



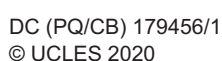
TRAVEL & TOURISM

Paper 3 Destination Marketing

May/June 2020

1 hour 30 minutes

- This insert contains all the figures referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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Fig. 1.1 for Question 1

Uzbekistan is a landlocked country in central Asia. In 2017 two million tourists visited Uzbekistan.

The State Committee for Tourism Development (SCTD) in Uzbekistan has introduced a range of marketing activities aimed at enhancing both domestic and inbound tourism and, in particular, the creation and promotion of a new tourism brand for the country.

The SCTD is considering creating tourism brand ambassadors in foreign countries. A brand ambassador will represent the interests of Uzbekistan Tourism, upholding the messages of the advertising campaigns by using the Uzbekistan Tourism brand names and photographs to encourage more visitors to the destination. It is planned that brand ambassadors will be invited to visit Uzbekistan at least twice a year for promotional reasons. All tourism marketing of the country will be handled by the national Public Relations (PR) Centre in Uzbekistan.

An international television channel with 24-hour broadcasting will be used to promote the tourism potential of Uzbekistan to international visitors. To further enhance the marketing of the destination, the SCTD also intends to create regional tourism brands, each with its own logo to represent each of the regions in the country. In the early stages of creating regional tourism brand identities, the Ferghana region of Uzbekistan has caused controversy. At the launch of its 'Ferghana, enjoy the beauty' brand, critics pointed out the strong resemblance between Ferghana's logo and the 'Enchanting Russia' logo, one of the logos recently submitted for a competition to create a national tourist brand for Russia. Both Russia and Uzbekistan are now independent countries but were previously part of the same country known as the Soviet Union.



Fig. 1.1

Fig. 2.1 for Question 2

Nowadays it takes a lot more than pictures of palm trees and beaches on the cover of a printed brochure to attract the increasingly experienced tourist. People want more out of their travels and more for their money. They want more local culture and more authentic experiences as well as unique, high quality amenities.

Most tourist boards are familiar with these demands. The quality and tone of destination marketing materials reflect this. Tourist boards also know that attracting the right kind of visitor now requires a more personalised touch using mobile technology. Social media platforms have made it easier to create the right advertisements with the right emotional triggers. Hotel and retail brands in the commercial sector have become particularly expert at this. In comparison, non-commercial organisations and government agencies have been much slower to adopt digital technology, although this has started to change.

In Latin America, marketing budgets are beginning to increase as tourism authorities recognise that tourism is a critical driver of economic development for the region. Competition between country brands in the Latin American region has intensified as Mexico, Colombia and Peru are promoting lesser known local attractions. With iconic events such as Mexico's 'Day of the Dead' festival and historic, cultural monuments such as Peru's Machu Picchu having already become household brands, marketing now focuses on promoting second-tier destinations which usually only appeal to locals and explorer type visitors. With new creative strategies showing off the region's rich diversity, brand campaign managers need to spend their budgets on social media marketing first, and only use offline channels to supplement their marketing.

The rise in visitor numbers to Latin America is a result of a revival after a few difficult years when the tourism sector was badly affected by a wide range of impacts.

- The slump in crude oil prices in 2015 damaged many Latin American economies.
- Intra-regional travel declined as individuals and businesses tightened budgets.
- Political upheavals and scandals, especially in Brazil and Venezuela, put off potential visitors.
- The region still has some deep-rooted social challenges to overcome, including histories of corruption and violence.

The use of tools such as advert targeting and mobile device tracking means that destinations can measure campaign returns on investment (ROI) more effectively. Traditionally, this has been difficult to do on a national or regional scale, given the number of stakeholders involved.

Fig. 2.1

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