

CANDIDATE
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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.

Question 1

Refer to Fig. 1 (Insert), information about business tourism in Brazil.

- (a) (i)** Identify from Fig. 1 (Insert), **two** cities in Brazil other than Rio de Janeiro, which are listed as business tourism venues by ICCA.

1

2 [2]

- (ii) Describe what is meant by the term '*trade fair*'.

..... [2]

- (b)** Using Fig. 1 (Insert), explain **three** likely reasons for the appeal of Rio de Janeiro as a business tourism destination.

..... [6]

- (c) Explain fully **two** methods used by the Rio Convention and Visitors Bureau (RCVB) to promote business tourism in Rio de Janeiro.

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- Evaluate the extent to which private sector support from hotels, travel agencies and increases the tourist flow to Rio de Janeiro.

[9]

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Question 2

Refer to Fig. 2 (Insert), information about the African Airlines Association (AFRAA) and its members.

- (a) (i) Describe what is meant by the term '*trade organisation*'.

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.....[2]

- (ii) Identify from Fig. 2 (Insert), **two** regulatory bodies involved in the passenger airline industry.

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2[2]

- (b) Using Fig. 2 (Insert), explain **three** objectives of the African Airlines Association (AFRAA), **other** than establishing an industry code of practice.

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(c) Explain fully **two** likely benefits to airlines of having an industry code of practice.

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[Turn over

Question 3

Refer to Fig. 3 (Insert), a news article about ancillary services in the travel and tourism industry.

- (a) (i) State **two** ancillary products which travel providers currently offer.

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2[2]

- (ii) Identify from Fig. 3 (Insert), **two** new ancillary services which travel providers expect to offer by 2020.

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- (b) Explain **three** reasons why travel providers offer ancillary products and services.

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(c) Explain fully **two** likely benefits to business travellers of using a range of mobile t

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Refer to Fig. 4 (Insert), an advertisement for a diving holiday in Dahab, a Red Sea resort in Egypt.

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- (c) Explain fully **two** likely reasons for the popularity of the Bedouin Moon Hotel and **other** than its location.

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.....[6]

- [9]

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