



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.

This document has **4** pages. Any blank pages are indicated.

Fig. 1.1 for Question 1

Montenegro is a small country in south east Europe, with a coastline on the Adriatic Sea. Its national tourism organisation (NTO) states that what Montenegro lacks in size, it makes up for with its ancient architecture, crystal clear water and breath-taking scenery.

In line with the country's recent tourism development strategy, the aims of the Montenegro Ministry of Tourism and the Environment are to improve its position as a global, high-quality tourist destination through sustainable development and to make it more appealing.

Montenegro is described as an ideal destination for a dream trip. It is a destination which faced challenges when establishing its brand amongst strong regional competition, especially from neighbouring Croatia and nearby Bulgaria, the two most visited destinations in south east Europe. Montenegro created a successful and lasting brand identity in 2008 which is both verbal and visual: Montenegro: Wild Beauty.



Using its name within the logo ensures that Montenegro is indeed at the centre of its visual brand identity and this has helped to improve the destination's market position. Bloom's Country Branding ranking shows a steady rise in Montenegro's popularity, with it currently ranked the 95th most popular country in the world, an increase of 11 places in recent years.

According to the World Travel and Tourism Council (WTTC), the direct contribution of the travel and tourism industry to the economy of Montenegro is almost €460 million or 11% of the country's gross domestic product (GDP). The WTTC recognises that Montenegro has excellent potential for future growth, especially given the diverse range of attractions the country offers and the level of government support for tourism. With a population of only 631 000, Montenegro received 2.1 million visitors in 2018. This is significant even compared with 12.7 million visitors to Croatia and 7.1 million visitors to Bulgaria during the same year, which are both larger than Montenegro.

Montenegro's NTO has successfully organised marketing campaigns to attract visitors from key geographic segments, including regular features in one popular British magazine. A digital media agency is working to enhance the online presence of the Montenegro: Wild Beauty brand, using a range of electronic communication methods including websites and social media.

Fig. 1.1

Fig. 2.1 for Question 2**Market analysis results of Bangladesh as a tourist destination**

- The government must prioritise developing infrastructure, including building roads and improving digital connectivity. The private sector should open more hotels, resorts, amusement parks, restaurants and other facilities to increase amenities.
- Bangladesh's destination brand should be promoted overseas in print, television and electronic media. The domestic tourism sector contributes to the economy and generates employment but cannot help the country to earn foreign revenue. The direct tourism contribution to the GDP of Bangladesh is 2.2%. According to the WTTC, 1.18 million people directly and 2.43 million people indirectly are employed in the tourism industry of Bangladesh.
- Trade fairs are important to showcase the country's tourism products so that Bangladesh can be promoted internationally. The government should offer subsidy and support to Bangladesh tourism organisations to attend these fairs.
- Stakeholders from all sectors must work together to establish a strong brand image for Bangladesh. As the guardians of the brand, the government plans and coordinates the marketing activities to launch the brand and manages the challenges in branding Bangladesh as a destination.
- Bangladesh is ranked 153rd out of 195 nations in the Bloom's Country Brand Index. The branding of Bangladesh's tourism has always been inconsistent. The country needs to have a communication master plan for tourism, bringing together the various brand messages to create one key destination brand identity.

Fig. 2.1

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