

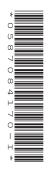
Cambridge International Examinations Cambridge International Advanced Subsidiary and Advanced Level

## **TRAVEL AND TOURISM**

Paper 3 Destination Marketing INSERT

9395/31 May/June 2017

1 hour 30 minutes



## READ THESE INSTRUCTIONS FIRST

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## Fig. 1 for Question 1



Punjab Heritage and Tourism Promotion Board (PHTPB) employed a brand development agency to help it market tourism in Punjab, a state in the north west of India. The agency helped PHTPB to develop a marketing strategy and create a brand image for Destination Punjab. This was the first time that PHTPB has worked on a strategy to promote Punjab as a tourist destination. PHTPB worked with the World Tourism Organisation (UNWTO) to produce a feasibility plan and, as a part of the plan, creating a destination brand identity was an important first step.

So, what prompted Punjab to advertise itself? The Indian tourism industry has been growing recently due to an increase in foreign tourist arrivals and a greater number of Indians travelling to domestic destinations than before. In the past few years, the real growth has come from within the domestic market because 30 million Indians travel within their own country each year. The Ministry of Tourism has promoted the country's various tourism products through campaigns under the 'Incredible India' brand, for the international market as well as the domestic market. Punjab has a lot to offer yet it does not feature in many packages, nor has it previously been extensively marketed.

Hotels and other forms of accommodation are an integral part of the tourist experience and the services offered by accommodation providers can make a stay memorable. One of the key recommendations of the UNWTO's Tourism Development Plan for Punjab is an increase in the provision of high quality accommodation that caters for the holiday visitor, in and around the state's main tourist destinations. With the aim of providing comfortable home stay facilities which offer standardised, world class services to the tourists, and to supplement the availability of accommodation in the cities and tourist destinations, PHTPB is launching a scheme to promote high quality bed and breakfast provision. The idea is to provide a clean and affordable place for foreigners and domestic tourists, including an opportunity for foreigners to stay with an Indian family, experiencing the tradition and culture of Punjab and enjoying authentic Punjabi food.

Fig. 1

## Fig. 2 for Question 2



A leading digital brand agency has recently helped launch a multi-channel brand marketing and public relations tourism campaign. This was to attract American visitors to adventure on Tenerife, a volcanic island that is the largest of Spain's seven Canary Islands in the East Atlantic Ocean.

'Adventure on Tenerife' emphasises the many tourist options, in addition to the island's world-class beaches, including fine dining, architecture, cultural events, golf, stargazing, ecotourism, hiking and mountain biking.

The campaign includes digital advertisements on the travel search engine Orbitz, as well as new social media alerts via Facebook, Twitter and Instagram. A series of print advertisements aimed at raising awareness of Tenerife with travel agents are running in trade magazines, together with internet conferencing to provide more information for agents. The campaign also includes a new website (adventureontenerife.com) that provides a central hub about the many potential adventures that Tenerife can offer.

The campaign was showcased at the New York Times Travel Show. This event is America's premier travel show bringing together industry representatives and consumers, with destinations. The show regularly attracts more than 250 000 visitors.

The brand agency has tried to convince tourism authorities in Tenerife that it is not possible to sell a destination in exactly the same way in all markets. For example in Europe, the perception of Tenerife is that of sun, beaches, parties and a warm place during the cold winter months; it is therefore marketed that way. However, in the United States, Tenerife is not a well-known location. Promoting those same features there would be in direct competition with much closer destinations such as Mexico, the Caribbean or even Florida. To stay relevant within such a competitive market, a completely different approach has been taken to highlight the amazing adventures available on the island.

Fig. 2

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