



Cambridge International AS & A Level

CANDIDATE NAME				
CENTRE NUMBER		CANDIDATE NUMBER		

TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2025

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

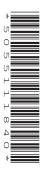
INSTRUCTIONS

- 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.





- Refer to Fig. 1.1 (Insert), information about Tartu, a European Capital of Culture in 2024.
 - (a) Explain two likely marketing roles of Visit Estonia.

1
2
[4]
Use SWOT analysis to analyse Tartu's suitability as a cultural destination.

(b)

* 0000800000003 *	
[9]	
ET	,

]	Discuss the challenges that a destination might face when bra	inding itself.
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* 0000800000005 *
[12]
[Total: 25]



[Turn over

Refer to Fig. 2.1 (Insert), information about the Eswatini Tourism Authority (ETA) and attendance at the International Tourism Fair in Serbia. 2

(a)	Suggest two likely reasons why Eswatini wanted to create a new destination identity.	
	1	
	2	
		[4]
(b)	Assess the benefits of using public relations to communicate a destination brand.	

* 0000800000007 *
[9]

8
 Discuss the likely aims of the market research carried out by ETA.

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•••		
		[12]







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12

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