Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

8659418167

TRAVEL AND TOURISM **9395/32**

Paper 3 Destination Marketing **May/June 2019**

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.

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1 Refer to Fig. 1.1 (Insert), information about the 'Rhode Island: Cooler and Warmer' brand. Rhode Island is a state in New England, USA.

(a) Explain **two** challenges that the Rhode Island Commerce Corporation (RICC) faced in branding the destination.

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[4]

(b) Discuss the factors affecting the RICC's selection of methods for communicating the destination brand messages.

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(c) Evaluate the most suitable market analysis tools and techniques for the RICC to use to analyse the marketing environment for the destination brand.

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2 Refer to Fig. 2.1 (Insert), information about the marketing of Kingston, Jamaica as a destination.

(a) Explain **two** market research methods that the Jamaica Tourist Board (JTB) might use to gather tourism data.

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(b) Analyse, using the Butler Destination Lifecycle model, the position of Kingston, Jamaica in the tourism market.

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(c) Discuss how the JTB might adapt its marketing mix to market Jamaica as 'the premier Caribbean tourism destination'.

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