Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

TRAVEL & TOURISM **9395/31**

Paper 3 Destination Marketing **May/June 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.

DC (LK) 313301/1
© UCLES 2023

1 Refer to Fig. 1.1 (Insert), information about how the Anatolia region in southern Turkey is rejuvenating itself through the Mesopotamia brand.

(a) Explain **two** characteristics of the rejuvenation stage on the Butler 'Destination Lifecycle' model.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Assess the likely benefits of the Mesopotamia brand being managed by a Regional Tourism Organisation (RTO).

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

(c) To what extent can the 'product' from the marketing mix become the unique selling point (USP) for the Mesopotamia brand? Give reasons for your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about the rebranding of Los Angeles (LA), a city in California, USA.

(a) Explain **two** ways the new logo for LA meets the requirements of an effective destination brand.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Discuss how demographic segmentation might be used in destination branding.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [9]

(c) Evaluate the most effective communication methods to raise awareness of a new destination brand.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

[Total: 25]

BLANK PAGE

BLANK PAGE

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2023