Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

1394113819

TRAVEL & TOURISM **9395/33**

Paper 3 Destination Marketing **May/June 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.

DC (CE) 305430
© UCLES 2022

1 Refer to Fig. 1.1 (Insert), information about the 'Ethiopia: Land of origins' destination brand. Ethiopia is a country in East Africa.

(a) Explain **two** reasons why National Tourism Organisations (NTOs) sometimes employ a brand agency to help them with the destination branding process.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Assess the effectiveness of the new promotional methods used to raise awareness of Ethiopia.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

(c) Evaluate how socio-economic factors might affect Ethiopia's image as a destination.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), a profile of overseas travellers visiting Florida compiled from market research by Visit Florida, in the USA.

(a) Explain **two** disadvantages of using quantitative research.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Assess the benefits to Visit Florida of using different types of market segmentation.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

(c) Discuss the ways Visit Florida might use their visitor profiling data.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

[Total: 25]

BLANK PAGE

BLANK PAGE

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2022