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**TRAVEL AND TOURISM**

9395/33

Paper 3 International Business & Leisure Travel Services

October/November 2014

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**1 hour 30 minutes**

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**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.

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This document consists of **5** printed pages and **3** blank pages.

Fig. 1 for Question 1

## Brazil

Brazil is one of the best countries in the world to host meetings. For the fifth year, Brazil has retained its top ten place in the International Congress and Convention Association's (ICCA) country rankings. In 2011 Brazil was placed in seventh position globally, and second in the Latin and North America region. Cities in Brazil, such as Rio de Janeiro and São Paulo, were in the Top 50 global list, and Salvador and Campinas also gained popularity.

What is it that makes Brazil a potential meeting destination? Amongst the reasons are:

- state-of-the-art technology in all meeting venues
- first-class hotel infrastructure
- superb food, entertainment and shopping.

Brazil has many years of experience in servicing the MICE segment; there are good opportunities to organise meetings, corporate events, seminars, trade fairs and incentive tourism in Brazil, which are all gaining popularity in Brazil.

### Rio de Janeiro

Rio de Janeiro, located in the south east of Brazil, is one of the country's most popular destinations, with its famous beaches, the statue of Christ (one of the Seven Wonders of the Modern World) and Sugar Loaf Mountain. If you are an events organiser looking for a modern destination with an advanced infrastructure, Rio is one of Brazil's best options.

### Rio Convention and Visitors Bureau (RCVB)

Rio Convention and Visitors Bureau is an example of a public and private partnership. It operates as part of the public sector with links to the tourist authorities of TurisRio and Riotur, and gains support from private companies such as hotels, travel agencies, airlines and ground transportation. The main objective of RCVB is to encourage the tourist flow to Rio de Janeiro.

RCVB:

- Participates regularly in national and international trade fairs.
- Promotes seminars, meetings and educational conferences addressed to tour operators, travel agencies and the foreign press, and presents Rio de Janeiro as an ideal destination to hold any type of event.
- Markets Rio's business tourism through its own promotional material (videos, brochures, magazines).
- Provides conference organisers with contacts with suppliers, who offer the best tourist services within the city.
- Produces an online calendar of events as well as contributing to the production of the *Rio Showcase* journal.

Fig. 1

**Fig. 2 for Question 2**

The African Airlines Association (AFRAA) was established in 1968 in Accra, Ghana as a trade organisation offering membership to airlines within African states.

AFRAA objectives are as follows:

- To encourage the establishment of industry best practices in safety and security.
- To promote joint projects between member airlines, aimed at reducing costs and increasing revenues.
- To work with the regulatory bodies such as the International Civil Aviation Organisation (ICAO) and the International Air Transport Association (IATA), to support and protect the interests of all African airlines, through the establishment of an industry code of practice.
- To develop environmental policies.
- To promote a positive image of African airlines throughout the world.

One of the member airlines of AFRAA, South African Airways (SAA) is the flag carrier of South Africa and is one of the largest airlines on the African continent. SAA operates a network of services throughout Africa and international services to North America, South America, Asia, Australia and Europe. SAA's OnBiz division offers a complete online service for business travel, making the management of corporate travel easy.

SAA's OnBiz offers businesses:



packages specifically designed around business needs



the best of everything SAA offers as an airline in an all-inclusive package



easy online management of business travel



business travel administrators who can set up travel profiles for staff and set travel policies for businesses.

**Fig. 2**

**Fig. 3 for Question 3**

It is estimated that by 2015, ancillary sales will account for up to 18% of travel suppliers' revenue. While traditional products and services, such as travel insurance, car rental and hotel bookings are expected to remain popular, travel providers see great potential in a range of as yet unexploited products and services. By 2020, more than half of travel providers expect to offer virtual reality services that can help passengers experience airports, hotels and cruise ships before arrival. There may be digital concierges or even in-journey spa treatments.

More than half of all leisure travellers and nearly three out of four business travellers now own a smartphone. Smartphones allow suppliers to interact with customers throughout their journey and allow suppliers to offer the right ancillary services at the time when the customer is most likely to need them or want to buy them. Ancillary sales via smartphones may be seen by customers as providing them with a valuable service.

Consider these examples:

- Your flight is delayed for three hours – how about buying a day-pass to the airport lounge for a cold drink with free Wi-Fi via your smartphone?
- Guests who book family rooms in a hotel may appreciate direct booking using a smartphone, for local amusement parks or family activities, or even a reminder about booking the in-resort babysitting service and a reservation in the restaurant for a table for two.



**Fig. 3**

Fig. 4 for Question 4

**Bedouin Moon Hotel ★★**

Dahab, Egypt

**Prices From €750 per person**

7 nights, bed and breakfast (based on two adults sharing a standard room – single supplement €15 per night).

Includes flights, transfers and taxes and a 'Learn to Dive' PADI (Professional Association of Diving Instructors) Open Water Course.

The Bedouin Moon Hotel, Dahab is located approximately 3km from Dahab town, near the Blue Hole dive site. The hotel enjoys stunning views of the nearby mountains and the Red Sea.

**About Dahab**

Most of the diving in Dahab starts from the shore and many sites have easy access, making it a popular choice for divers of all levels. Travel to the dive sites is usually by 4 wheel drive vehicle but camel safaris are an alternative and interesting way for you to travel. (Additional charges apply.)

If you are fairly new to diving or want to learn to dive, the gentle shore and lack of current make Dahab a perfect resort for divers. Dahab also has a lot to offer experienced divers, with the main attractions of the Blue Hole and Canyon dive sites providing deeper dives, which offer spectacular underwater experiences. Turtles and dolphins are also often seen in the area.

Dahab diving is available all year round, but the Red Sea is at its warmest between June and September.

**For more holiday options,  
contact Aqua-Holiday,  
specialists in tailor-made  
dive holidays.**



Fig. 4





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*Copyright Acknowledgements:*

- Fig. 3: © Fotolia tickets online © vege #40884435 – see portfolio  
Fig. 4: © Fotolia Scuba Diver Diving Retro © patrimonio designs #39774527

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