

Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2021

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.

Question 1

Refer to Fig. 1.1 (Insert), information about the ‘Bhutan: Happiness is a place’ tourism brand. Bhutan is a country in Asia.

- (a) Explain **two** ways the Tourism Council of Bhutan might use the visitor arrival figures as part of the destination marketing process for Bhutan.

1

.....

.....

.....

2

.....

.....

.....

[4]

- (b) Evaluate the claim that Bhutan's destination brand ‘Bhutan: Happiness is a place’ is reflective of customers’ actual experiences of the country.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question 2

Refer to Fig. 2.1 (Insert), information about the Pearls of Uganda tourism project, which is supported by Tourism Uganda.

- (a) Explain the likely role of **each** of the following stakeholders in maintaining the Pearls of Uganda destination brand:

Tourism Uganda

.....

.....

.....

the local community

.....

.....

.....

[4]

- (b) Assess whether hosting an annual trade fair is an effective communication method in raising awareness of Uganda’s destination brand.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.