



Cambridge International AS & A Level

TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2022

INSERT

1 hour 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has 4 pages. Any blank pages are indicated.

Fig. 1.1 for Question 1

Zanzibar, part of the country of Tanzania, is a group of islands in the Indian Ocean off the coast of East Africa. Until 2019 Zanzibar was promoted under Tanzania's national destination brand, under the slogan 'Tanzania – the land of Kilimanjaro, Zanzibar and the Serengeti'.

Zanzibar now wants to position itself separately as a luxury tourist destination and has tried to create a tourist brand that will help attract more tourists to its beaches and its cultural and historical sites. In 2019 it launched its own brand 'Zanzibar – Beyond beach, nature and heritage'.

Zanzibar's key tourist markets are Europe, North America, Southeast Asia, the rest of Africa and the Middle East. An audit of the destination's main assets identified Zanzibar as a destination for beach, nature and cultural tourism. International marketing will focus on those assets which provide Zanzibar with its brand personality and differentiate it from its main competitors.

Competing with other Indian Ocean island destinations including Seychelles, Reunion and Mauritius, the government of Zanzibar must improve security on the island to ensure visitor's safety. In Zanzibar incidents of theft have been reported at hotels and on popular tourist beaches leading to the image that it is less safe than rival destinations. Conservation of historical attractions, including the island's UNESCO Heritage Site, Stone Town, and of the island's beaches will also be key priorities for the government.

Tourism accounts for 27% of Zanzibar's GDP. The average length of visitor stays has increased from six to eight nights in the past five years. As a result, Zanzibar has increased its accommodation offer to 6200 beds across six different classes of accommodation, including honeymoon suites and luxury hotels. Under the strategic tourism plan from 2015 to 2020, Zanzibar aimed to attract 650 000 visitors each year.

**Fig. 1.1**

Fig. 2.1 for Question 2



El Salvador is the smallest country in Central America.

El Salvador Travel, the national tourism organisation, has launched a new country brand to enhance the destination's attractions and the Salvadoran identity in the international market. The tourism board launched the brand at a recent World Travel Market (WTM) event. El Salvador Travel chose this platform to promote the country as a top travel destination, with the new brand

highlighting El Salvador's range of opportunities for international tourists and local visitors.

El Salvador needed to create a strong identity that would encourage a better understanding of the destination. The illustrations that make up the visual identity of the new logo (shown above) communicate the different aspects of the Salvadoran identity, linked to its economy, history, geography and people. The 'V' in the logo is the starting point, from which the country's natural and cultural assets explode outwards, expressing the many surprises the country can offer to visitors.

The colours and pattern for the new brand were specifically selected. The main indigo blue colour is representative of the 'blue-gold' indigo of the ancient Mayan civilisation, which continues to be used by Salvadoran craftspeople. The blue is also seen in the country's flag.

Fig. 2.1

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.