



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2025

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 ‘Visit Thailand Year 2023: Amazing New Chapters’ marketing campaign.

(a) Explain **two** factors the Tourism Authority of Thailand (TAT) will have considered when selecting communication methods for the new marketing campaign.

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[4]

(b) Discuss the role of commercial travel and tourism organisations in communicating a destination brand.

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[12]





2 Refer to Fig. 2.1 (Insert), information about Cuba and the Cuban Tourism Ministry (CTM) tourism slogan 'Cuba Unica'.

(a) Explain **two** differentiation strategies CTM uses to make Cuba stand out from its competitors.

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[4]

(b) Use PESTLE analysis to assess the external influences on Cuba as a tourist destination.

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[9]



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[Total: 25]









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