghai.

The construction work began in 2010 and most of the terminal building, including the customs, immigration and quarantine facilities, has been completed, but there remains more work to be done before this state-of-the-art terminal can open fully to the public. When completed, the US\$1 billion terminal will have two berths able to accommodate the biggest cruise ships in the world, as well as restaurants and retail shops.

For Hong Kong the new terminal is an attempt to become involved in the profitable cruise market in Asia and to face up to the competition from other regional cruise hubs such as Singapore and Shanghai. As China's middle and upper classes continue to expand, the demand for travel, especially luxury travel, is expected to increase.

Over the last few decades, as a result of increased wealth and improved transport links, Asia has evolved from being a destination for rich Westerners to being an important source of new travellers. Travel from mainland China has increased, making the country both the biggest source of foreign tourists in the world, and the biggest spender in global tourism, according to the World Tourism Organization (UNWTO).

This growth has yet to extend into the cruise ship segment, which remains focused on travel within the Mediterranean and the Caribbean. Just under two-thirds of the 21 million people in the world who took a cruise in 2013 came from North America, and 27% came from Europe. Less than 7% of cruise passengers came from Asia.

It is hoped that the new cruise terminal will attract big-spending visitors. The opening of the new terminal is expected to bring more business opportunities to Hong Kong in the long term. Shopping malls in East Kowloon are organising free shuttle buses to transport visitors from the cruise terminal to their shops.

The marketing manager of a shopping development in Kowloon Bay says "Currently about 2% of our shoppers are tourists and with the opening of the terminal, we expect the number of tourists in our shopping mall to increase by about 30%. We believe the visitors from the ships will spend US\$350 to US\$650 per person in our shopping mall, compared with other tourists who spend an average of US\$300."

Fig. 3

Figs. 4(a) and 4(b) for Question 4

Pentahotel Vienna

- 117 rooms
- 2 seminar rooms for meetings of up to 90 people
 - Free WiFi Internet access
 - All rooms with air-conditioning
- 32" flat screen TV's with all channels free of charge
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 - Sauna

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 Airport 21 km

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- Use of the main meeting room
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- 3-course lunch or lunch buffet with a choice of 3 main dishes
- Standard technology (flip chart, pin board, writing utensils, notepads, whiteboard)
- Unlimited mineral water and fruit juices in the meeting room and with lunch
- Unlimited soft drinks and hot beverages during breaks and with lunch
- Digital projector (or overhead projector on request)

Fig. 4(a)

Vienna Convention Bureau, part of the Vienna Tourist Board, promotes Vienna as Central Europe's leading conference city. It offers services free of charge to any national or international conference organiser. It employs 11 conference specialists, who manage bookings of conventions, meetings and incentive events and play a key role in maintaining Vienna's international reputation.

The city's excellent congress infrastructure, the high standard of conference support services and the cultural attractions of the city all help to make Vienna one of the top destinations for international conferences worldwide.

Vienna Convention Bureau is sponsored by Austrian Airlines, Hilton Hotels in Vienna and the Imperial Riding School Renaissance Vienna.

Vienna MICE Statistics 2012

Total number of business tourism events = 3376

Total number of participants = 498 000

Total number of overnight stays = 1 500 000

Fig. 4(b)

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