

---

**TRAVEL AND TOURISM**

**9395/32**

Paper 3 Destination Marketing

**May/June 2017**

INSERT

**1 hour 30 minutes**

---

**READ THESE INSTRUCTIONS FIRST**

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

Anything the candidate writes on this Insert will not be marked.



---

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

**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.