



# Cambridge International AS & A Level

CANDIDATE  
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**TRAVEL & TOURISM**

**9395/31**

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.

1 Refer to Fig. 1.1 (Insert), information about Zanzibar's new destination brand.

(a) Explain how Zanzibar meets the needs of different customer types by offering a choice of products and activities.

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..... [4]

(b) Assess the importance of a destination, such as Zanzibar, emphasising its USP as part of its product positioning.

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2 Refer to Fig. 2.1 (Insert), information about El Salvador’s tourism brand.

(a) Explain **two** reasons why using a slogan/tagline is important in creating a brand identity for a destination.

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[4]

(b) Assess the importance of shared media in raising awareness of the El Salvador Travel brand.

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(c) Evaluate the effectiveness of measuring brand awareness as a KPI for national tourism organisations (NTOs).

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