



Cambridge International AS & A Level

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NAME



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NUMBER

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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2024

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 Destination Naples, a destination marketing organisation (DMO).

(a) Explain **two** ways Destination Naples uses travel motivation to segment its target customers.

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[4]

(b) Analyse the challenges that Destination Naples faces in developing and delivering the Bay of Naples Finest brand.

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(c) Evaluate the importance of the different steps involved in planning the launch of a new destination brand.





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.... [12]

[Total: 25]

[Turn over





2 Refer to Fig. 2.1 (Insert), information about the 'Feel More in Qatar' marketing campaign.

(a) Explain **two** benefits of using television advertisements to market Qatar as a destination.

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[4]

(b) Assess the importance of statistical analysis as a market analysis tool for destinations.

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(c) Discuss key performance indicators (KPIs) which Qatar Tourism might use to monitor the effectiveness of their destination brand.





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[Total: 25]



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