



Cambridge International AS & A Level

CANDIDATE
NAME

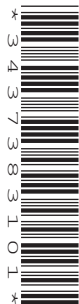
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CENTRE
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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

May/June 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.

1 Refer to Fig. 1.1 (Insert), information about the 'Ethiopia: Land of origins' destination brand. Ethiopia is a country in East Africa.

(a) Explain **two** reasons why National Tourism Organisations (NTOs) sometimes employ a brand agency to help them with the destination branding process.

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[4]

(b) Assess the effectiveness of the new promotional methods used to raise awareness of Ethiopia.

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2 Refer to Fig. 2.1 (Insert), a profile of overseas travellers visiting Florida compiled from market research by Visit Florida, in the USA.

(a) Explain **two** disadvantages of using quantitative research.

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- 2
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[4]

(b) Assess the benefits to Visit Florida of using different types of market segmentation.

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