Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

0404874310

TRAVEL AND TOURISM **9395/31**

Paper 3 Destination Marketing **May/June 2019**

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
You may use an HB pencil for any diagrams or graphs.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **9** printed pages, **3** blank pages and **1** Insert.

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1 Refer to Fig. 1.1 (Insert), information about Botswana's national brand, 'Botswana: our pride, your destination'.

(a) Explain **two** likely roles of the Botswana Investment and Trade Centre (BITC) as guardian of the national brand.

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[4]

(b) Analyse the reasons why Botswana wants to establish a national destination brand.

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(c) Discuss the methods that BITC might use to monitor the effectiveness of its national brand.

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[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about the 'Imagine your Korea' brand.

(a) Explain the appeal of the 'Imagine your Korea' brand to **two** different market segments.

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(b) Discuss how the four core values of South Korea are used to position tourism within the 'Imagine your Korea' brand.

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(c) Evaluate the ways the 'Imagine your Korea' brand identity could be enhanced.

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