

CANDIDATE
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TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

October/November 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), information about Tampa Bay, an area in Florida, United States.

(a) Explain **two** ways destinations, such as Tampa Bay, may create a brand identity.

1

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2

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..... [4]

Question 2

Refer to Fig. 2 (Insert), information about the Seychelles 'Another World' brand. Seychelles is a group of 115 islands in the Indian Ocean.

- (a) Explain **two** likely aims of the market research carried out by the Seychelles Tourism Board in creating the new destination brand.

1

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2

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.....[4]

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