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TRAVEL AND TOURISM

9395/03

Paper 3 Destination marketing SPECIMEN INSERT

For Examination from 2017

1 hour 30 minutes

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Question 1



Fig. 1

Question 2



Fig. 2

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Question 1 Figure 1 Awaiting copyright clearance

Question 1 Figure 1 © adapted: Guam Brand Resource Guide; www.guamvisitorsbureau.com/destination/branding; November 2014.

Question 2 Figure 2
Question 2 Figure 2
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