



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2024

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.

1 Refer to Fig. 1.1 (Insert), information about the Vanilla Islands marketing group.

(a) Explain **two** ways the six islands in the Vanilla Islands marketing group work together.

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[4]

(b) Discuss how the Vanilla Islands marketing group might use visitor profiling.

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- (c)** Evaluate how the Vanilla Islands marketing group can ensure its brand matches the destinations' attributes.

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

2 Refer to Fig. 2.1 (Insert), information about the ‘Istanbul is the new cool’ marketing campaign.

(a) Explain **two** ways that GoTürkiye has created a brand identity for İstanbul.

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[4]

(b) Discuss the disadvantages of using qualitative research to define the tourism market for a destination.

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- (c)** Evaluate why setting objectives would be a key stage in planning the launch of a new destination brand.

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