



Cambridge International AS & A Level

CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2023

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 Delicious València brand used by the city of València to attract visitors.

(a) Explain **two** ways a destination can create a brand identity.

1

.....

2

.....

.....

[4]

(b) Assess the reliability of website traffic as a method used to monitor marketing activities for destinations such as València.

.....

.....

.....

.....

023 9395/32/M/I/23

- (c)** Discuss the factors that the Visit València Foundation (VVF) will consider when it selects its marketing activities.

[illegible]

2 Refer to Fig. 2.1 (Insert), information about the rebranding of Stellenbosch, a town in South Africa.

(a) Explain **two** reasons why destinations rebrand themselves.

1

.....

2

.....

.....

.....

[4]

(b) Analyse why it is important that the whole community of Stellenbosch accepts the rebranding of the destination.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

- (c)** Discuss how the development of 'Stay and Play' branded packages might create a visitor profile for Visit Stellenbosch.

[illegible]

BLANK PAGE

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 Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.