

Cambridge International Examinations

Cambridge International Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

TRAVEL AND TOURISM

9395/33

Paper 3 International Business & Leisure Travel Services

October/November 2015

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 Vancouver International Airport (YVR) in Canada and the Vancouver Airport Authority, responsible for its operation.

(a)	(i)	Identify two improvements proposed by the Vancouver Airport Authority for the benefit of its customers.
		1
		2[2]
	(ii)	Define the term gateway of choice.
		[2]
(b)	Exp	plain briefly three objectives of the Vancouver Airport Authority.
	1	
	2	
	3	
		[6]

(c)	Explain fully two likely benefits to Vancouver International Airport (YVR) of its Green Coa Volunteer programme.
	91

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						[9

Refer to Fig. 2 (Insert), information about Tajikistan, an emerging tourist destination in Central Asia. Describe, using an example, what is meant by the term independent traveller. (a) (i)[2] Identify **two** activities offered in Tajikistan that might appeal to adventure tourists. **(b)** Explain briefly **three** reasons why Tajikistan is described as a cultural destination.[6]

(c)	Explain fully two ways in which the accommodation in Tajikistan meets the needs of different visitor types.
	[6]

)	Discuss the relationship between the accessibility of a destination, such as Tajikistan, and the number of international visitors it receives.
	[9]

Refer to Fig. 3 (Insert), information about the new cruise terminal in Kai Tak, Hong Kong and about the cruise market.

(a)	(i)	Identify the two largest source markets for the cruise industry.
		1
		2[2]
	(ii)	Explain the term regional cruise hub.
		[2]
(b)	Evn	plain briefly three facilities that cruise passengers might expect at the newly opened Kai
(D)		cruise terminal in Hong Kong.
	1	
	2	
	•••••	
	3	
		[6]

(c)	Explain fully two reasons why cruise passengers will be important for Hong Kong tourism in the long term.
	91

(d)	Evaluate tourism.	the	importa	ance	of t	he (emergin	g trave	l marke	t from	mainland	d China	for	global
									•••••					•••••
									•••••					
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									•••••					•••••
														[9]

Refer to Figs. 4(a) and 4(b) (Insert), an advertisement for the Pentahotel Vienna and its meeting package along with information about the Vienna Convention Bureau.

(a)	(i)	Identify two features of the Pentahotel Vienna which would appeal to leisure visitors.
		1
		2[2]
	(ii)	Explain, using an example, the term congress infrastructure.
		[2]
(b)		plain briefly three ways in which the 'Pentaplus Meeting Package' caters for the needs of a all-scale business event.
	1	
	2	
	3	
		[6]

)	Explain fully two functions of the Vienna Convention Bureau.	
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Discuss the reasons why privately-owned travel and tourism providers offer sponsorship to publicly-funded organisations, such as the Vienna Convention Bureau.
[9]

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