Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

7528258680

TRAVEL & TOURISM **9395/31**

Paper 3 Destination Marketing **October/November 2020**

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. Blank pages are indicated.

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Question 1

Refer to Fig. 1.1 (Insert), information about the difficulties faced in marketing tourism in the South American country of Venezuela.

(a) Explain **two** strengths of Venezuela as a destination.

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2 .....

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(b) Analyse how Venezuela's destination image has been affected by social, economic and political factors in recent years.

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(c) Evaluate the likely benefits of a multi-agency approach to destination marketing in Venezuela.

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[Total: 25]

Question 2

Refer to Fig. 2.1 (Insert), information about the famous 'I amsterdam' marketing campaign. Amsterdam is a city in the Netherlands, Europe.

(a) Explain **two** benefits to Amsterdam Marketing of using shared media to spread the 'I amsterdam' brand message.

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(b) Discuss how Amsterdam Marketing might adapt its marketing mix to prevent the city being 'overrun' with tourists.

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(c) Evaluate the contribution that festivals and events might make for a destination at the consolidation stage of the Butler Destination Lifecycle model.

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