
TRAVEL AND TOURISM

9395/32

Paper 3 Destination Marketing

October/November 2019

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READ THESE INSTRUCTIONS FIRST

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Fig. 1.1 for Question 1

Building 'Brand Morocco'

As part of Vision 2020, Morocco's tourism development strategy, the tourism authorities want to double the size of Morocco's tourism sector, create half a million tourism jobs and become one of the world's top 20 tourism destinations by 2020.

The first annual conference on developing a strategy for Brand Morocco under Vision 2020 was hosted recently by the Moroccan government. It was attended by key domestic stakeholders and foreign interests, including investors, travel and tourism providers, tourism bodies and brand practitioners.

It is important that Moroccans adopt the values of their national brand, thus acting as ambassadors for Brand Morocco. Another key objective in creating Brand Morocco is to make a positive contribution to the economic and social development of Africa overall.

Outcomes from the conference included:

- greater involvement from the private sector and public bodies in the Brand Morocco development process
- an opportunity to analyse brand development to date
- inviting ideas for developing initiatives that would exemplify Brand Morocco
- being much more focussed in marketing the country's core brand image and tourism products and selecting key external target market audiences for those offers


A brand agency was invited to create the brand. Market research has already been carried out to identify that Morocco's key target markets are the UK, the USA and Canada. The brand agency has assisted the tourism authorities in developing a creative strategy to bring Morocco's rich tourism products to the attention of these key target markets. The resulting brand is "Much Morocco", a flexible, vibrant and evocative brand inspired by a traditional tile, behind which a wide variety of key messages can be communicated.



The campaign will use innovative and digital activities to underpin the Vision 2020 tourism programme and a new responsive website for the UK, the USA and Canada has been created. The site allows visitors to navigate by location and by experience, showcasing a different side of Morocco.

Fig. 1.1

Fig. 2.1 for Question 2



Welcome To Iran
Universal Tourism Portal

Iran The Land Of Glory And Beauties

A country rich in historical and cultural treasures, Iran has unveiled an investment package of 1300 projects to attract foreign investment and to boost its tourism industry. Iran aims to host 20 million tourists a year by 2025, with expectations of increasing the tourist industry to \$30 billion. In 2014, the country received five million tourists, bringing in \$7.5 billion in revenue.

According to the World Tourism Organisation, Iran ranks 10th place as a country in terms of its natural and built attractions, with 19 UNESCO-registered sites including the ancient city of Bisotun. However, the country ranks 100th in the world with regard to the number of tourists that it actually attracts. Compared to other countries, the tourism revenue of Iran has been significantly low, and the tourism industry in Iran is underdeveloped. Iran has a history of international conflict, civil unrest and political instability.

In addition to the limited interactions with other countries of the world, the main obstacles to creating an effective tourism brand in Iran include:

- the lack of agreement about how to attract tourists into the country amongst its key stakeholders
- not using religious tourism attractions effectively
- not publicising tourism sufficiently

In fact, Iran's poorly communicated tourism brand gives rise to competition between existing sectors of the tourist industry within the country. It also underperforms in competition with other tourism destinations to attract tourists and offer more services.

Given the political and economic situation in Iran, developing its domestic tourism, and its rural tourism in particular, will develop tourism in the country.

Fig. 2.1

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