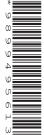


Cambridge International Examinations

Cambridge International Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



TRAVEL AND TOURISM

9395/32

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.

You may use an HB soft 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 Travellers Cashcards, a new foreign exchange product for travellers overseas.

(a)	(i)	Identify from Fig. 1 (Insert) two currencies in which a Travellers Cashcard is available.
		1
		2[2]
	(ii)	Identify from Fig. 1 (Insert) two ways in which Travellers Cashcards are made secure for customers.
		1
		2[2]
(b)	Usi	ng Fig. 1 (Insert), explain three benefits of a Travellers Cashcard for overseas travellers.
	1	
	2	
	3	
		[6]

(c)	Explain fully Cashcard.	y two	reasons	why	travel	agents	might	offer	products	such a	as the	Travellers
	1											
												•••••
	2											
												[6]

(d)	Recommend ancillary products and services that travel agents should provide to meet the needs of different customer types. Justify each recommendation.								
	[9]								

Refer to Fig. 2 (Insert), an information leaflet for the Orchid Garden Hotel.

(a)	(i)	Describe what is meant by the term 'room-only'.
		[2]
	(ii)	Suggest two components, other than accommodation, that tour operators often include in a 'honeymoon package'.
		1
		2
		[2]
(b)	Exp	plain three likely reasons for the appeal of The Orchid Garden Hotel to a honeymoon ple.
	1	
	2	
	3	
		[6]

(c)	Explain fully two reasons why hotels offer their guests additional services, such as the shuttle service at The Orchid Garden Hotel.
	1
	2
	[6

(d) The Orchid Garden Hotel targets honeymoon couples.

Evaluate the products and services provided by the Orchid Garden Hotel and recommend how it could cater for the needs of other customer types.
ΩI

Pofor to Fig. 2 (Incort)	information al	hout business	tourism in Barlin	the conital city	of Cormony
Refer to Fig. 3 (Insert),	imormation a	Dout business	tourisiii iii beriiri,	the capital city	y of Germany.

(a)	(i)	Describe what is meant by the term 'venue hotel'.	
			[2]
	(ii)	Berlin hosted more meetings than Sydney in 2010. Explain one likely reason destinations in Australia host fewer meetings than some European cities.	why
			[2]
(b)		ng Fig. 3 (Insert), explain three reasons for the appeal of Berlin as a confere tination.	ence
	1		
	2		
	3		
	0		
			[6]

(c)	Using Fig. 3 (Insert), explain fully two functions of the Berlin Convention Office (BCO).
	1
	2
	2
	21

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•	
•	
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_	
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•	

Refer to Fig. 4 (Insert), information about the Asia Cruise Association (ACA) and its members.

(a)	(i)	Describe what is meant by the term 'total carrying capacity'.	
			[2]
	(ii)	Other than travel agents, identify from Fig. 4 (Insert) two types of stakeholder we membership of the ACA.	with
		1	
		2	[2]
(b)	Ехр	lain three objectives of the ACA.	
	1		
			•••••
	3		
			•••••
			.[6]

(c)	Explain fully two likely benefits to passengers of travel agents, such as Cruise Vacations Ltd working together with other ACA members.
	1
	2
	91

Evaluate the importance of winning travel industry awards for organisations such a Cruises.	as Star
	[9]
	[-]

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