

Cambridge International Examinations

Cambridge International Advanced Level

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TRAVEL AND TOURISM

9395/32

Paper 3 International Business & Leisure Travel Services

May/June 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 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 Belfast Harbour, a port in Northern Ireland.

| (a) | (i) | Define the term carrying capacity. |
|-----|------|--|
| | | [2] |
| | (ii) | Identify two reasons why Belfast Harbour may become more popular with cruise companies in the future. |
| | | 1 |
| | | 2 |
| | | [2] |
| (b) | Exp | plain briefly three reasons why cruise tourism is important to destinations such as Belfast. |
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| (c) | Explain develop | ment | in No | rthern | Irelan | d. | | · | | • • | |
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| (d) | The Titanic Quarter, home to the Titanic Belfast visitor attraction, is an important destination venue. |
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| | Evaluate the extent to which the needs of business and leisure tourists are likely to be met by this destination venue. |
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Refer to Fig. 2 (Insert), an article about how airlines have changed the process for upgrading passengers.

| (a) | (i) | Identify two airlines which use online upgrade auctions. |
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| | | 1 |
| | | 2[2] |
| | (ii) | Explain what is meant by the term <i>load factor</i> . |
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| | | [2] |
| (b) | Ехр | lain briefly three likely reasons why airlines offer online upgrade auctions. |
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| (c) | Explain fully two benefits to passengers of being upgraded from economy to business class. |
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| (d) | Other than by offering upgrades, evaluate the ways in which airlines can remain competitive. |
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Refer to Fig. 3 (Insert), advertising material for Big Bus Tours, a city sightseeing tour operator, and information about its services in Dubai.

| (a) | (i) | Identify two features of the Big Bus Tours main travel product. |
|-----|------|--|
| | | 1 |
| | | 2[2] |
| | (ii) | Identify the two ways in which this travel product is made available to customers. |
| | | 1 |
| | | 2[2] |
| (b) | | plain briefly three likely reasons for Big Bus Tours offering the night tour service in Dubai well as during the daytime. |
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| (c) | Explain fully two ways in which Big Bus Tours uses new technology to benefit its customers. |
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| (d) | Big Bus To | ours | won | a C | ertifi | icate o | f Ex | celle | ence | in 2 | 013 | base | d on | its c | ustor | mer | s' t | feedbac | k. |
|-----|------------------|-------|------|-------|--------|---------|------|-------|-------|-------|-----|------|------|-------|-------|-----|------|---------|-------|
| | Analyse tawards. | the i | impo | rtanc | ce to | o trave | el o | rgan | isati | ons, | suc | h as | Big | Bus | Tou | rs, | of | winning | such |
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Refer to Fig. 4 (Insert), information about business tourism in Malta and the International Congress and Convention Association (ICCA).

| (a) | (i) | Identify two types of venue which are available for conferences in Malta. |
|-----|------|--|
| | | 1 |
| | | 2[2] |
| | (ii) | Identify what is meant by the initials MICE in relation to business tourism. |
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| | | I |
| | | C |
| | | E[2] |
| (b) | | lain briefly three ways in which Malta's Destination Management Companies (DMCs) can ist business tourism organisers. |
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| C) | Explain fully two rethan the range of ve | appeal of N | /lalta as a bi | usiness touris | m destination, | other |
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| t | Evaluate the benefits to organisations, such as the Malta Tourism Authority, of membership o the International Congress and Convention Association (ICCA). |
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