



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9395/32

May/June 2024

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 the VisitMorocco brand.

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

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[4]

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

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

[illegible]

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.

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[4]

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

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

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