



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.



1 Refer to Fig. 1.1 (Insert), information about marketing business tourism in Japan.

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

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[4]

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

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Blank lined paper for writing.

This image shows a full page of a handwriting practice sheet. It consists of approximately 20 horizontal rows. Each row is defined by two parallel dotted lines, creating a series of uniform gaps for letter height. The lines are evenly spaced and extend across the entire width of the page. There is no text or other markings on the sheet.

[12]

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