



# Cambridge International AS & A Level

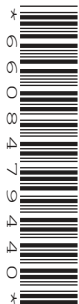
CANDIDATE  
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## TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2023

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.

1 Refer to Fig. 1.1 (Insert), information about how the Anatolia region in southern Turkey is rejuvenating itself through the Mesopotamia brand.

(a) Explain **two** characteristics of the rejuvenation stage on the Butler ‘Destination Lifecycle’ model.

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[4]

(b) Assess the likely benefits of the Mesopotamia brand being managed by a Regional Tourism Organisation (RTO).

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(c) To what extent can the 'product' from the marketing mix become the unique selling point (USP) for the Mesopotamia brand? Give reasons for your answer.

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2 Refer to Fig. 2.1 (Insert), information about the rebranding of Los Angeles (LA), a city in California, USA.

(a) Explain **two** ways the new logo for LA meets the requirements of an effective destination brand.

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[4]

(b) Discuss how demographic segmentation might be used in destination branding.

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(c) Evaluate the most effective communication methods to raise awareness of a new destination brand.

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