Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

2432543905

TRAVEL & TOURISM **9395/31**

Paper 3 Destination Marketing **May/June 2020**

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. Blank pages are indicated.

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Question 1

Refer to Fig. 1.1 (Insert), information about the 'Meet in Remarkable Rwanda' marketing campaign. Rwanda is a country in Africa.

(a) Explain **two** ways Rwanda's popularity as a tourist destination can be measured.

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[4]

(b) Analyse the benefits of 'Meet in Remarkable Rwanda' being integrated into the wider promotional activities of the 'Remarkable Rwanda' marketing campaign.

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(c) Evaluate the claim that 'Meet in Remarkable Rwanda' is a market penetration strategy.

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[Total: 25]

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Question 2

Refer to Fig. 2.1 (Insert), information about the CBR destination brand for Canberra, the capital city of Australia.

(a) Explain **two** likely benefits to travel and tourism organisations in Canberra of understanding customers' needs and wants better.

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(b) Discuss how joint marketing activities might extend the global reach of the CBR brand.

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(c) Evaluate the effectiveness of the 'Confident. Bold. Ready.' tagline in conveying a credible brand message for Canberra.

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