



Cambridge International AS & A Level

CANDIDATE
NAME

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CENTRE
NUMBER

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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 KNT0's lack of funding for its marketing.

1

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2

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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.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- (c)** Evaluate the effectiveness of the Kiribati National Tourism Activity Monitor (KNTAM), in monitoring the Kiribati tourism brand.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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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2

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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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- (c)** Discuss the use of geographic segmentation as a means of targeting potential visitors to Norway.

[illegible]

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