



Cambridge International AS & A Level

CANDIDATE
NAME



CENTRE
NUMBER

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CANDIDATE
NUMBER

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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2024

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.

- (a)** Explain **two** ways Destination Naples uses travel motivation to segment its target customers.

[4]

- 024 9395/32/O/N/24



[9]



[illegible]



..... [12]

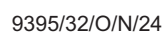
(a) Explain **two** benefits of using television advertisements to market Qatar as a destination.

[4]

[illegible]



[9]

[illegible]



[12]

[Total: 25]







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