



# Cambridge International AS & A Level

CANDIDATE  
NAME
CENTRE  
NUMBER

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CANDIDATE  
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## 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.

**(a)** Explain **two** likely marketing roles of Visit Estonia.

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**(b)** Use SWOT analysis to analyse Tartu's suitability as a cultural destination.

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[illegible]

[12]

**(a)** Suggest **two** likely reasons why Eswatini wanted to create a new destination identity.

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**(b)** Assess the benefits of using public relations to communicate a destination brand.

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[illegible]



[12]







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