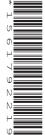


Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2021

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.

Question 1

Refer to Fig. 1.1 (Insert), information about the 'Bhutan: Happiness is a place' tourism brand. Bhutan is a country in Asia.

(a)	Explain two ways the Tourism Council of Bhutan might use the visitor arrival figures as part of the destination marketing process for Bhutan.									
	1									
	2									
	[4]									
(b)	Evaluate the claim that Bhutan's destination brand 'Bhutan: Happiness is a place' is reflective of customers' actual experiences of the country.									

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Question 2

Refer to Fig. 2.1 (Insert), information about the Pearls of Uganda tourism project, which is supported by Tourism Uganda.

(a)	Explain the likely role of each of the following stakeholders in maintaining the Pearls of Uganda destination brand:								
	Tourism Uganda								
	the local community								
	[4]								
(b)	Assess whether hosting an annual trade fair is an effective communication method in raising awareness of Uganda's destination brand.								

[9]

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