



Cambridge International AS & A Level

TRAVEL & TOURISM

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Paper 3 Destination Marketing

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INSERT

1 hour 30 minutes



INFORMATION

- This insert contains all the figures referred to in the questions.
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Saranda has become a popular resort destination in Albania. Saranda is known for its sunny weather, beautiful beaches and quiet nightlife. Visitors tend to stay in small family run hotels and guest houses and enjoy mixing with the local residents in the bars and restaurants.

Saranda and its surrounding area is part of a new tourism initiative to increase tourism to Albania. The new initiative uses the slogan 'Saranda: Theatre of the Sun'. Saranda is built on the slopes of surrounding hills, which makes the city look like a theatre. The slogan is also a reference to the nearby ancient theatre ruins of Butrint (pictured below) and Phoenice.



Albania has its own traditional character which appeals to international tourists. Currently there are no international fast food chains open in Saranda.

There is no airport in the south of Albania near Saranda. The closest airport to Saranda is over 3.5 hours away in the capital of Albania. Many visitors to Saranda choose to fly to the Greek island of Corfu instead. Corfu is two kilometres across the sea from Saranda connected by a 35-minute ferry journey.

In the tourist season when visitors and seasonal workers start arriving, Saranda turns from a quiet city into a vibrant destination. Saranda's population of 55 000 increases to approximately 150 000 in the summer months, due to the number of visitors to Saranda.

Fig. 1.1



Northern Territory Tourism (Tourism NT) is the regional government body responsible for the marketing and promotion of tourism in the northern central region of Australia.

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The target audience was people who were considering the Northern Territory or the rest of Australia as a holiday destination.

Fig. 2.1

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