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9395/03

October/November 2011

1 hour 30 minutes

Candidates answer on the Question Paper

READ THESE INSTRUCTIONS FIRST

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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1	
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Total	

This document consists of **16** printed pages.

Question 1

Refer to Fig. 1, information about the Swissôtel Krasnye Holmy hotel in Moscow.

Swissôtel Krasnye Holmy, Moscow

Centrally located, a short distance from the Kremlin and Red Square, the award-winning Swissôtel Krasnye Holmy is the city's best hotel for business and leisure. It offers spacious guest rooms and suites with spectacular views of the city. Domodedovo International Airport (Moscow) can be reached from the hotel in 45 minutes by express train.

The hotel has 233 luxurious rooms, including Executive Club rooms, a Swiss Executive Club Lounge, five restaurants and bars. It was voted the 'Best Business Hotel in Russia' in 2009. Customers can book and manage their reservations for any Swissôtel using their mobile telephone.

Hotel facilities include:

- business centre with equipment rental, translation and secretarial services;
- 11 conference rooms;
- fitness centre and spa with sauna and swimming pool;
- parking;
- 24-hour room service;
- secure elevators with CCTV;
- in-house laundry;
- concierge desk;
- limousine service;
- Internet access in every room.

Swiss Business Deal

- Daily complementary breakfast and evening cocktails.
- Rooms equipped with direct dial telephone with voice mail.
- Free local telephone calls.
- Two pieces of complementary laundry, dry cleaning or pressing daily.
- Free access to fitness centre.

High-speed Internet access makes it easy to stay in touch with home and office. Complementary Wi-Fi connection in your room.

Conference Organisers – use our 'Request for Proposal' (RFP) integrated online tool to start planning your event. Simply fill in the online form to create your conference profile, selecting the facilities you require and press submit. You can edit your profile at any time or modify it for future events.



Fig. 1

- (a) (i) Identify **two** features of the 'Swiss Business Deal' promotion offered by this hotel.

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- (ii) Suggest and explain **three** reasons why hotels, such as the Swissôtel Krasnye Holmy, are developing specific business packages such as the 'Swiss Business Deal'.

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- (b) (i) Identify and explain **two** ways in which the Swissôtel chain may meet the technological needs of all of its customers.

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- (ii) Other than technology, explain **two** aspects of the appeal of the Swissôtel Krasnye Holmy to leisure customers.

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Question 2

Refer to Fig. 2, information about Incheon International airport in South Korea.

Incheon International Airport, in Seoul, South Korea was voted 'Best Airport Worldwide' for the fourth time in 2009. It has also won the IATA Golden Eagle Award for quality service and value for money and the Green Excellence Award.

As one of the busiest airports in the world, this hub serves 28.5 million passengers and over 70 different airlines each year.

Incheon International Airport strives to be the best by:

- seeking renewable energy sources;
- using the latest advances in IT and biotechnology for check-in, immigration and boarding services;
- providing excellent customer service – average arrival processing time is only 13 minutes compared with a world average of 45 minutes; average departure processing time of just 18 minutes, compared to the world average of 60 minutes;
- building the 'Integrated Air City' which includes a world class business and leisure hub including:
 - outstanding services for transit passengers
 - business lounges
 - free Internet access
 - spa facilities
 - a golf town
 - onsite casino
 - The Korean Culture Museum
 - a design gallery exhibiting local arts and craft;
- excellent transfer links – bus ticketing services, KTX Airport Express and Airport Railroad Express, frequent and inexpensive taxi services as well as adequate long term car parking facilities.

In December 2009, Incheon International Airport received the Airbus A380, the world's largest commercial plane, for the first time. The airport has prepared three gateways to accommodate the Airbus, which requires extra wide runways for its increased wingspan and two-tiered loading facilities for loading passengers. Emirates will operate the Airbus A380 on seven flights a week on the Incheon-Dubai route.

Fig. 2

- (a) (i) Define the term 'transit passenger'.

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- (ii) Identify **three** ways in which Incheon International Airport has become a 'business and leisure hub'.

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- (b) (i) Other than for its services for transit passengers, identify and explain **three** reasons why Incheon International Airport may have been voted 'Best Airport Worldwide' on several occasions.

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 [6]

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Question 3

Refer to Fig. 3, an advertisement for a tourist guiding service in Nepal.




Himalayan Rambles is a privately owned guiding service operating in Nepal. It provides guides for small group treks and tours throughout Nepal, specialising in low level walks rather than the more challenging trekking in the high mountains.

Reasons for choosing these guiding services:

1. Personalised service
2. Assured safety
3. Environmental and cultural awareness
4. Fair pricing
5. Good food and comfortable accommodation

The guides working for Himalayan Rambles are all experienced. Many started as porters on expeditions in the high mountains. The organisation has now gained professional, government-licensed status for all of its guides.

10% discount for online bookings: www.himalayanrambles.np

Fig. 3

- (a) (i) Describe what is meant by the term 'guiding service'.

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- (ii) Explain **two** reasons why leisure visitors to Nepal require guiding services during their visit.

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- (b) Suggest and explain **three** ways in which the Himalayan Rambles' advertised product might appeal to someone wishing to hike in the Nepalese lowlands.

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- (c) Suggest **two** additional products or services that Himalayan Rambles might offer its customers. Give **one** reason why you think **each** of your chosen products or services may be offered.

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Question 4

Refer to Fig. 4, information about the services of various government organisations, supporting the interests of nationals whilst travelling abroad.

Most countries rely upon the services of government organisations to support the interests of nationals whilst travelling abroad.

In the UK, this role falls to the Foreign and Commonwealth Office, in South Africa to the Department for International Relations and Cooperation and in the USA, to the U.S. Department of State.

Each of these government organisations is responsible for the provision of consular services. This includes the provision of information and advice to those wishing to travel or to live abroad, ranging from the 'know before you go' campaign, to passport and visa information. They must also respond in times of personal difficulty or distress as well as providing assistance in major emergency situations such as terrorism attacks or natural disasters.

Each organisation provides website information, allowing travellers to check for regular updates of travel advice. Many of these websites have links to social networking sites as well as offering the service of registering your travel plans before departure.

Fig. 4

(a) Identify the **four** main consular services provided by these organisations.

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[9]

[Total: 25]

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