Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

1561792219

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.

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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.

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[4]

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

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(c) To what extent do you agree Bhutan is at the development stage of the Butler 'Destination Lifecycle' model? Justify the reasons for your answer.

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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 .....

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the local community .....

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[4]

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

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(c) Discuss why it is important Tourism Uganda creates a common vision for the future of the community and its potential as a tourist destination.

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