



Cambridge International AS & A Level

CANDIDATE
NAME

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CENTRE
NUMBER

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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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- (c)** Evaluate the importance of stakeholder acceptance for the success of Croatia's destination brand.

[illegible]

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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[4]

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

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.

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

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