



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 3 Destination Marketing

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INSERT

1 hour 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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Fig. 1.1 for Question 1

Venezuela is a country in South America. It used to be the wealthiest nation in its region, thanks to its massive oil reserves. However, after two decades of corruption, civil unrest and widespread crime, as well as the fluctuating price of oil, Venezuela is in danger of collapse.

Inflation rates in the country are projected to reach 2000 per cent. People in the capital, Caracas, are living in poor conditions and supplies of food are very scarce. The Venezuelan currency, the bolivar, has become so devalued that people have started to trade with meat. The Venezuelan government now has a new plan to bring the country back from collapse: tourists.

“Tourism is the oil that never runs out,” Venezuela’s tourism minister recently said. Venezuela’s president has already started preparing for an inflow of tourists, announcing a luxury refurbishment of an outdated, state-run hotel in Caracas, which he promises to be the ‘first seven-star hotel in Venezuela’.

Before its economic downturn, Venezuela was a premier holiday hotspot, due to its spectacular Caribbean coastline and the world’s highest waterfall, Angel Falls. It has snow-topped mountains extending into the Andes and offers jungle-covered islands.

There are several obstacles impacting on the revival of tourism in Venezuela. Most importantly, no one wants to visit. Venezuela is considered one of the world’s most dangerous countries. Many travel advisories warn tourists not to visit. Hotel owners say occupation rates are very low, with business falling by 80 per cent in recent years. Venezuela was the second-lowest ranked country in terms of tourist growth, according to the World Travel and Tourism Council in 2015, with less growth than war-torn Syria and Libya.

Another obstacle to boosting tourism growth is the difficulty in actually travelling to Venezuela. In 2017, several airlines announced they would no longer fly in and out of the country, due to concerns over violence and political uncertainty.

A multi-agency approach to tourism marketing and promotion of Venezuela has been adopted, led by the Ministry of Tourism. Consistency in the brand message can be seen in the logos used by a number of the tourism brand partners.



Fig. 1.1

Fig. 2.1 for Question 2

Launched in September 2004, the 'I amsterdam' sign at the back of the Rijksmuseum has become one of Amsterdam's most photographed icons. You rarely see the letters without people in front, behind, or on top of the slogan, taking photos and selfies which help market the city through exposure on social media.



Amsterdam Marketing happily estimates that the 'I amsterdam' letters are photographed up to 6000 times a day. 'Happily', because the original intention of marketing Amsterdam abroad in a period of recession has worked far beyond expectation. In fact, now that Amsterdam is 'overrun' with tourists, many local residents believe the sign has worked too well and has overstayed its welcome.

The main coordinator of the whole marketing effort for the introduction of 'I amsterdam' was a newly established organisation called Amsterdam Partners. The partners included different departments of the city administration, representatives from several large private companies (such as banks, insurance companies, and the Schiphol Airport Authority), organisations concerned with travel and tourism (e.g. Amsterdam Tourism and Convention Board and AMS Cruiseport) and representatives from the neighbouring municipalities. This group has subsequently changed its name to Amsterdam Marketing.

The specific tasks of Amsterdam Marketing are defined as:

- branding, positioning and merchandising
- assisting, supporting and advising on marketing festivals and events
- relations with national and international media
- creating a new approach to hospitality
- research and monitoring.

Fig. 2.1

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