



CANDIDATE
NAME

CENTRE
NUMBER

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NUMBER

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9395/31

Paper 3 Destination Marketing

October/November 2022

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- 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.

- 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 Zanzibar's new destination brand.

(a) Explain how Zanzibar meets the needs of different customer types by offering a choice of products and activities.

[4]

(b) Assess the importance of a destination, such as Zanzibar, emphasising its USP as part of its product positioning.

This image shows a single sheet of white paper with horizontal ruling lines. 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)** Using the information from Fig. 1.1, evaluate Zanzibar's strengths, weaknesses, opportunities and threats 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), information about El Salvador's tourism brand.

(a) Explain **two** reasons why using a slogan/tagline is important in creating a brand identity for a destination.

1

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2

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.....

.....

[4]

(b) Assess the importance of shared media in raising awareness of the El Salvador Travel brand.

[illegible]

- (c)** Evaluate the effectiveness of measuring brand awareness as a KPI for national tourism organisations (NTOs).

This image shows a full page of a handwriting practice worksheet. It consists of multiple rows of horizontal dashed lines spaced evenly down the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.

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