

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 2014

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, glue or correction fluid.

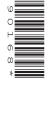
You may use an HB pencil for any diagrams or graphs.

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 Brazil.

(a)	(i)	Identify from Fig. 1 (Insert), two cities in Brazil other than Rio de Janeiro, which are listed as business tourism venues by ICCA.
		1
		2[2]
	(ii)	Describe what is meant by the term 'trade fair'.
		[2]
(b)		ng Fig. 1 (Insert), explain three likely reasons for the appeal of Rio de Janeiro as a iness tourism destination.
	1	
	2	
	•••••	
	3	
		[6]

(c)	Explain fully two methods used by the Rio Convention and Visitors Bureau (RCVB) to promote business tourism in Rio de Janeiro.
	1
	2
	[6]

(d) RCVB's main objective is to increase the tourist flow to Rio de Janeiro.

Evaluate the extent to which private sector support from hotels, travel agencies and airlines increases the tourist flow to Rio de Janeiro.
10

Refer to Fig. 2 (Insert), information about the African Airlines Association (AFRAA) and its members. (a) (i) Describe what is meant by the term 'trade organisation'.[2] Identify from Fig. 2 (Insert), two regulatory bodies involved in the passenger airline industry. 2[2] (b) Using Fig. 2 (Insert), explain three objectives of the African Airlines Association (AFRAA), other than establishing an industry code of practice.

)	Explain fully two likely benefits to airlines of naving an industry code of practice.
	1
	2
	[6]

(d)	Evaluate the likely benefits to South African Airways (SAA) and to business travel organisers of the Onbiz service.
	[9]

Refer to Fig. 3 (Insert), a news article about ancillary services in the travel and tourism industry.

(a)	(i)	State two ancillary products which travel providers currently offer.
		1
		2[2]
	(ii)	Identify from Fig. 3 (Insert), two new ancillary services which travel providers expect to offer by 2020.
		1
		2
		[2]
(b)	Exp	lain three reasons why travel providers offer ancillary products and services.
	1	
	2	
	3	
		[6]

(c)	Explain fully two likely benefits to business travellers of using a range of mobile technology.
	1
	2
	[6]

a)	distribution for international travel services.	OI
		•••
		91

Refer to	Fig. 4	4 (Insert), an advertisement for a diving holiday in Dahab, a Red Sea resort in Egypt.
(a)	(i)	Identify from Fig. 4 (Insert), two components of this holiday package.
		1
		2[2]
	(ii)	Describe what is meant by the term 'single supplement'.
		[2]
(b)		ng Fig. 4 (Insert), explain three reasons for the likely appeal of Dahab as a diving ination.
	1	
	2	
	3	
		rea

(c)	Explain fully two likely reasons for the popularity of the Bedouin Moon Hotel dive package, other than its location.
	1
	2
	[6]

	de holiday	ts to custor packages.		· · · · · · · · · · · · · · · · · · ·	1	
•••••			 			
			 			 [9]

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