



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

October/November 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 'Essential Costa Rica' brand.

(a) Explain **two** ways that Visit Costa Rica has created a strong brand identity with 'Essential Costa Rica'.

1

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2

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[4]

(b) Assess the importance of the 'Essential Costa Rica' brand being fully integrated into the promotional activities of Visit Costa Rica.

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[9]

[illegible]



..... [12]



2 Refer to Fig. 2.1 (Insert), information about the Tasmania ‘Come Down for Air’ marketing campaign.

(a) Explain how the two different types of media are used by Tourism Tasmania to communicate the destination's brand identity:

paid for

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shared

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[4]

(b) Discuss the roles that different key stakeholders might play in the branding of Tasmania.

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[9]



[illegible]



[12]

[Total: 25]







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