Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

7318484300

TRAVEL & TOURISM **9395/32**

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.

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1 Refer to Fig. 1.1 (Insert), information about the destination branding of Porto, a city in Portugal.

(a) Explain **two** benefits of using earned media to communicate the destination brand identity.

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[4]

(b) Discuss whether being voted 'Best European Destination' is an effective key performance indicator (KPI) for Porto.

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(c) Evaluate whether destination marketing can be effective in overcoming the issue of intangibility in tourism.

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[Total: 25]

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2 Refer to Fig. 2.1 (Insert), information about Tokyo's destination marketing. Tokyo is the capital city of Japan.

(a) Explain **two** characteristics of a diversified destination according to the Ansoff Matrix.

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(b) Analyse the benefits of the joint marketing campaign between the Tokyo Metropolitan Government and a social media platform in raising awareness of the #TokyoTokyo brand.

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(c) Discuss the effectiveness of attendance at trade fairs as a marketing activity for Tokyo.

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[Total: 25]

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