



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

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**TRAVEL AND TOURISM**

**9395/32**

Paper 3 International Business & Leisure Travel Services

**October/November 2013**

**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 a soft pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, highlighters, 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.



**Question 1**

Refer to Fig. 1 (Insert), information about the Abu Dhabi Travel Bureau (ATB), a travel agency in the United Arab Emirates.

- (a) Give **one** example of travellers within the context of each of the **four** core markets for whom the ATB caters.

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3 .....

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4 .....

..... [4]

- (b) Explain **three** ways in which the ATB might meet the needs of any **one** of its core markets, through the ancillary services it provides.

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..... [6]

(c) Explain **three** likely benefits to the ATB of winning the World Travel Award in 2011 as the United Arab Emirates (UAE's) Leading Travel Agency.

For  
Examiner's  
Use

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**Question 2**

Refer to Figs 2(a) and 2(b) (Insert), information about business tourism in Australia.

**(a)** Identify and explain **three** reasons for the appeal of Australia as a business tourism destination to an event planner.

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**(b)** Identify and explain **three** of the aims of Business Events Sydney (BESydney).

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(c) Explain **two** ways in which an event planner might use the Sydney Event Planner's Guide.

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**Question 3**

Refer to Fig. 3 (Insert), an extract from a brochure for the Sugar Beach Resort in Mauritius, an island destination in the Indian Ocean.

**(a)** List **four** components of an all-inclusive package holiday.

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**(b)** Explain **three** ways in which the Sugar Beach Resort is likely to appeal to a family with two children aged 10 and 14.

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(c) Explain **three** reasons why resorts, such as the Sugar Beach Resort, provide a range of additional services for their guests.

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**Question 4**

Refer to Fig. 4 (Insert), a press release about the new Lufthansa Airbus A380 service between Miami and Frankfurt.

- (a) Identify and explain **two** reasons why Miami International Airport was chosen by Lufthansa for the new Airbus A380 service.

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- (b) Identify and explain **three** benefits to the airline of operating the Airbus A380 instead of the Boeing 747 on this route.

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(c) Explain **three** reasons why the Airbus A380 is popular with passengers.

For  
Examiner's  
Use

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