Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER						CANDIDATE NUMBER				

1147273866

TRAVEL & TOURISM **9395/32**

Paper 3 Destination Marketing **May/June 2024**

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.

DC (DE) 333436/1
© UCLES 2024

https://xtremepape.rs/

1 Refer to Fig. 1.1 (Insert), information about the VisitMorocco brand.

(a) Explain **two** ways product positioning can be used to create a positive visitor perception for the VisitMorocco brand.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Discuss the likely reasons why the ONMT wanted to rebrand Morocco.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

..... [9]

https://xtremepape.rs/

(c) Evaluate the factors a National Tourism Organisation (NTO) will consider before selecting communication methods for its destination marketing.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

..... [12]

[Total: 25]

https://xtremepape.rs/

2 Refer to Fig. 2.1 (Insert), information about Destination Toronto and the 'Pass TO Savings' app.

(a) Explain **two** ways Destination Toronto provides a consistent representation of Toronto by all stakeholders.

1 .....

.....

.....

.....

2 .....

.....

.....

.....

[4]

(b) Analyse which methods Destination Toronto might find most useful to monitor the effectiveness of its destination brand.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

https://xtremepape.rs/

..... [9]

https://xtremepape.rs/

(c) Discuss the importance of market research in defining the specific market for a destination.

https://xtremepape.rs/

..... [12]

[Total: 25]

https://xtremepape.rs/

BLANK PAGE

https://xtremepape.rs/

BLANK PAGE

https://xtremepape.rs/

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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

© UCLES 2024

https://xtremepape.rs/