



CANDIDATE
NAME

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9395/31

May/June 2023

You will need: Insert (enclosed)

- 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.

- 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.

[Turn over

- 1 Refer to Fig. 1.1 (Insert), information about how the Anatolia region in southern Turkey is rejuvenating itself through the Mesopotamia brand.

(a) Explain **two** characteristics of the rejuvenation stage on the Butler 'Destination Lifecycle' model.

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[4]

(b) Assess the likely benefits of the Mesopotamia brand being managed by a Regional Tourism Organisation (RTO).

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- (c)** To what extent can the 'product' from the marketing mix become the unique selling point (USP) for the Mesopotamia brand? Give reasons for your answer.

[illegible]

2 Refer to Fig. 2.1 (Insert), information about the rebranding of Los Angeles (LA), a city in California, USA.

(a) Explain **two** ways the new logo for LA meets the requirements of an effective destination brand.

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(b) Discuss how demographic segmentation might be used in destination branding.

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- (c)** Evaluate the most effective communication methods to raise awareness of a new destination brand.

[illegible]

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