



Cambridge International Examinations
Cambridge International Advanced Level

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TRAVEL AND TOURISM

9395/31

Paper 3 International Business & Leisure Travel Services

May/June 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.

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.

Question 1

Refer to Fig. 1 (Insert), information about Nanjing in China, the host city of the second summer Youth Olympic Games in 2014.

(a) (i) Identify from Fig. 1 (Insert) **two** likely reasons why the city of Nanjing was chosen to host the Youth Olympic Games.

1

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2

..... [2]

(ii) State **two** different types of tourist that may be attracted to Nanjing as a result of the city hosting the Games.

1

2 [2]

(b) Using Fig. 1 (Insert), explain **three** ways in which Nanjing is accessible to tourists.

1

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(c) Explain fully **two** likely benefits to travel and tourism organisations in Nanjing of hosting the Games.

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(d) Evaluate the advantages and disadvantages for tourists of having a large number of licensed tour guides available in Nanjing.

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[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about the comparability of airline charges.

- (a) (i) Identify from Fig. 2 (Insert) **two** examples of additional fees which may not be included in the advertised ticket price.

1

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- (ii) Identify from Fig. 2 (Insert) **two** different sources of information customers may use to find out about airline service charges and fees.

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- (b) Using Fig. 2 (Insert), explain **three** reasons why many of those involved in air travel want to give passengers more information about prices for optional airline services.

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(c) Explain fully **two** ways in which scheduled airlines try to overcome competition from other airlines offering similar products.

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Question 3

Refer to Fig. 3 (Insert), information from the company brochure for the International Motor Coach Group (IMG), a network of coach companies which operates in North America.

(a) (i) Identify from Fig. 3 (Insert) **four** facilities offered on board an IMG coach.

- 1
- 2
- 3
- 4[4]

(ii) Other than on-board facilities, explain **three** reasons for the appeal of travelling with an IMG coach company.

- 1
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(b) Explain fully **two** ways in which passengers are likely to benefit from IMG tour operators working with other principals to put together holiday packages.

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Question 4

Refer to Fig. 4 (Insert), an advertisement for the Swiss Chocolate Train, a leisure excursion.

(a) Describe, using **two** examples from Fig. 4 (Insert), what is meant by the term *tourism product*.

1

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(b) Explain **three** likely reasons for the appeal of a one-day leisure excursion, such as the Swiss Chocolate Train.

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(c) Explain fully **two** likely reasons why the Swiss Chocolate Train operates a restricted schedule.

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