



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.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



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Japan National Tourism Organization (JNTO) has enhanced its position as a business tourism destination with a branding campaign and a new tagline: 'New ideas start here'.

Recently, an increased number of international organisations have chosen Japan to host major events. These events included the Rugby World Cup in 2019 and the delayed 2020 Olympic Games held in Tokyo in 2021.

There has been an increase in appreciation for Japanese culture over recent years with more people visiting Japan now than ever before. Japan is an obvious choice to host international conferences and corporate events because of its unique combination of culture, cuisine and world-famous technology. Knowledgeable destination management companies throughout Japan ensure all events are well-prepared and well-organised.

Each region in Japan has its own distinct identity that delivers unique experiences. For example, the city of Osaka hosted the G20 Summit in 2019 and the World Expo in 2025. World Expos are held in a different country once every five years and attract millions of visitors from around the world.

Businesses can book a business event in Japan, confident that the destination will be clean and well-maintained. When visitors travel in Japan, they can rely on trains, subways, buses and taxis to operate punctually and efficiently. Transport options are reliable and cost-effective for both business and leisure travellers.

Fig. 1.1

Montserrat is an island in the Caribbean, dominated by its volcanic landscape. Montserrat has a declining population of less than 5000 people. More than 10 000 tourists visit the island each year. The Montserrat Tourism Division (MTD) is the island's national tourism authority. MTD has recently launched a new national tourism website. The website has a key role in creating awareness. The website provides visitors with information about the island's history, culture, sites and attractions. Visitors to the website can also use links to book a Montserrat vacation.

The new website provides a platform for Montserrat's tourism stakeholders to promote their services. Visitors to the website can experience the destination virtually with 360° tours and get live weather updates during hurricane season. The launch of the website formed an important part of Montserrat's tourism strategy. MTD received valuable support at the launch of the website from members of the local tourism industry and from international travel and media partners.

Montserrat is keen to develop film tourism as a specialised market for the island. A recent collaboration between the Montserrat Arts Council and a UK TV channel resulted in a 90-minute long documentary being filmed in Montserrat. The documentary tells the personal experiences of local residents during the volcanic disasters on Montserrat in the 1990s. The documentary also shows how residents have adapted to life on the island following the eruptions. MTD hopes that the documentary will inspire visitors to come and experience Montserrat's beauty and culture for themselves.

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Fig. 2.1

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