

CANDIDATE
NAME

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TRAVEL AND TOURISM

9395/33

Paper 3 Destination Marketing

October/November 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 1

Refer to Fig. 1 (Insert), information about the brand positioning of Gold Coast Tourism. Gold Coast is a destination in Queensland, Australia.

(a) Explain **two** roles of the Gold Coast Tourism (GCT) destination marketing organisation (DMO).

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[4]

(b) Discuss how market segmentation was used to create the “Gold Coast Queensland, Famous for fun” destination brand.

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Question 2

Refer to Fig. 2 (Insert), information about marketing Barcelona, a popular city in Spain.

(a) Explain how **two** key performance indicators (KPIs) could be used to monitor the effectiveness of Barcelona's city brand.

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(b) Discuss the challenges that Barcelona is likely to face in maintaining its destination brand.

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