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TRAVEL & TOURISM

9395/32

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.

2

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[4]

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[illegible]



[12]

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(b) Discuss the benefits to NTOs of using owned media to communicate a destination's brand identity.

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[illegible]

[12]







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