



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.



(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.

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2

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3

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..... [6]



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

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..... [2]

(ii) Explain **two** reasons why the train offers four different types of accommodation.

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Question 3

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?

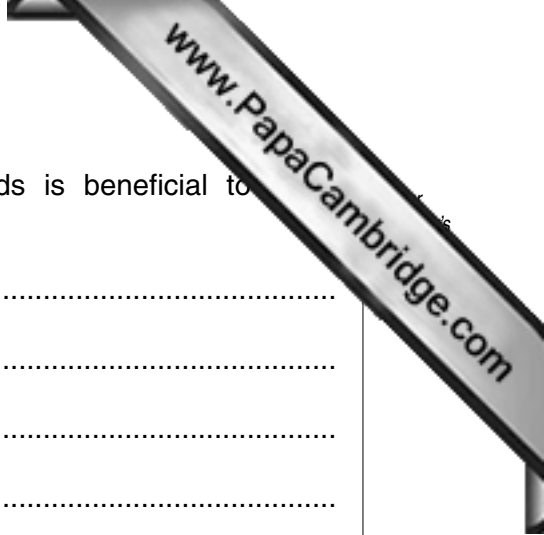
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.....[2]

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

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

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.....[4]



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

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[6]



Question 4

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.

1

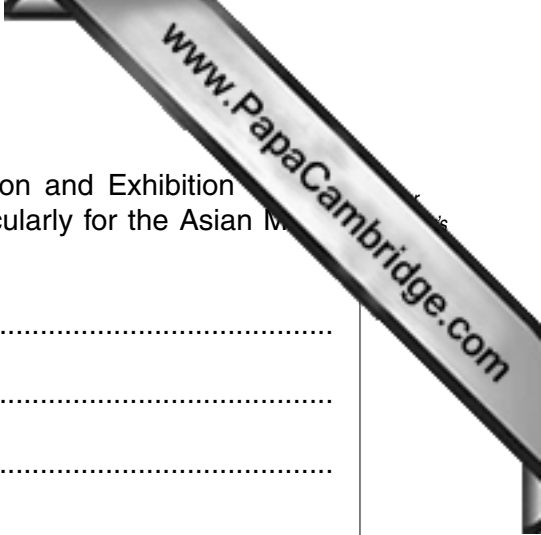
2 [4]

(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 Music industry'.

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[6]

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