



Cambridge International AS & A Level

CANDIDATE
NAME

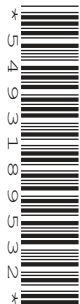
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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 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 the 'Croatia: Full of Life' brand. Croatia is a country in Eastern Europe.

- (a) Explain **two** ways that commercial travel and tourism organisations might contribute to the destination branding process for Croatia.

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[4]

- (b) Discuss why Croatia's reputation with customers poses a challenge in marketing the 'Croatia: Full of Life' destination brand.

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Question 2

Refer to Fig. 2.1 (Insert), information about Destination DC, the Destination Marketing Organisation (DMO) for Washington, DC, the capital city of the US.

(a) Explain **two** reasons why destinations use DMOs to help market themselves.

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(b) Discuss the value of statistical data in monitoring brand effectiveness for Washington, DC.

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- (c) Discuss the advantages and disadvantages of primary and secondary research methods in analysing the marketing environment for Washington, DC.

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[Total: 25]

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