

Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

745171180

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.

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.
	1
	2
	[4]
(b)	Assess the results of the SWOT analysis for Kiribati's tourism and make recommendations for tourism development in the country.

	IO.

[1	121

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.
	1
	2
	[4
(b)	Evaluate the effectiveness of qualitative and quantitative research methods in helping Innovation Norway compile a visitor profile.

[9]

		[12

BLANK PAGE

© UCLES 2021 9395/31/M/J/21

BLANK PAGE

© UCLES 2021 9395/31/M/J/21

BLANK PAGE

The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge Assessment International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.

© UCLES 2021 9395/31/M/J/21