



# Cambridge International AS & A Level

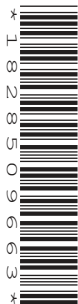
CANDIDATE  
NAME

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**TRAVEL & TOURISM**

**9395/32**

Paper 3 Destination Marketing

**May/June 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.

This document has **12** pages. Blank pages are indicated.

**Question 1**

Refer to Fig. 1.1 (Insert), information about how Uzbekistan Tourism is trying to create a destination brand identity. Uzbekistan is a country in central Asia.

(a) Explain **two** likely benefits to Uzbekistan Tourism of using brand ambassadors to promote the country.

1 .....

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2 .....

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[4]

(b) Analyse the use of an international television channel with 24-hour broadcasting as a communication method for Uzbekistan Tourism.

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