

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

May/June 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 pencil for any diagrams or graphs.

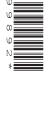
Do not use staples, paper clips, glue or correction fluid.

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 Nanjing in China, the host city of the second summer Youth Olympic Games in 2014.

(a)	(i)	Identify from Fig. 1 (Insert) two likely reasons why the city of Nanjing was chosen to host the Youth Olympic Games.
		1
		2
		[2]
	(ii)	State two different types of tourist that may be attracted to Nanjing as a result of the city hosting the Games.
		1
		2[2]
(b)	Usiı	ng Fig. 1 (Insert), explain three ways in which Nanjing is accessible to tourists.
	1	
	•••••	
	2	
	3	
		[6]

(c)	Games.
	1
	2
	[6]

d)	Evaluate the advantages and disadvantages for tourists of having a large number of licensed tour guides available in Nanjing.

Refer to Fig. 2 (Insert), information about the comparability of airline charges.

(a)	(i)	Identify from Fig. 2 (Insert) two examples of additional fees which may not be included in the advertised ticket price.
		1
		2
		[2]
	(ii)	Identify from Fig. 2 (Insert) two different sources of information customers may use to find out about airline service charges and fees.
		1
		2
		[2]
(b)		ng Fig. 2 (Insert), explain three reasons why many of those involved in air travel want to e passengers more information about prices for optional airline services.
	1	
	2	
	3	
	J	
		[6]

(c)	Explain fully two ways in which scheduled airlines try to overcome competition from other airlines offering similar products.
	1
	2
	[6]

(d)	Airlines claim that updating their computer technology to provide more information about additional fees will be complex and expensive.
	Justify the reasons for airlines making this claim.
	[9]

Refer to Fig. 3 (Insert), information from the company brochure for the International Motor Coach Group (IMG), a network of coach companies which operates in North America.

(a) (i) Identify from Fig. 3 (Insert) four facilities offered on board an IMG coach.
	1
	2
	3
	4[4
(ii	Other than on-board facilities, explain three reasons for the appeal of travelling with a IMG coach company.
	1
	2
	3
	[6

(b)	Explain fully two ways in which passengers are likely to benefit from IMG tour operators working with other principals to put together holiday packages.
	1
	2
	[6]

Compare and contrast coach travel with other means of transport for business travellers

Refer to Fig. 4 (Insert), an advertisement for the Swiss Chocolate Train, a leisure excursion.

(a)	Describe, using two examples from Fig. 4 (Insert), what is meant by the term <i>tourism product</i> .
	1
	2
	[4]
(b)	Explain three likely reasons for the appeal of a one-day leisure excursion, such as the Swiss Chocolate Train.
	1
	2
	3
	[6]

(c)	Explain fully two likely reasons why the Swiss Chocolate Train operates a restricted schedule.
	1
	2
	[6]

(d)	The Swiss Chocolate Train has a fixed pricing policy.
	Evaluate the advantages and disadvantages to travel providers of using fixed pricing policies.
	[9]

[Total: 25]

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