Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

6240360888

TRAVEL & TOURISM **9395/32**

Paper 3 Destination Marketing **October/November 2022**

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.

This document has **12** pages. Any blank pages are indicated.

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1 Refer to Fig. 1.1 (Insert), information about the Montenegro: Wild Beauty destination brand.

(a) Explain **two** reasons why Montenegro wanted to brand itself as a destination.

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[4]

(b) Assess how destinations can manage the effects of competition when establishing their destination brands.

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(c) Discuss the benefits of using a range of online communication methods to raise awareness of the Montenegro: Wild Beauty destination brand.

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[Total: 25]

2 Refer to Fig. 2.1 (Insert), market analysis results of Bangladesh as a tourist destination. Bangladesh is a country in south Asia.

(a) Explain **two** roles carried out by Bangladesh's government as guardian of the brand.

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(b) Analyse the marketing environment for Bangladesh as a destination using PEST.

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(c) Evaluate the importance of creating a consistent destination brand message.

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[Total: 25]

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