



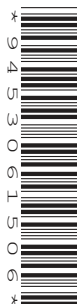
Cambridge International AS & A Level

CANDIDATE
NAME
CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



TRAVEL & TOURISM

9395/33

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.





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.

[illegible]

[illegible]

-
- This image shows a full page of primary-ruled paper. It features approximately 20 horizontal dotted lines spaced evenly down the page, providing a guide for handwriting practice. The paper is otherwise blank, with no margins, text, or other markings.



5

[12]

[12]





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.

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.





Blank lined paper for writing.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.





[12]



* 0019655432611 *



11

BLANK PAGE



DO NOT WRITE IN THIS MARGIN





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.

