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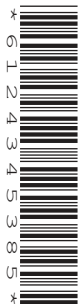
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CENTRE
NUMBER

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TRAVEL & TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2021

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.

Question 2

Refer to Fig. 2.1 (Insert), information about the new tourism brand for Mexico, a country in North America.

- (a) Explain **two** ways Mexico's product positioning as a destination might be changed as part of its new brand.

1

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2

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[4]

- (b) Assess use of colour as a means of creating a brand identity for a destination such as Mexico.

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