
TRAVEL AND TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2019

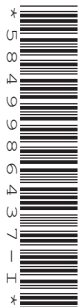
INSERT

1 hour 30 minutes

READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

Anything the candidate writes on this Insert will not be marked.



This document consists of **3** printed pages and **1** blank page.

Fig. 1.1 for Question 1

Finland recently made headlines with its release of 30 country-branding emojis, in a unique twist on regular promotion efforts. An emoji is a small digital image or icon used to express an idea or emotion in electronic communication. Said to reflect aspects of the Finnish national character, the list of country-brand emojis includes a sauna emoji and a woolly sock emoji.

The emojis appear on the 'This is Finland' webpage. The Finland Promotion Board (FPB), made up of communications and marketing professionals, is responsible for coordinating country brand communications. It brings together state-funded bodies carrying out country brand work and sets the annual themes for country brand communications.

FPB wanted to do something related to social media, to talk to young people about the Finnish brand. The emojis idea came up because there are some great emoji designers in Finland. FPB likes the fact that the emojis convey things of importance for the brand, e.g. digitalisation and being ahead of the market in the digital world. They also show the fun and unique characteristics of the Finnish people. However, there was a fine line between the humour behind the promotion and the danger of creating too much of a stereotype for the country brand.

Fig. 1.1

Fig. 2.1 for Question 2

Macedonia is located in south east Europe.

Three different destination branding campaigns have emerged, resulting from the Macedonian government's desire to raise the country's international profile, and to promote it as a land of business opportunities and tourist delights: 'Invest in Macedonia', 'Macedonia Tourism' and 'Macedonia Timeless'. These campaigns were designed to present a distinctive vision of Macedonia, based on the key objectives of attracting inward investment, to increase tourist numbers within the country. As a relatively new country, which declared independence in 1991, it is understandable that the government wants to communicate a range of different messages through these initiatives.

The campaigns were tied in with the Skopje 2014 project, a project financed by the government, with the purpose of giving Skopje, the capital city of Macedonia, a more classical appeal by the end of the year 2014. Much of the country's national heritage was destroyed in an earthquake in 1963.

The Skopje project consisted mainly of the construction of museums and monuments depicting historical figures from Macedonia. Around 20 buildings and over 40 monuments were constructed as part of the project. Stakeholders from the commercial sector as well as from the local community in the country opposed the Skopje 2014 project. They believed it could damage Macedonia's national image, and create significant disadvantages for the local people at economic, political and cultural levels, with its strong nationalist messages and estimated total cost of €560m.

The case of Macedonia highlights the need for coherent strategy in destination branding campaigns. It is important to ensure the coordination of key stakeholders and the full engagement from industry and tourism representatives to create, develop and maintain a strong national brand and to communicate it consistently.

Fig. 2.1

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.