

CANDIDATE
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TRAVEL AND TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2017

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **7** printed pages, **1** blank page and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), information about the 'Amazing Thailand' destination brand. Thailand is a country in Asia.

- (a) Describe **two** different media that the Tourism Authority of Thailand (TAT) might use in communicating the country's brand identity.

1

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2

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..... [4]

Question 2

Refer to Fig. 2 (Insert), a news article about Azerbaijan’s new tourism brand. Azerbaijan is a country which borders Eastern Europe and Western Asia.

(a) Explain **two** likely challenges that Azerbaijan faces in setting a destination brand for itself.

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