Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER					

4663940203

TRAVEL AND TOURISM **9395/32**

Paper 3 Destination Marketing **October/November 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 "Brand South Africa", a leading destination brand.

(a) Explain **two** reasons why "Brand South Africa" was launched in 2002.

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2 .....

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[4]

(b) Discuss the role of "Brand South Africa" as guardian of the national brand.

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(c) Evaluate the importance of winning awards as a form of market analysis.

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[Total: 25]

Question 2

Refer to Fig. 2 (Insert), information about the branding of Windham Mountain, a ski resort in New York State in the USA.

(a) Explain **two** ways that Windham Mountain can use the visitor profiling information it has gathered.

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2 .....

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[4]

(b) Analyse the range of brand characteristics that are important for Windham Mountain as a destination.

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(c) Discuss the reasons why PEST Analysis was an effective market analysis tool for Windham Mountain in repositioning itself as a ski resort destination.

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[Total: 25]

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