



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 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 Montenegro: Wild Beauty destination brand.

(a) Explain **two** reasons why Montenegro wanted to brand itself as a destination.

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[4]

(b) Assess how destinations can manage the effects of competition when establishing their destination brands.

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- (c)** Discuss the benefits of using a range of online communication methods to raise awareness of the Montenegro: Wild Beauty destination brand.

This image shows a full page of primary-ruled paper. It features approximately 20 horizontal dashed lines spaced evenly down the page, providing a guide for handwriting practice. The paper is otherwise blank, with no margins, text, or other markings.

- 2 Refer to Fig. 2.1 (Insert), market analysis results of Bangladesh as a tourist destination. Bangladesh is a country in south Asia.

(a) Explain **two** roles carried out by Bangladesh's government as guardian of the brand.

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[4]

(b) Analyse the marketing environment for Bangladesh as a destination using PEST.

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

(c) Evaluate the importance of creating a consistent destination brand message.

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