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TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2019

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams or graphs.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

All the Figures referred to in the questions are contained in the Insert.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **9** printed pages, **3** blank pages and **1** Insert.

1 Refer to Fig. 1.1 (Insert), information about Morocco's Vision 2020 and Brand Morocco, the country's national brand building strategy. Morocco is a country in Africa.

(a) Explain **two** aspects of visitor profiling that might influence Brand Morocco.

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[4]

(b) Discuss the interdependence of key stakeholder groups involved in creating and upholding Brand Morocco.

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2 Refer to Fig. 2.1 (Insert), information about Iran's destination marketing. Iran is a country in the Middle East.

(a) Explain how **each** of the following aspects of product positioning might affect visitor numbers to Iran:

visitor perceptions

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the importance of a unique selling point (USP)

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[4]

(b) Carry out an analysis of the strengths, weaknesses, opportunities and threats (SWOT analysis) of Iran's tourism.

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(c) Discuss how Iran might establish its destination identity through a range of marketing activities.

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