



Cambridge International AS & A Level

CANDIDATE
NAME

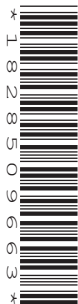
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CENTRE
NUMBER

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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.

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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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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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