

CANDIDATE  
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**TRAVEL AND TOURISM**

**9395/33**

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.

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

You may use an HB pencil for any diagrams or graphs.

**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.

**Question 1**

Refer to Fig. 1 (Insert), information about business tourism in Brazil.

- (a) (i) Identify from Fig. 1 (Insert), **two** cities in Brazil other than Rio de Janeiro, which are listed as business tourism venues by ICCA.

1 .....

2 ..... [2]

- (ii) Describe what is meant by the term '*trade fair*'.

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..... [2]

- (b) Using Fig. 1 (Insert), explain **three** likely reasons for the appeal of Rio de Janeiro as a business tourism destination.

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2 .....

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3 .....

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..... [6]

(c) Explain fully **two** methods used by the Rio Convention and Visitors Bureau (RCVB) to promote business tourism in Rio de Janeiro.

1 .....

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2 .....

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(c) Explain fully **two** likely benefits to airlines of having an industry code of practice.

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2 .....

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(c) Explain fully **two** likely reasons for the popularity of the Bedouin Moon Hotel dive package, **other** than its location.

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2 .....

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.....[6]







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