

## Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

0123456789

TRAVEL & TOURISM

9395/03

Paper 3 Destination Marketing

For examination from 2024

SPECIMEN PAPER

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 10 pages. Any blank pages are indicated.

	1	
	2	
		[4
,	Analyse external (PESTLE) influences on the marketing environment for Rwanda a	as
,	destination.	40

1

•••••	 
	ro <sub>1</sub>

••••	

		[12]

Refer to Fig. 2.1 (Insert), information about the 'Passion Made Possible' destination brand for

Sing	gapore.
(a)	Explain the reliability of quantitative research for a tourist board when carrying out market research.
	[4]
(b)	Assess how national tourism organisations (NTOs) can work together with other stakeholders to brand a destination.

2

ĮQ.

Discuss which measures STB Possible' marketing campaign.	might use to	determine tr	ie success o	t the 'Pa	ssion Mad	ac

[12]

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