

CANDIDATE  
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**TRAVEL AND TOURISM**

**9395/03**

Paper 3 Destination marketing

**For Examination from 2017**

SPECIMEN PAPER

**1 hour 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.



**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name in the spaces at the top of this page.

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.

At the end of the examination, fasten all your work securely together.

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

This document consists of **9** printed pages, **1** blank page and **1** Insert.

**Question 1**

Refer to Fig. 1 (Insert), information from the Guam Brand Resource Guide, produced by the Guam Visitors Bureau.

(a) Explain **two** ways in which Guam has created its brand identity.

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2 .....

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..... [4]



(c) Evaluate the range of market analysis tools and techniques that tourism stakeholders in Guam may use to assess the destination's brand positioning.

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**Question 2**

Refer to Fig. 2 (Insert), information about Beijing, a tourist destination in China.

- (a) State Beijing's likely position on the Butler 'Destination Lifecycle' model and give reasons for your decision.

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(c) Evaluate the challenges that destinations such as Beijing may face in implementing their destination brand.

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*Copyright Acknowledgements:*

- Question 1 Figure 1      © adapted: <http://www.discoveramerica.com/usa/states/guam.aspx>.  
Question 1 Figure 1      © adapted: Guam Brand Resource Guide; [www.guamvisitorsbureau.com/destination/branding](http://www.guamvisitorsbureau.com/destination/branding); November 2014.  
Question 2 Figure 2      © adapted: <http://usa.chinadaily.com.cn/travel/2013-07/31/content>.  
Question 2 Figure 2      © adapted: <http://www.travelchinaguide.com/tourism/2013statistics/inbound.htm>.

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