



CANDIDATE

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Advanced Level

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NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM 9395/33

Paper 3 International Business & Leisure Travel Services

October/November 2013 1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

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.

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.

Refer to Fig. 1 (Insert), an advertisement for a trip to Calgary in Canada to visit the famou. Stampede, a celebration of heritage and culture.

(a)	Explain three ways in which the Calgary Stampede is likely to appeal to visitors.								
	1								
	2								
	3								
	[6]								
(b)	Explain two likely benefits to the event organisers of offering the Two-Day Thrill Stampede package.								
	1								
	2								
	[4]								

www.PapaCambridge.com (c) Explain three likely benefits to the event organiser of using social media, s Facebook and Twitter, to promote tourism events, such as the Calgary Stampede.

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as Calgary with a tour operator, rather than arranging an independent holiday.

	4.
	5 g. 2 (Insert), information about the Maharaja's Express, a luxury train service in India. Identify two features of the travel product offered by the Maharaja's Express. 1
stion 2	VaCan.
er to Fig	g. 2 (Insert), information about the Maharaja's Express, a luxury train service in India.
(a) (i)	Identify two features of the travel product offered by the Maharaja's Express.
	1
	2
	[2]
(ii)	Explain two reasons why the train offers four different types of accommodation.
	1
	2
	[4]

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	Explain three likely reasons for the appeal of the 'Princely India' itinerary to travellers. 1	
(b)	Explain three likely reasons for the appeal of the 'Princely India' itinerary to travellers.	8
	1	Tage
		1777
	2	
	3	
	[6]	
(c)	Explain two benefits to the travel provider of excluding taxes from the advertised price of a journey on the Maharaja's Express.	
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	the training the same of the s	
	Evaluate the likely reasons why the services of a tour guide are offered as part excursions.	
	Evaluate the likely response why the pervious of a tour guide are effered as no	
,	Evaluate the likely reasons why the services of a tour guide are offered as parexcursions.	MA
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		8 (Insert), information about Trailfinders, a travel company specialising in tailor-made with the special spec	
stic	n 3	Tal Carlot	P. C.
r to lays		3 (Insert), information about Trailfinders, a travel company specialising in tailor-mad	Bridge
(a)	(i)	What does the term 'tailor-made itinerary' mean?	COM
			.
		[2	 2]
	(ii)	Explain two benefits to customers of having a tailor-made itinerary.	
		1	
		2	
		[4	1]
(b)		cribe two ways in which Trailfinders' products and services are made available to it comers.	S
	1		
	2		
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		[4]

	Way.	
	9	
(c)	Explain three reasons why gaining travel industry awards is beneficial to companies such as Trailfinders. 1	76
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10 M. Par	\
Evaluate the importance for customers of consumer protection practices such as licensing.	an
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[9)]

Refer to Fig. 4 (Insert), a tourism trade article, written in 2010, about the Hong Kong Convention and Exhibition Centre.

(a)		ntify and explain two reasons why 2010 was an important year for tourising Kong.	m in
	1		
			[4]
(b)	(i)	What is meant by 'hotel occupancy recorded at 87%'?	
	/** >		
	(ii)	Explain the relationship between hotel occupancy and inbound tourism.	
			[4]
			r .1

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	www.
	12
(c)	Explain three likely reasons why the Hong Kong Convention and Exhibition (HKCEC) could be described as 'an international hub, particularly for the Asian Mindustry'. 1
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	[6]

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	13	1
	Discuss the role of HKCEC Management Ltd in the Hong Kong Convention Exhibition Centre's daily operations.	and
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