

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME				
CENTRE NUMBER		CANDIDATE NUMBER		

TRAVEL AND TOURISM

9395/33

Paper 3 International Business & Leisure Travel Services

October/November 2016

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.

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

Do not use staples, paper clips, 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.



Refer to	Fig.	1 (Insert), information about business tourism in Zimbabwe, a country in southern Africa.
(a)	(i)	Explain, using examples, the term tourism infrastructure.
		[2]
	(ii)	Using only Fig. 1 (Insert), identify two countries which compete with Zimbabwe in the business tourism market.
		1
		2[2]
(b)		lain three ways in which investment in Zimbabwe may be used to generate more business ism.
	1	
	2	
	3	

(c)	Explain two reasons why the Rainbow Towers conference venue is suitable for hosting large-scale international events.
	1
	2
	[6]

(d)	Assess the reasons why many countries further develop their business tourism products and services.
	[9]

[Total: 25]

Refer to Fig. 2 (Insert), information about self-drive holidays in New Zealand.

(a)	(i)	State two types of visitor for whom a self-drive campervan holiday in New Zealand would be most suitable.
		1
		2[2]
	(ii)	Explain the term the shoulder season.
		[2]
(b)	Exp	plain three benefits of a self-drive holiday over an organised coach tour.
` ,		
	1	
	2	
	•••••	
	•••••	
	3	
	•••••	
		[6]

(c)	Explain two ways through which tourists can get the most out of their self-drive holiday in New Zealand.
	1
	2
	[6]

(d)	Discuss the reasons why visitors to New Zealand often visit several destinations during their stay.
	[9]

Refer to Fig. 3 (Insert), a news article about the changing demand for first class air travel services.

(a)	(i)	Identify two features of Etihad's The Residence travel accommodation.
		1
		2
		[2]
	(ii)	Explain, using an example, the phrase high yield business traveller.
		[2]
(b)	Exp	plain the three impacts that the global recession of recent years has had on luxury air
	trav	el.
	1	
	2	
	3	
		[6]

(c)	Other than through the onboard features offered, explain two ways in which airline companies can remain competitive.
	1
	2
	[6]

Discuss the ways in which airports cater to the specific needs of disabled passengers.

[Total: 25]

Refer to Fig. 4(a) (Insert), information about a river cruise and Fig. 4(b) (Insert), information about trends in the cruise industry.

(a)	(i)	Identify two different components included in the advertised cruise package.
		1
		2[2]
	(ii)	Explain, using an example, what is meant by the term check-in service.
		[2]
(b)	-	plain three reasons for the appeal of the advertised cruise on the River Seine to special rest tourists.
	1	
	2	
	3	
		[6]

(c)	Explain two reasons for the increase in the market for luxury cruising.
	1
	2
	[6]

(d)	Assess the ways in which cruise line companies might use the data from the identified trends in the cruise market to modify their products and services.
	[9]

[Total: 25]

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