Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

L 8 2 8 5 0 6 6 6 3

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.

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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.

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

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(c) Discuss the reasons why emerging destinations, such as Uzbekistan, must manage the issue of competition when creating brand identities.

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Question 2

Refer to Fig. 2.1 (Insert), information about the marketing of destinations in Latin America.

(a) Explain how tourists' choices of product and activities are likely to change as they become more widely travelled.

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(b) Assess the political, economic, social and technological influences which impact the market environment for tourism in Latin America.

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(c) Evaluate the advantages and disadvantages of using social media as a primary marketing method in Latin America.

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