



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Subsidiary Level and Advanced Level

TRAVEL AND TOURISM

9395/33

Paper 3 International Business & Leisure Travel Services

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INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.

This document consists of **5** printed pages and **3** blank pages.



Fig. 1 for Question 1

Visit the Calgary Stampede 4 to 13 July 2014

The Calgary Stampede is the most authentic, memorable, western experience ever packed into a single vacation:

- become a cowboy or cowgirl during the 10-day Stampede
- see the world's top rodeo riders
- watch thrilling wagon races
- listen to live 'country and western' music
- experience life in a real Native American Indian village.



Where to stay:

Over 12 000 rooms in Calgary, 5 000 in Banff and 2 300 in Canmore.

Where to find the venue at Stampede Park:

Located in the centre of Calgary, minutes from the downtown hotels and just one hour from Banff and the Rocky Mountains.

How to get to Stampede Park:

- Calgary International Airport (YYC)
- two train stations at Stampede Park
- coach drop-off with free 'Meet-and-Greet' service for tour groups (by request)
- car parking available.

Two-Day Thrill Stampede package: For CAN\$235 per person, price includes:

- reserved rodeo seat and evening show seat each day
- souvenir programmes
- includes two Skyrides
- free shirt and bag
- admission to the Stampede Park
- **New for 2014!** 20% discount voucher at the Calgary Stampede Store.

For more details see:

www.calgarystampede.com
[Facebook.com/calgarystampede](https://www.facebook.com/calgarystampede)
[Twitter.com/calgarystampede](https://twitter.com/calgarystampede)

For a full package to Calgary, please contact the tour operator.

Fig. 1

Fig. 2 for Question 2

The Maharaja's Express is the newest in The Society of International Railway Travellers' World's Top 25 Trains list!

The new Maharaja's Express was created in 2010 specifically to be the most luxurious train in India. The train comprises of 23 carriages in total and can accommodate 84 passengers and a staff of 56.

Its two dining cars are beautifully decorated and serve a varied menu of Indian and continental cuisine. Two lounge cars provide bar areas and offer comfortable seating. The train offers four types of accommodation: Deluxe Cabin, Junior Suite, Suite and Presidential Suite. All cabins feature large windows, LCD television, DVD player, telephone, individual climate control and wireless Internet access. All have full en-suite bathroom facilities (sink, shower and toilet) and a butler to attend to customers' every need. Passengers in the Suite or the Presidential Suite are provided with a private car and personal tour guide at every stop. Passengers in the Deluxe Cabin or Junior Suite are provided with high quality group touring facilities.

A choice of four itineraries is available, including the 7-night '**Princely India**' journey between Mumbai and Delhi. This includes:

- watching an elephant polo match
- visiting the Ranthambore National Park for a glimpse of tigers, leopards and sloth bears
- visiting the UNESCO World Heritage Site of the Taj Mahal at Agra.

Included in the price

- * accommodation in double or twin bedded cabin with en-suite bathroom
- * all meals and beverages
- * butler service
- * excursions inclusive of entrance fees, transport and services of guide
- * portage at stations.

Not included in the price

- * any optional tours
- * taxes, insurance and gratuities
- * telephone calls and laundry
- * arrival and departure transfers
- * international and domestic air tickets
- * pre and post tour accommodation and any tour extensions.

Fig. 2

Fig. 3 for Question 3

Experts in tailor-made itineraries around the world, Trailfinders offers unbeatable value and exceptional service.

Trailfinders is a privately-owned business with a staff of over 1100 and has made travel arrangements for over 11 million customers.

Its 25 travel centres are staffed by the most expert travel consultants in the industry. Open seven days a week, Trailfinders can be found in towns and cities throughout the UK, Ireland and in Australia.

With a worldwide reputation, Trailfinders has the widest range of flights, tours, hotels, cruises, car and motor home hire across the globe. From budget to luxury its prices are amongst the lowest you will find anywhere.

REASONS TO CHOOSE TRAILFINDERS

- **Free consumer protection:** Trailfinders holds an ATOL licence, is a member of ABTA and is accredited by IATA.
- **No credit card surcharges:** the price you see is the price you pay.
- **The UK's leading discount flight specialists:** guaranteed low-cost flights.
- **Always on hand for assistance:** Trailfinders has Duty Officers always on call for urgent assistance.
- **ViewTrail:** access your complete travel details online at anytime, anywhere.
- **Over 40 years of travel experience:** under the same ownership and management since 1970, Trailfinders has become the leading name in independent tailor-made travel.
- **One-stop travel shop:** Trailfinders operates a one-stop travel shop in London with a travel advice centre, visa and passport services, guidebooks and travel essentials for sale, all conveniently located under one roof.
- **Travel industry awards:** Trailfinders was voted 'Top Tour Operator' in 2010 and 'Best Travel Company' in 2011.

Fig. 3

Fig. 4 for Question 4

2010 was an important year for tourism in Hong Kong. As part of the Hong Kong Tourism Board's marketing plan, it was named 'Festive Hong Kong 2010' and 'Hong Kong Wine and Food Year'.

Hong Kong received 36 million visitors in 2010, 20 million of whom stayed overnight in the country. The average length of stay was 3.6 nights, with hotel occupancy recorded at 87%. Inbound tourism contributed HK\$210 billion to the economy in 2010. Most visitor arrivals were from mainland China. Hong Kong's location also makes it a popular destination for stop-over tourism, as it is accessible from all over the world.

According to the World Travel and Tourism Council predictions for 2011, leisure visitors are expected to account for a much greater contribution to the economy in Hong Kong than business tourists. Leisure tourism plays a significant role within Hong Kong's tourism industry, but it is important not to underestimate the significance of MICE tourism in this country. For example, the Hong Kong Convention and Exhibition Centre (HKCEC) hosted 1185 events in 2010 and has attracted more than 63 million visitors since it opened in 1988. HKCEC acts as an international hub, particularly for the Asian MICE industry. It offers six exhibition halls, two theatres, 52 meeting rooms, seven restaurants and two underground car parks. Its location next to the harbour gives it access to 6000 hotel rooms within walking distance and it is directly connected to the Renaissance Harbour View Hotel and the Grand Hyatt on Convention Plaza.

This purpose-built centre hosts an average of 1300 events each year and the building itself was voted one of the Top 60 Landmarks in China in 2009. HKCEC was voted Best Convention/Exhibition Centre in Asia in 2011. The Centre employs a total of 850 staff to ensure the efficient running of all of the events, exhibitions and conferences at the Centre. Each event has an Events Manager to plan and co-ordinate the event. HKCEC Management Ltd is responsible for all activities at the Centre, including marketing, bookings, scheduling, administration, security and food and beverage operations.

**Fig. 4**

Copyright Acknowledgements:

Question 4 Photograph

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