

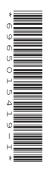
Cambridge International Examinations Cambridge International Advanced Subsidiary and Advanced Level

TRAVEL AND TOURISM

Paper 3 Destination Marketing INSERT

9395/32 May/June 2017

1 hour 30 minutes



READ THESE INSTRUCTIONS FIRST

This Insert contains all the Figures referred to in the questions.

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This document consists of **3** printed pages and **1** blank page.



Fig. 1 for Question 1

Cork Region - Brand Development

Tourism authorities in Cork, a city in the Republic of Ireland, are developing a new tourism brand for the city. Initial meetings involved key stakeholders, including representatives from Cork County Council, the Port of Cork, Cork Airport, Cork Chamber of Commerce and Fáilte Ireland (the national tourism agency). Working together, the following destination brand strategy was created:

- 1. Analysis of current stakeholders' marketing and messaging
- 2. Assessment of current offer and experience using social media
- 3. Identification of existing value propositions
- 4. Selection of target market audiences
- 5. Development of a brand proposition
- 6. Market testing of proposition
- 7. Brand refinement
- 8. Brand briefing for stakeholders and community
- 9. Brand management and implementation

Fig. 1

Fig. 2 for Question 2



Mauritius is internationally renowned as one of the world's premier luxury holiday destinations. With many of the world's most famous hotels, which have won many tourism awards, Mauritius enjoys one of the highest rates of returning visitors in the world. This is because of the friendliness and professionalism of the service visitors receive. Mauritius is an island destination of striking natural beauty and cultural diversity. Combined with a mild tropical climate, the friendliness of the Mauritian people and high levels of safety and security, this has made Mauritius one of the world's most appealing tourism destinations.

We live in a highly competitive world which means destinations need to fight harder for visitors, investment and business opportunities. Mauritius has to stand out and play to its strengths. Visitors and tourism providers alike must not lose sight of what makes Mauritius authentic and unique.

A brand is the whole experience of life in a country. The Mauritius country brand is a set of values and beliefs, a whole philosophy that lies at the heart of its nation. It is the outcome of the particular set of circumstances that have shaped the island and made it what it is – the combination of the spirit of its people, the place itself and its history. It is the connection between the past, the present and future hopes and aspirations. The brand proposition is intended to capture this flavour of the country.

Fig. 2

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