Cambridge International A Level

Cambridge International Examinations
Cambridge International Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

5286930728

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.

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

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CAMBRIDGE International Examinations

Question 1

Refer to Fig. 1 (Insert), information about Belfast Harbour, a port in Northern Ireland.

(a) **(i)** Define the term *carrying capacity*.

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.....[2]

(ii) Identify **two** reasons why Belfast Harbour may become more popular with cruise companies in the future.

1 .....

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2 .....

.....[2]

(b) Explain briefly **three** reasons why cruise tourism is important to destinations such as Belfast.

1 .....

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3 .....

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(c) Explain fully **two** likely roles of Belfast Harbour's port authority, in supporting tourism development in Northern Ireland.

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.....[6]

(d) The Titanic Quarter, home to the Titanic Belfast visitor attraction, is an important destination venue.

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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[Total: 25]

Question 2

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.

1 .....

2 .....[2]

(ii) Explain what is meant by the term *load factor*.

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.....[2]

(b) Explain briefly **three** likely reasons why airlines offer online upgrade auctions.

1 .....

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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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[Total: 25]

Question 3

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) Explain briefly **three** likely reasons for Big Bus Tours offering the night tour service in Dubai as well as during the daytime.

1 .....

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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 Tours won a Certificate of Excellence in 2013 based on its customers' feedback.

Analyse the importance to travel organisations, such as Big Bus Tours, of winning such awards.

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Question 4

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.

M .....

I .....

C .....

E .....[2]

(b) Explain briefly **three** ways in which Malta's Destination Management Companies (DMCs) can assist business tourism organisers.

1 .....

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2 .....

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(c) Explain fully **two** reasons for the appeal of Malta as a business tourism destination, other than the range of venues it offers.

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(d) Evaluate the benefits to organisations, such as the Malta Tourism Authority, of membership of the International Congress and Convention Association (ICCA).

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