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9395/31

October/November 2013

1 hour 30 minutes

No Additional Materials are required.

Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
You may use a soft pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, highlighters, glue or correction fluid.
DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

Question 1

For
Examiner's
Use

Refer to Fig. 1 (Insert), information about the Abu Dhabi Travel Bureau (ATB), a travel agency in the United Arab Emirates.

- (a) Give **one** example of travellers within the context of each of the **four** core markets for whom the ATB caters.

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- (b) Explain **three** ways in which the ATB might meet the needs of any **one** of its core markets, through the ancillary services it provides.

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- (c) Explain **three** likely benefits to the ATB of winning the World Travel Award in 2011 as the United Arab Emirates (UAE's) Leading Travel Agency.

For
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Use

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- [9]

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Question 2

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Use

Refer to Figs 2(a) and 2(b) (Insert), information about business tourism in Australia.

- (a) Identify and explain **three** reasons for the appeal of Australia as a business tourism destination to an event planner.

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- (b) Identify and explain **three** of the aims of Business Events Sydney (BESydney).

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- (c) Explain **two** ways in which an event planner might use the Sydney Event Planner's Guide.

For
Examiner's
Use

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[Turn over

Question 3

Refer to Fig. 3 (Insert), an extract from a brochure for the Sugar Beach Resort in Mauritius, an island destination in the Indian Ocean.

- (a) List **four** components of an all-inclusive package holiday.

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- (b) Explain **three** ways in which the Sugar Beach Resort is likely to appeal to a family with two children aged 10 and 14.

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- (c) Explain **three** reasons why resorts, such as the Sugar Beach Resort, provide a range of additional services for their guests.

For
Examiner's
Use

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Question 4

Refer to Fig. 4 (Insert), a press release about the new Lufthansa Airbus A380 service between Miami and Frankfurt.

- (a) Identify and explain **two** reasons why Miami International Airport was chosen by Lufthansa for the new Airbus A380 service.

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- (b) Identify and explain **three** benefits to the airline of operating the Airbus A380 instead of the Boeing 747 on this route.

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(c) Explain **three** reasons why the Airbus A380 is popular with passengers.

For
Examiner's
Use

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