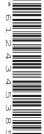


Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2021

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 Luxembourg's destination brand. Luxembourg is a country in Europe.

(a)	Explain two reasons for the national branding process of Luxembourg.							
	1							
	2							
	[4]							
(b)	Assess whether the values chosen by Luxembourg's government will be easily understood							
(6)	by customers.							

		IO1

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[1	21

Question 2

Refer to Fig. 2.1 (Insert), information about the new tourism brand for Mexico, a country in North America.

(a)	Explain two ways Mexico's product positioning as a destination might be changed as part of its new brand.
	1
	2
	[4]
(b)	Assess use of colour as a means of creating a brand identity for a destination such as Mexico.

		IO1

Discuss how ad tracking research could be used to monitor the effectiveness of Mexico's marketing activities.

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