Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

1344689776

TRAVEL & TOURISM **9395/31**

Paper 3 Destination Marketing **October/November 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.

DC (DE) 330158
© UCLES 2023

https://xtremepape.rs/

1 Refer to Fig. 1.1 (Insert), information about the first national brand identity for the United Arab Emirates (UAE), a country in the Middle East.

(a) Explain **two** aims of market analysis.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Assess how well the winning 'Seven Lines' UAE brand logo meets the criteria for an effective destination brand.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

..... [9]

https://xtremepape.rs/

(c) Evaluate the challenges the Nation Brand Office is likely to face in branding the UAE for the first time.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

..... [12]

[Total: 25]

https://xtremepape.rs/

2 Refer to Fig. 2.1 (Insert), information about the Nebraska Tourism Commission's (NTC) approach to destination marketing. Nebraska is a midwestern state in the USA.

(a) Explain **two** roles of a destination marketing organisation (DMO).

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Discuss how the destination environment might be used to raise awareness of a destination and its brand identity.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

..... [9]

https://xtremepape.rs/

(c) Evaluate the range of KPIs which are most useful in measuring the brand success of Nebraska's destination brand.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

..... [12]

[Total: 25]

https://xtremepape.rs/

BLANK PAGE

https://xtremepape.rs/

BLANK PAGE

https://xtremepape.rs/

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2023

https://xtremepape.rs/