

Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

243254390

TRAVEL & TOURISM

Paper 3 Destination Marketing

May/June 2020

9395/31

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.

Question 1

Refer to Fig. 1.1 (Insert), information about the 'Meet in Remarkable Rwanda' marketing campaign. Rwanda is a country in Africa.

(a)	Explain two ways Rwanda's popularity as a tourist destination can be measured.									
	1									
	2									
	[4									
(b)	Analyse the benefits of 'Meet in Remarkable Rwanda' being integrated into the wide promotional activities of the 'Remarkable Rwanda' marketing campaign.									

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Question 2

Refer to Fig. 2.1 (Insert), information about the CBR destination brand for Canberra, the capital city of Australia.

(a)	Explain two likely benefits to travel and tourism organisations in Canberra of understand customers' needs and wants better.	ding
	1	
	2	
		[4]
(b)	Discuss how joint marketing activities might extend the global reach of the CBR brand.	

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