



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

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**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.



**Question 1**

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

(a) Explain **three** ways in which the Calgary Stampede is likely to appeal to visitors.

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2 .....

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3 .....

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..... [6]

(b) Explain **two** likely benefits to the event organisers of offering the Two-Day Thrill Stampede package.

1 .....

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2 .....

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..... [4]

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

*For  
Examiner's  
Use*

1 .....

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2 .....

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**Question 2**

Refer to Fig. 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]

(b) Explain **three** likely reasons for the appeal of the 'Princely India' itinerary to leisure travellers.

1 .....

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(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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2 .....

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**Question 3**

Refer to Fig. 3 (Insert), information about Trailfinders, a travel company specialising in tailor-made holidays.

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**(a) (i)** What does the term 'tailor-made itinerary' mean?

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.....[2]

**(ii)** Explain **two** benefits to customers of having a tailor-made itinerary.

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

**(b)** Describe **two** ways in which Trailfinders' products and services are made available to its customers.

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



(c) Explain **three** reasons why gaining travel industry awards is beneficial to travel companies such as Trailfinders.

*For  
Examiner's  
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**Question 4**

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

(a) Identify and explain **two** reasons why 2010 was an important year for tourism in Hong Kong.

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2 .....

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(b) (i) What is meant by 'hotel occupancy recorded at 87%'?

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..... [2]

(ii) Explain the relationship between hotel occupancy and inbound tourism.

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..... [4]

(c) Explain **three** likely reasons why the Hong Kong Convention and Exhibition Centre (HKCEC) could be described as ‘an international hub, particularly for the Asian MICE industry’.

*For  
Examiner's  
Use*

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2 .....

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3 .....

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[6]







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