



# Cambridge International AS & A Level

---

TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2024

INSERT

1 hour 30 minutes

---



## INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.

---

This document has 4 pages. Any blank pages are indicated.



Destination Naples, a destination marketing organisation (DMO), is a group of more than 80 tourism and event organisations.

**Content removed due to copyright restrictions.**

Students from the university help market the destination under the Bay of Naples Finest brand.

**Fig. 1.1**

FEEL MORE

Every Visit to Qatar Starts with A Feeling

**Content removed due to copyright restrictions.**

**Fig. 2.1**

**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](http://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.