

# **Cambridge International Examinations**

Cambridge International A Level	Cambridge International Examinations Cambridge International Advanced Level		www.PapaCambridge.	Co.
CANDIDATE NAME				13
CENTRE NUMBER		CANDIDATE NUMBER		
TRAVEL AND	TOURISM		9395/33	

Paper 3 International Business & Leisure Travel Services

October/November 2014

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, glue or correction fluid.

You may use an HB pencil for any diagrams or graphs.

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), information about business tourism in Brazil.

	2
on 1	abaca a
o Fig.	1 (Insert), information about business tourism in Brazil.
(i)	1 (Insert), information about business tourism in Brazil.  Identify from Fig. 1 (Insert), <b>two</b> cities in Brazil other than Rio de Janeiro, which are liste as business tourism venues by ICCA.
	1
	2[2
(ii)	Describe what is meant by the term 'trade fair'.
	[2
bus	iness tourism destination.
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(d)	RCVB's main objective is to increase the tourist flow to Rio de Janeiro.
	RCVB's main objective is to increase the tourist flow to Rio de Janeiro.  Evaluate the extent to which private sector support from hotels, travel agencies and increases the tourist flow to Rio de Janeiro.
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Questio	on 2	5 Abaca
Refer to	Fig.	2 (Insert), information about the African Airlines Association (AFRAA) and its mem
(a)	(i)	5  2 (Insert), information about the African Airlines Association (AFRAA) and its members and the African Airlines Association.
	(ii)	Identify from Fig. 2 (Insert), <b>two</b> regulatory bodies involved in the passenger airline industry.
		2[2]
(b)	oth	ng Fig. 2 (Insert), explain <b>three</b> objectives of the African Airlines Association (AFRAA), <b>er</b> than establishing an industry code of practice.
	2	

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(c)	Explain fully <b>two</b> likely benefits to airlines of having an industry code of practice.
	Explain fully <b>two</b> likely benefits to airlines of having an industry code of practice.  1
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)	Evaluate the likely benefits to South African Airways (SAA) and to business trave of the Onbiz service.

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		8 3 (Insert), a news article about ancillary services in the travel and tourism industry.
Questio	n 3	of all
Refer to	Fig.	3 (Insert), a news article about ancillary services in the travel and tourism industry.
(a)	(i)	State <b>two</b> ancillary products which travel providers currently offer.
		1
		2[2]
	(ii)	Identify from Fig. 3 (Insert), <b>two</b> new ancillary services which travel providers expect to offer by 2020.
		1
		2
		[2]
(b)		lain <b>three</b> reasons why travel providers offer ancillary products and services.
	1 .	
	2 .	
	3 .	

(c)	Explain fully <b>two</b> likely benefits to business travellers of using a range of mobile
	Explain fully <b>two</b> likely benefits to business travellers of using a range of mobile to the second
	2

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Evaluate the positive <b>and</b> negative impacts that mobile technology has on distribution for international travel services.	2		
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	4 (Insert), an advertisement for a diving holiday in Dahab, a Red Sea resort in Egyldentify from Fig. 4 (Insert), <b>two</b> components of this holiday package.
estion 4	Car.
fer to Fig.	4 (Insert), an advertisement for a diving holiday in Dahab, a Red Sea resort in Egy
(a) (i)	Identify from Fig. 4 (Insert), <b>two</b> components of this holiday package.
	1
	2[2
(ii)	Describe what is meant by the term 'single supplement'.
	[2
	ng Fig. 4 (Insert), explain <b>three</b> reasons for the likely appeal of Dahab as a diving tination.
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(c)	explain fully <b>two</b> likely reasons for the popularity of the Bedouin Moon Hotel <b>other</b> than its location.
	1
	2
	<b>a</b> 1

Evaluate the benefits to customers <b>and</b> to tour operators, such as Aqua-Holiday tailor-made holiday packages.

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