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 2024**

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 Vanilla Islands marketing group.

(a) Explain **two** ways the six islands in the Vanilla Islands marketing group work together.

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[4]

(b) Discuss how the Vanilla Islands marketing group might use visitor profiling.

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(c) Evaluate how the Vanilla Islands marketing group can ensure its brand matches the destinations' attributes.

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[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about the 'İstanbul is the new cool' marketing campaign.

(a) Explain **two** ways that GoTürkiye has created a brand identity for İstanbul.

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(b) Discuss the disadvantages of using qualitative research to define the tourism market for a destination.

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(c) Evaluate why setting objectives would be a key stage in planning the launch of a new destination brand.

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