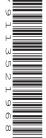


UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Advanced Level

CANDIDATE 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.



For Examiner's Use

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.
	1
	2
	3
	[6]
(b)	Explain two likely benefits to the event organisers of offering the Two-Day Thrill Stampede package.
	1
	2
	[4]

Facebook and Twitter, to promote tourism events, such as the Calgary Stampede.	For miner's Use
1	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
2	
3	
[6]	

Evaluate the benefits to customers of booking a package holiday to destinations su as Calgary with a tour operator, rather than arranging an independent holiday.

For
Examiner's
Use

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
	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.
	1
	2
	[4]

i)	Evaluate the likely reasons why the services of a tour guide are offered as part of th excursions.
	1

For Examiner's Use

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

(a)	(i)	What does the term 'tailor-made itinerary' mean?					
		[2]					
	(ii)	Explain two benefits to customers of having a tailor-made itinerary.					
		1					
		2					
		[4]					
(b)	Des	scribe two ways in which Trailfinders' products and services are made available to its					
(-)		tomers.					
	1						
	2						
		[4]					

(c)	Explain three reasons why gaining travel industry awards is beneficial to travel companies such as Trailfinders.	For Examin
	1	
	2	
	3	
	[6]	

iner's

)	Evaluate the importance for customers of consumer protection practices such as ATC licensing.

For Examiner's Use

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

(a)		Hong Kong.						
	1 .							
	<i>-</i>							
		[4]						
(b)	(i)	What is meant by 'hotel occupancy recorded at 87%'?						
		[2]						
	(ii)	Explain the relationship between hotel occupancy and inbound tourism.						
		[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
	1	
	2	
	3	
	[6]	

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