



CANDIDATE
NAME

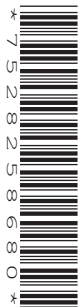
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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9395/31

October/November 2020

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- 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.

- 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. Blank pages are indicated.

Question 1

Refer to Fig. 1.1 (Insert), information about the difficulties faced in marketing tourism in the South American country of Venezuela.

- (a)** Explain **two** strengths of Venezuela as a destination.

1

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2 [4]

- (b)** Analyse how Venezuela's destination image has been affected by social, economic and political factors in recent years.

[illegible]

(c) Evaluate the likely benefits of a multi-agency approach to destination marketing in Venezuela.

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.

Question 2

Refer to Fig. 2.1 (Insert), information about the famous 'I amsterdam' marketing campaign. Amsterdam is a city in the Netherlands, Europe.

- (a) Explain **two** benefits to Amsterdam Marketing of using shared media to spread the 'I amsterdam' brand message.

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..... [4]

- (b)** Discuss how Amsterdam Marketing might adapt its marketing mix to prevent the city being 'overrun' with tourists.

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- (c) Evaluate the contribution that festivals and events might make for a destination at the consolidation stage of the Butler Destination Lifecycle model.

[illegible]

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