

Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/31

Paper 3 Destination Marketing

May/June 2021

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.

Question 1

Refer to Fig. 1.1 (Insert), information about tourism in Kiribati. Kiribati is a destination made up of a series of islands in the Pacific Ocean.

(a) Explain **two** likely impacts of KNTO's lack of funding for its marketing.

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[4]

(b) Assess the results of the SWOT analysis for Kiribati's tourism and make recommendations for tourism development in the country.

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Question 2

Refer to Fig. 2.1 (Insert), information about Innovation Norway. This organisation is responsible for promoting tourism within Norway, a country in Scandinavia, Europe.

- (a) Explain **two** benefits of using paid for media to promote Norway.

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[4]

- (b) Evaluate the effectiveness of qualitative and quantitative research methods in helping Innovation Norway compile a visitor profile.

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