TRAVEL AND TOURISM

Paper 3 Destination Marketing

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.
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 forms of market segmentation that PHTPB may use to identify its target customers.

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(b) Discuss how PHTPB might create its destination brand identity.
(c) Evaluate the importance to PHTPB of using Key Performance Indicators (KPIs) to monitor the effectiveness of its destination brand.
Question 2

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

(a) Explain two ways the ‘Adventure on Tenerife’ campaign uses product positioning.

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(b) Assess the likely benefits of the communication methods used to raise awareness of the ‘Adventure on Tenerife’ campaign.
(c) Evaluate how effective the characteristics of the ‘Adventure on Tenerife’ destination brand may be.
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