Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

2710258473

TRAVEL AND TOURISM **9395/33**

Paper 3 Destination Marketing **May/June 2018**

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 **9** printed pages, **3** blank pages and **1** Insert.

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Question 1

Refer to Fig. 1 (Insert), information about Tourisme Montréal and its new brand identity. Montréal is a city in Canada.

(a) Explain **two** reasons why Tourisme Montréal wanted to rebrand itself.

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[4]

(b) Discuss the ways Montréal has created an effective destination brand identity.

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(c) Evaluate how Tourisme Montréal might overcome the challenge of intangibility for its branded tourism products.

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[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about the work of the Destination Marketing Organisation (DMO) in Verona, a city in Italy. The DMO carried out a study of visitor perceptions of the city through market research.

(a) Explain **two** likely aims of the market research carried out by the DMO.

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(b) Analyse how the service factors identified by the DMO can be used to raise awareness of the destination's brand identity with visitors to Verona.

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(c) Discuss the view that margin of satisfaction and price-quality ratio could be used as key performance indicators (KPIs) for monitoring the effectiveness of the destination brand for Verona.

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