



Cambridge International AS & A Level

CANDIDATE
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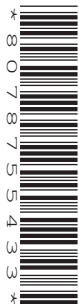
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TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

October/November 2021

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), information about the new tourism brand for Wasaga Beach, a destination in Canada.

- (a) Explain **two** reasons why reviewing the existing marketing mix is important for stakeholders of Wasaga Beach.

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[4]

- (b) Assess the range of marketing activities stakeholders might use to launch their new tourism brand.

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(c) Discuss how stakeholders of Wasaga Beach might use differentiation strategies to improve their competitiveness.

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Question 2

Refer to Fig. 2.1 (Insert), information about the ‘Best of all, it’s in Hong Kong’ promotional campaign to market Hong Kong as a destination. Hong Kong is a destination in Asia.

- (a) Explain **two** ways the Hong Kong Tourism Board (HKTb) is using its product mix to overcome the challenge of intangibility.

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- (b) Assess the impact that the selected communication methods had on HKTb’s ability to track the success of its promotional campaign.

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