

Cambridge International AS & A Level

TRAVEL	& 1	του	RISM
--------	-----	-----	------

Paper 3 Destination Marketing

INSERT



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.

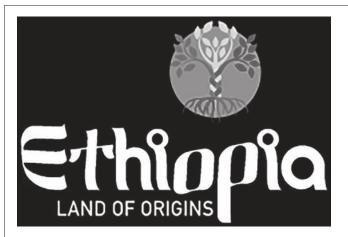
This document has 4 pages. Any blank pages are indicated.

9395/32

May/June 2022

1 hour 30 minutes

Fig. 1.1 for Question 1



Ethiopia has the potential to be one of Africa's top tourism destinations with its rich cultural heritage and spectacular natural beauty.

The Ethiopian Tourism Organisation (ETO) needed a series of world-class marketing materials to promote the new brand and the country's tourism destinations and activities. The Ethiopia Ministry of Culture and Tourism therefore commissioned a new brand and marketing strategy.

Over a six-month period, a brand agency team was employed to design, develop, produce and launch a national tourism website. It also assisted with seven marketing videos and an image library of professional photographs of the country and its natural attractions. It produced 16 inspirational brochures including five newly developed tourism routes as well as maps and leaflets for Ethiopia's top nine attractions and World Heritage Sites. In total, 250 000 brochures were printed in four languages for distribution at international travel trade fairs and through Ethiopia's marketing partners.

ETO has tried to maximise tourism revenues and make Ethiopia one of the top five tourist destinations in Africa by 2025. ETO must achieve ambitious market growth targets which include an average increase in the tourism arrival rate of 20% each year to reach 5 million visits by 2025.

The Ethiopia Ministry of Culture and Tourism indicated that there are a number of challenges still facing the tourism sector, including a lack of:

- infrastructure
- skilled human resources
- accessibility
- hotels.

Fig. 1.1

Profile of overseas travellers visiting Florida			
Visit Florida is the marketing organisation responsible for promoting Florida, USA as a tourist destination.			
Content removed due to copyright restrictions.			
 Average household income among Florida's overseas visitors fell for a fourth consecutive year in 2017. 			

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