Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

* 3 2 5 4 3 8 2 4 1 1 *

TRAVEL AND TOURISM **9395/31**

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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CAMBRIDGE International Examinations

Question 1

Refer to Fig. 1 (Insert), information about the "Discover Mana" marketing campaign launched by Tahiti Tourisme. Tahiti is one of the main islands of French Polynesia, in the South Pacific Ocean.

(a) Explain **two** benefits to a travel and tourism organisation, such as Tahiti Tourisme, of carrying out an exit survey.

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(b) The "Discover Mana" campaign focuses on the product component of the marketing mix.

Discuss how this may change the destination's overall product positioning.

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(c) Evaluate the range of marketing activities involved in launching the new “Embraced by Mana” tagline.

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Question 2

Refer to Fig. 2 (Insert), a summary of an ICT-based marketing strategy for Turkey: "Turkey Home". Turkey is a country, located between Eastern Europe and Western Asia.

(a) Explain, using an example, how the national tourism organisation (NTO) of Turkey might carry out joint marketing activities with the private sector.

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(b) Assess the reasons why Turkey aims to make its 'brand value sustainable by ensuring continuity and stability of promotion'.

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(c) Discuss the usefulness of social media response rates in monitoring brand effectiveness for the “Turkey Home” brand.

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