Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

8468203613

TRAVEL & TOURISM **9395/33**

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 first national brand identity for the United Arab Emirates (UAE), a country in the Middle East.

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

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[4]

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

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

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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).

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

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

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