
TRAVEL AND TOURISM

9395/31

Paper 3 Destination Marketing

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Fig. 1 for Question 1



According to the Country Brand Index in 2011–2012, Thailand ranked seventh in the world in terms of tourism brand image, and first in terms of value for money. Thailand earns more than US\$25 billion in tourism revenue each year, which is more than 6.5% of its Gross Domestic Product (GDP). The past decade has not been all positive for Thailand. By 2014–2015, Thailand did not make the top 20 in the Country Brand Index. The many

crises Thailand has faced, including natural disasters, the SARS virus, economic crises and political unrest, have all affected travel and tourism. Such crises are usually followed by governmental policy measures to ensure that travel and tourism return to normal as quickly as possible. This support has been essential to Thailand's success as a destination but clearly more needs to be done.

To build on its existing branding, the Tourism Authority of Thailand (TAT) is looking for innovative marketing tools and platforms to help 'Amazing Thailand, Always Amazes You' to reach particular specialised or niche segments. TAT is aiming to use modern communication channels to enhance the campaign in the future. TAT will also sponsor events to reach target segments in key markets around the world. Some of the specific activities to be carried out as part of the renewed campaign include:

- expanding niche markets
- attracting new markets
- using IT media applications
- stimulating domestic travel
- promoting regional travel
- organising activities to encourage better care and preservation of tourist attractions
- creating educational travel packages

In the past, TAT's strategy has been to attract travellers from specific niche segments such as golf, wedding tourism and single travellers. TAT will now also actively target school groups and medical tourists. The overall focus is to appeal to high-income travellers and to attract repeat travellers back to Thailand. TAT is working with travel trade partners to plan new packages for some of the less popular destinations, as well as advertising these destinations through a variety of different communication methods. To educate travel agents and keep them informed of the new products, TAT is starting an online training programme, with 20 agents from the programme being offered a familiarisation trip to Thailand.

Fig. 1

Fig. 2 for Question 2**Azerbaijani Ministry of Culture and Tourism promoting new tourism brand**

Azerbaijan is a Eurasian country, divided partially between Eastern Europe and Western Asia. Its capital, Baku, has rapidly transformed into a highly developed modern city in recent years, but many of the surrounding villages still remain undeveloped. According to the World Tourism Organisation (UNWTO), over 2 million foreign tourists visited Azerbaijan in 2012 and the authorities hope for a 70–80% increase in tourists over the next decade.

Azerbaijan has all the necessary elements to become a successful tourism destination: good hospitality; a rich history and cultural heritage, including several UNESCO World Heritage Sites; beautiful natural landscapes; delicious food and a very favourable geographical location. In 2012 a large international hotel group became the latest five-star brand to open a hotel in Azerbaijan. Built next to the Caspian Sea, just 35 kilometres from the centre of Baku, the hotel offers 156 luxurious rooms and suites and a range of facilities for business conferences or family holidays. As the only luxury international city resort in Baku, the hotel has been able to cater to both the business and leisure traveller segments and the hotel group sees Baku as a gateway to this region.

Baku was host to the first European Games in June 2015. Shortly before the Games began, the Minister of Culture and Tourism in Azerbaijan said that a new culinary brand would be presented to coincide with the European Games. The Ministry recommended that hotels offer tourists Azerbaijani meals, with the brand reflecting traditional Azerbaijani food.

The country also signed a contract with Formula 1 to organise the Baku Grand Prix in 2016. The city will also host four games of the final stage of the UEFA EURO 2020 football championship. These major sporting events will attract the attention of people from all over the world and could help to improve the country's image. As a result, the country has invested in the modernisation of local airports and in 2014, a new terminal was opened in Baku Heydar Aliyev international airport. The airport's capacity increased to serve six million passengers per year.

Fig. 2

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