



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/33

Paper 3 Destination Marketing

October/November 2023

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 first national brand identity for the United Arab Emirates (UAE), a country in the Middle East.

(a) Explain **two** aims of market analysis.

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[4]

(b) Assess how well the winning 'Seven Lines' UAE brand logo meets the criteria for an effective destination brand.

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- (c)** Evaluate the challenges the Nation Brand Office is likely to face in branding the UAE for the first time.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

- 2** Refer to Fig. 2.1 (Insert), information about the Nebraska Tourism Commission's (NTC) approach to destination marketing. Nebraska is a midwestern state in the USA.

(a) Explain **two** roles of a destination marketing organisation (DMO).

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[4]

[4]

(b) Discuss how the destination environment might be used to raise awareness of a destination and its brand identity.

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- (c) Evaluate the range of KPIs which are most useful in measuring the brand success of Nebraska's destination brand.

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