Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

* 9 3 7 9 5 5 4 6 2 1 *

TRAVEL AND TOURISM **9395/33**

Paper 3 Destination Marketing **October/November 2019**

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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1 Refer to Fig. 1.1 (Insert), information about the Finland Promotion Board's (FPB) use of country-branding emojis as a unique promotion technique. Finland is a country in Scandinavia, northern Europe.

(a) Explain how the country-branding emojis are examples of both owned media and shared media for the benefit of the FPB.

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(b) Assess the effectiveness of using emojis in establishing the brand identity of Finland as a destination.

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(c) Evaluate the likely impacts of using social media to raise awareness of Finland's brand identity with the different target markets for the destination.

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[Total: 25]

2 Refer to Fig. 2.1 (Insert), information about marketing Macedonia as a destination. Macedonia is a country in south east Europe.

(a) Explain **two** external influences which affect the marketing of Macedonia as a destination.

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(b) Discuss how the objective of increasing tourist numbers in Macedonia might be achieved through an effective destination branding campaign.

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(c) Evaluate why Macedonia's destination brand is unlikely to succeed.

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