Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL & TOURISM **9395/31**

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.

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1 Refer to Fig. 1.1 (Insert), information about the Cook Islands Tourism Corporation (CITP) and a recent advertising campaign. The Cook Islands are an island destination in the South Pacific.

(a) Explain **two** likely aims of a brand impact study.

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(b) Discuss the strengths of the brand identity created through the Cook Islands' 'Love a little paradise' logo.

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(c) Evaluate the success of the CITP's month-long advertising campaign using key performance indicators.

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2 Refer to Fig. 2.1 (Insert), information about the Tuscany Meeting, Incentive, Conference, Event (MICE) brand, a partnership initiative in Italy.

(a) Explain **two** ways the Tuscany MICE brand logo is easily understood.

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(b) Assess the likely benefits to Toscana Promozione Turistica (TPT) and Destination Florence Convention and Visitors Bureau (DFCVB) of working in partnership to promote the Tuscany MICE brand.

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(c) Discuss the benefits of attending events, such as trade fairs and roadshows, as a key marketing activity for tourism organisations.

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