

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

May/June 2017

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 **7** printed pages, **1** blank page and **1** Insert.

Question 1

Refer to Fig. 1 (Insert), the brand development strategy for the city of Cork in the Republic of Ireland. Ireland is a country in Western Europe.

- (a) Describe **two** market analysis tools or techniques that will allow the tourism authorities to define the tourism market in Cork.

1

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2

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..... [4]

Question 2

Refer to Fig. 2 (Insert), information about Mauritius, an island destination in the Indian Ocean.

(a) Explain **two** ways a destination, such as Mauritius, might use visitor profiling.

1

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2

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..... [4]

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