



# Cambridge International AS & A Level

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## TRAVEL & TOURISM

9395/33

Paper 3 Destination Marketing

May/June 2025

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.

(a) Explain **two** ways Japan National Tourism Organization (JNTO) has created a brand identity for its business tourism market.

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**(b)** Suggest how JNTO might improve the positioning of its business tourism product through hosting the World Expo in 2025.

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This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice 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.

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