



Cambridge International AS & A Level

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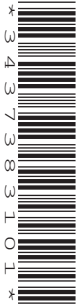
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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2022

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 the 'Ethiopia: Land of origins' destination brand. Ethiopia is a country in East Africa.

- (a) Explain **two** reasons why National Tourism Organisations (NTOs) sometimes employ a brand agency to help them with the destination branding process.

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[4]

- (b) Assess the effectiveness of the new promotional methods used to raise awareness of Ethiopia.

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(c) Evaluate how socio-economic factors might affect Ethiopia's image as a destination.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- 2** Refer to Fig. 2.1 (Insert), a profile of overseas travellers visiting Florida compiled from market research by Visit Florida, in the USA.

(a) Explain **two** disadvantages of using quantitative research.

1

..... [41]

[4]

(b) Assess the benefits to Visit Florida of using different types of market segmentation.

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(c) Discuss the ways Visit Florida might use their visitor profiling data.

[illegible]

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