READ THESE INSTRUCTIONS FIRST
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.
You may use a pencil for any diagrams, graphs or rough working.

Answer all questions.

The number of marks is given in brackets [ ] at the end of each question or part question.
Suvarnabhumi, Bangkok's new airport, opened in September 2006. It has been designed with passengers' convenience in mind. There are 460 check-in counters and 60 passport control counters. The baggage handling facility has a capacity of over 9,000 bags an hour and the whole arrival procedure takes less than 45 minutes.

The new airport offers a variety of facilities, including Thai food shops, Duty Free shops, Children's play areas, Internet cafés, large waiting lounges and VIP lounges.

(a) (i) Identify two airport facilities targeted at business travellers.

1. .................................................................
2. ................................................................. [2]
(ii) Identify two airport facilities that would benefit leisure travellers.

1 ............................................................................................................................................

2 ........................................................................................................................................... [2]

(b) Explain three reasons why airports such as Suvarnabhumi provide e-check-in services.

1 ............................................................................................................................................

2 ............................................................................................................................................

3 ............................................................................................................................................ [6]

(c) Explain the advantages of scheduled flights compared with chartered flights for the customer.

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(d) Assess the consequences of an airport such as Suvarnabhumi operating close to its passenger capacity.
Question 2

The Global Passenger Network (GPN) is an organisation of quality national motor coach networks, formed in July 2006 to promote the use of motor coach and passenger transportation services in major markets throughout the world. GPN strives to be the leading international organisation in the area of land transportation.

Membership of the organisation includes BUSCLICK, the International Motor Coach Group Inc., Guild of British Coach Operators and Irish Coaches.

Member organisations must comply with the standards established by the Network as follows:

- Have been operating in the motor coach business for a minimum of five years
- Have nationally recognised insurance coverage
- Have a professional driver and management training programme
- Operate a fleet of quality, modern motor coach equipment
- Have full service garage and maintenance facilities
- Agree to service and support other member operators with appropriate parts and personnel
- Agree to make all facilities and/or equipment available to the customer for inspection prior to the booking of service
- Have a customer service feedback process.

Fig. 2

Refer to Fig. 2.

(a) (i) Identify two members of the Global Passenger Network (GPN).

1 ........................................................................................................................................
2 ........................................................................................................................................ [2]

(ii) State the two main functions of GPN.

1 ........................................................................................................................................
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2 ........................................................................................................................................ [2]
(b) Explain, using examples, why organisations such as GPN set industry standards for members.

(c) International coach operators offer package holidays to meet the specific needs of leisure travellers.

(i) State three components usually included in a coach holiday.

1

2

3 [3]

(ii) Name one ancillary service that an international coach operator offers. Give two reasons why this ancillary service is provided.

Service

Reason 1

Reason 2 [3]
(d) Coach holidays are often targeted at the *grey market*.

Assess the factors which have led to the creation of products which meet the needs of the grey market.

[Total: 25]
Question 3

Hotel Termes Montbrió, Tarragona, Catalonia, Spain

Set in five acres of beautiful gardens, the hotel features a unique conference centre with 12 meeting rooms with a capacity ranging from 10 to 400 delegates and is offering an incentive package for business meetings throughout 2008.

For fitness fanatics, the Hotel Termes Montbrió offers tennis and petanque courts and a fully-equipped gym. After sports, wind down with a treatment at the wellness centre, with its natural spring waters and Aquatonic thermal leisure area.

In 2003 Hotel Termes Montbrió received the prestigious ‘Best European Spa Resort Hotel’ award from Professional Spa Magazine.

Barcelona International Airport is one hour from the hotel by car, and Reus International Airport is 10 minutes from the hotel by car.

2008 Business Incentive package includes:

- Welcome drink
- Buffet breakfast each morning
- Lunch with a selection of freshly prepared sandwiches and soft drinks
- Three course set menu dinner with water and coffee
- Mineral water in the meeting rooms
- Morning coffee break with soft drinks
- Afternoon coffee break with soft drinks and pastries
- Meeting room hire for full or half days (including flip chart, data projector and screen)
- Complimentary one day entrance to our in-house natural spring hot water leisure area

Rates:

- Standard Twin Room - €190 per person sharing per night
- Standard Double Room - €217 per person per night single occupancy

Fig. 3
Refer to Fig. 3, part of an e-brochure for a hotel in Spain.

(a) (i) Identify two features of the business incentive package offered by this hotel.

1 .........................................................................................................................................................  
2 ......................................................................................................................................................... [2]

(ii) Explain one reason why the Hotel Termes Montbrió offers the option of single occupancy of double rooms for business customers.

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(b) Using only evidence from Fig. 3, explain two aspects of the appeal of the Hotel Termes Montbrió.

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2 .......................................................................................................................................................... [4]

(c) Explain four reasons why hotels such as the Hotel Termes Montbrió in Spain are developing specific business incentive packages.

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2 ..........................................................................................................................................................  
3 ..........................................................................................................................................................  
4 .......................................................................................................................................................... [8]
(d) Discuss the benefits to business customers of using the services of a specialist tour operator to make travel and conference arrangements.
Question 4

Interislander Ferry Service – Wellington to Picton (New Zealand)

The Kaitaki ferry is one of three services offered by the Interislander organisation to take passengers between Wellington on the North Island and Picton on the South Island in New Zealand.

The Kaitaki ship is the largest and most comfortable ferry in New Zealand at 181 m long, with a carrying capacity of 1600 passengers and up to 600 vehicles.

The three-hour journey is reasonably priced with family and other concessionary tickets available. There is also plenty on board to keep passengers occupied. Onboard facilities include:

- a restaurant, a café and a bar
- TV and viewing lounges
- cinema
- a video games arcade
- live music
- 2 children’s play areas
- family cabins, including nursery facilities

Fig. 4

Refer to Fig. 4.

(a) Ferry services form an important element of the total tourism product offered by island destinations such as New Zealand.

(i) State two features of a ferry service.

1 ........................................................................................................................................ [2]

2 ........................................................................................................................................ [2]

(ii) Between which two ports does the Interislander ferry service travel?

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(b) Describe three ways in which the Kaitaki ferry service may appeal to the family market.

1. .................................................................................................................................

2. .................................................................................................................................

3. .................................................................................................................................

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(c) The Interislander Ferry Service must be booked in advance.

Compare and contrast two different booking methods generally available to overseas passengers for travel products such as the Interislander Ferry Service.

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(d) Many overseas visitors to New Zealand use car rental services for travel purposes during their visit.

Evaluate the importance of different transport methods being available, as part of the total tourism product experienced by overseas visitors, in an island destination such as New Zealand.

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