

# Cambridge International AS & A Level

CANDIDATE NAME				
CENTRE NUMBER		CANDIDATE NUMBER		

TRAVEL & TOURISM 9395/33

Paper 3 Destination Marketing

October/November 2020

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

#### **INSTRUCTIONS**

- Answer all questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do not write on any bar codes.

#### **INFORMATION**

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

#### Question 1

Refer to Fig. 1.1 (Insert), information about the difficulties faced in marketing tourism in the South American country of Venezuela.

(a)	Explain <b>two</b> strengths of Venezuela as a destination.
	1
	2
	[4
(b)	Analyse how Venezuela's destination image has been affected by social, economic and political factors in recent years.

		IO1

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 	[12]

## Question 2

Refer to Fig. 2.1 (Insert), information about the famous 'I amsterdam' marketing campaign. Amsterdam is a city in the Netherlands, Europe.

(a)	Explain <b>two</b> benefits to Amsterdam Marketing of using shared media to spread the 'I amsterdam' brand message.
	1
	2
/b\	Discuss how Amsterdam Marketing might adapt its marketing mix to prevent the city being
(b)	Discuss how Amsterdam Marketing might adapt its marketing mix to prevent the city being 'overrun' with tourists.

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