



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 3 Destination Marketing

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1 hour 30 minutes

INFORMATION

- This insert contains all the figures referred to in the questions.
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This document has **4** pages. Any blank pages are indicated.

Fig. 1.1. for Question 1

Turkey's first regional tourism brand 'Mesopotamia' was introduced in 2021. The brand aims to create a sustainable destination identity, by bringing together nine provinces in the Anatolia region of Turkey to rejuvenate the area's tourism industry through a joint marketing campaign.

The Regional Tourism Organisation in Turkey is developing tourism in the region by focusing on a range of specialist markets: nature tourism, cultural tourism, food tourism and ecotourism. Domestic and international visitors have access to a branded mobile travel guide that includes maps, dining, accommodation and city routes across the region.

Packages are available for travellers to visit the cities that form the Mesopotamia brand, to experience the history and culture of this beautiful region. Destination marketers chose the brand name as they felt it expresses the region's historical and cultural past well and has the potential to become a world brand. Visitors will already be familiar with the name as the place where civilisation first emerged. This gives the region a unique appeal.

The Regional Tourism Organisation is working closely with members of the Association of Turkish Travel Agencies, to promote the new destination brand. Travel agents are excited to advertise the Mesopotamia tourism brand and to sell a unique nine-day branded tour of the region.

Fig. 1.1

Fig. 2.1 for Question 2

Los Angeles (LA), California, is a major tourist destination in the United States.

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tell an accurate story of LA to existing and potential visitors.

The brand identity must

**Fig. 2.1**

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