

CANDIDATE  
NAME

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CENTRE  
NUMBER

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CANDIDATE  
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**TRAVEL AND TOURISM**

**9395/33**

Paper 3 Destination Marketing

**May/June 2018**

**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 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.

This document consists of **9** printed pages, **3** blank pages and **1** Insert.









**Question 2**

Refer to Fig. 2 (Insert), information about the work of the Destination Marketing Organisation (DMO) in Verona, a city in Italy. The DMO carried out a study of visitor perceptions of the city through market research.

**(a)** Explain **two** likely aims of the market research carried out by the DMO.

1 .....

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2 .....

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[4]

**(b)** Analyse how the service factors identified by the DMO can be used to raise awareness of the destination’s brand identity with visitors to Verona.

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