

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

Paper 3 Destina	ation Marketing		May/June 2017 1 hour 30 minutes
TRAVEL AND 1	OURISM		9395/31
CENTRE NUMBER		CANDIDATE NUMBER	
CANDIDATE NAME			

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

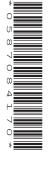
Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.



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Question 1

Refer to Fig. 1 (Insert), information about Punjab Heritage and Tourism Promotion Board (PHTPB). Punjab is a state in the north west of India.

(a)	Describe two customers.	forms	of	market	segmentation	that	PHTPB	may	use	to	identify	its	target
	1												
	2												
							•••••				•••••		
													[4]

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(b)	Discuss how PHTPB might create its destination brand identity.
	[9

(C)	Evaluate the importance to PHTPB of using Key Performance Indicators (KPIs) to monit the effectiveness of its destination brand.
	[1

Question 2

Refer to Fig. 2 (Insert), information about the 'Adventure on Tenerife' marketing campaign. Tenerife is one of the Canary Islands.

Explain two ways the 'Adventure on Tenerite' campaign uses product positioning.	
1	
2	
	ſΔ

(b)	Assess the likely benefits of the communication methods used to raise awareness of the 'Adventure on Tenerife' campaign.
	O1

(c)	Evaluate how effective the characteristics of the 'Adventure on Tenerife' destination branching be.
	[12

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