Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL & TOURISM **9395/33**

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.

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1 Refer to Fig. 1.1 (Insert), information about the Delicious València brand used by the city of València to attract visitors.

(a) Explain **two** ways a destination can create a brand identity.

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[4]

(b) Assess the reliability of website traffic as a method used to monitor marketing activities for destinations such as València.

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(c) Discuss the factors that the Visit València Foundation (VVF) will consider when it selects its marketing activities.

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[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about the rebranding of Stellenbosch, a town in South Africa.

(a) Explain **two** reasons why destinations rebrand themselves.

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(b) Analyse why it is important that the whole community of Stellenbosch accepts the rebranding of the destination.

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(c) Discuss how the development of 'Stay and Play' branded packages might create a visitor profile for Visit Stellenbosch.

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