

CANDIDATE
NAME

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CENTRE
NUMBER

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TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2018

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **9** printed pages, **3** blank pages and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), information about “Brand South Africa”, a leading destination brand.

(a) Explain **two** reasons why “Brand South Africa” was launched in 2002.

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[4]

(b) Discuss the role of “Brand South Africa” as guardian of the national brand.

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Question 2

Refer to Fig. 2 (Insert), information about the branding of Windham Mountain, a ski resort in New York State in the USA.

- (a) Explain **two** ways that Windham Mountain can use the visitor profiling information it has gathered.

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[4]

- (b) Analyse the range of brand characteristics that are important for Windham Mountain as a destination.

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