

---

**TRAVEL AND TOURISM**

**9395/31**

Paper 3 Destination Marketing

**May/June 2019**

INSERT

**1 hour 30 minutes**

---

**READ THESE INSTRUCTIONS FIRST**

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



---

This document consists of **3** printed pages and **1** blank page.

Fig. 1.1 for Question 1

Botswana Investment and Trade Centre (BITC) is the guardian of the national brand. It is also accountable for the development, implementation and monitoring of the national brand strategies and plans for Botswana.



### Objectives

The purpose of the national brand is to promote Botswana with a single identity, to stimulate stronger communities, culture and heritage and encourage a greater sense of pride and community engagement in the country.

The national brand also positions Botswana to international audiences as an attractive place to visit, work and invest. It highlights the country's national assets, including its people, culture, tourism attractions, business potential and reputation as a country with good governance.

### Branding Botswana

- provides the community with an agreed set of values
- strengthens Botswana's visibility and appreciation globally
- differentiates Botswana from its African neighbours
- increases export revenue and stimulates investment
- enhances innovation and new industrial development
- increases tourist arrival numbers and visitor spend

### Using the Botswana Pride Mark

- the Pride Mark is a symbol of commitment by an individual or group in Botswana to generate pride in the community
- the Pride Mark contributes to the overall essence of 'Pride and Progress' and the Brand Botswana blueprint
- each activity or product that carries the Pride Mark must clearly support the essence of Brand Botswana, deliver positive social outcomes and demonstrate the values of being peaceful, progressive, trustworthy and inclusive

Botswana has risen from 91st place in the World Travel and Tourism Competitiveness Index in 2012 to 85th place in 2017. Tourism contributes 4% to the GDP of Botswana and the destination scores highly for the attractiveness of its natural assets, ranking 18th out of 136 countries. It is also perceived as offering good value for money, ranked 13th for price competitiveness as a destination brand.

Fig. 1.1

Fig. 2.1 for Question 2

The distinctive characteristics of South Korea as a country, including its people, culture, history, and environment, provided four core values to generate the overall 'Imagine your Korea' brand:



Korea: full of diverse and harmonious pleasures



Korea: where endless energy and vitality abound



Korea: constantly creating new values



Korea: a country which attracts and ignites the interest of the world

Imagine your **Korea**

'Imagine your Korea', the brand slogan of South Korea Tourism, expresses the country's tourism assets, including its vibrant shopping districts and creative cultural content, from a tourist's perspective.

The brand logo has a "K" which is largely recognised as a representation of Korea, emphasised both in size, and in the shape of two arms, wide open, symbolic of Korea's welcoming spirit.

The letter "O" uses as its motif the swirling hat ribbon of 'sangmo dolligi', a traditional Korean folk dance.

The colour scheme is a combination of 'saekdong', the traditional multi-coloured striped clothing, that symbolises the diverse experiences to be had in Korea, and navy blue, which serves to accentuate the colours of the 'saekdong'.

Korea is a country which attracts an increasing number of Free Independent Travellers (FIT) as well as appealing to those wanting to experience its culture.

Fig. 2.1

**BLANK PAGE**

---

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](http://www.cambridgeinternational.org) after the live examination series.

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