Cambridge International A Level

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 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 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.

This document consists of **13** printed pages, **3** blank pages and **1** Insert.

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CAMBRIDGE International Examinations

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Question 1

Refer to Fig. 1 (Insert), information about Vancouver International Airport (YVR) in Canada and the Vancouver Airport Authority, responsible for its operation.

(a) **(i)** Identify **two** improvements proposed by the Vancouver Airport Authority for the benefit of its customers.

1 .....

2 .....[2]

(ii) Define the term *gateway of choice*.

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(b) Explain briefly **three** objectives of the Vancouver Airport Authority.

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(c) Explain fully **two** likely benefits to Vancouver International Airport (YVR) of its Green Coat Volunteer programme.

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(d) Assess the likely effectiveness of social media technology in helping Vancouver International Airport (YVR) maintain its 'Top 10' position in the Skytrax World Airport Awards.

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Question 2

Refer to Fig. 2 (Insert), information about Tajikistan, an emerging tourist destination in Central Asia.

(a) **(i)** Describe, using an example, what is meant by the term *independent traveller*.

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(ii) Identify **two** activities offered in Tajikistan that might appeal to adventure tourists.

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(b) Explain briefly **three** reasons why Tajikistan is described as a cultural destination.

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(c) Explain fully **two** ways in which the accommodation in Tajikistan meets the needs of different visitor types.

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(d) Discuss the relationship between the accessibility of a destination, such as Tajikistan, and the number of international visitors it receives.

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Question 3

Refer to Fig. 3 (Insert), information about the new cruise terminal in Kai Tak, Hong Kong and about the cruise market.

(a) **(i)** Identify the **two** largest source markets for the cruise industry.

1 .....

2 .....[2]

(ii) Explain the term *regional cruise hub*.

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(b) Explain briefly **three** facilities that cruise passengers might expect at the newly opened Kai Tak cruise terminal in Hong Kong.

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(c) Explain fully **two** reasons why cruise passengers will be important for Hong Kong tourism in the long term.

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(d) Evaluate the importance of the emerging travel market from mainland China for global tourism.

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Question 4

Refer to Figs. 4(a) and 4(b) (Insert), an advertisement for the Pentahotel Vienna and its meeting package along with information about the Vienna Convention Bureau.

(a) **(i)** Identify **two** features of the Pentahotel Vienna which would appeal to leisure visitors.

1 .....

2 .....[2]

(ii) Explain, using an example, the term *congress infrastructure*.

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(b) Explain briefly **three** ways in which the 'Pentaplus Meeting Package' caters for the needs of a small-scale business event.

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(c) Explain fully **two** functions of the Vienna Convention Bureau.

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(d) Discuss the reasons why privately-owned travel and tourism providers offer sponsorship to publicly-funded organisations, such as the Vienna Convention Bureau.

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