



# Cambridge IGCSE™

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**TRAVEL & TOURISM**

**0471/22**

Paper 2 Alternative to Coursework

**May/June 2022**

INSERT

**2 hours 30 minutes**

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## 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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This document has **4** pages. Any blank pages are indicated.

Fig. 1.1 for Question 1

Ski resorts in eastern Europe have seen limited growth in recent years despite improvements to the resorts and facility upgrades.

A market survey on customer satisfaction was carried out by a ski resort which asked customers to rate the resort on a scale of 0 to 3; with 3 being very satisfied and 0 being unsatisfied. The results were as follows:

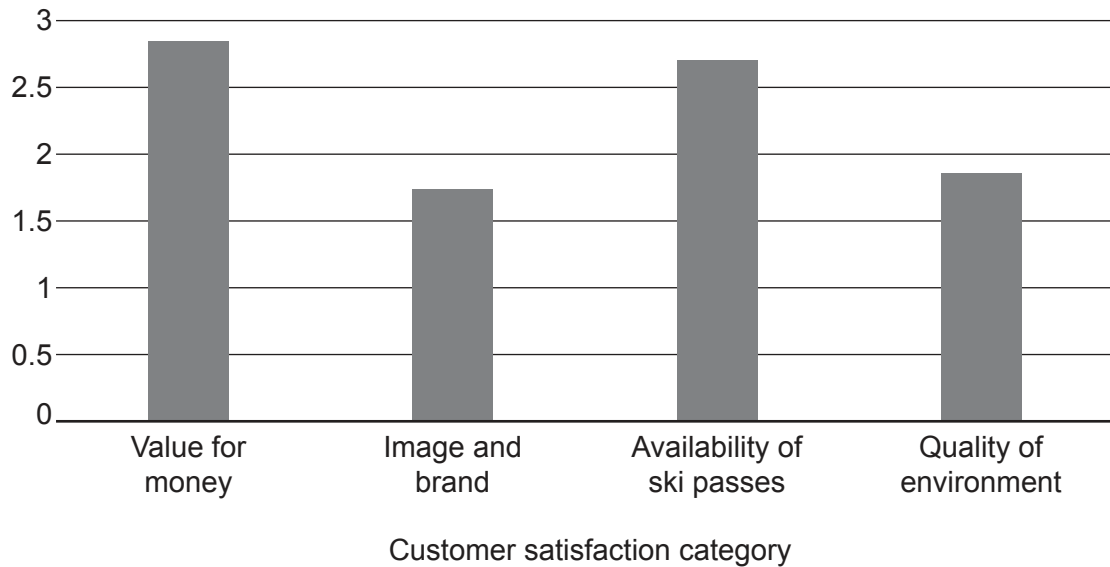


Fig. 1.1

Fig. 2.1 for Question 2

# Tourist types

A tourist is a visitor staying at least 24 hours in the destination visited for a purpose classified as either recreation, leisure, sport, visits to family, friends or relatives, health or business reasons.

There are many different types of tourist which make up the tourist industry. Not all tourists are the same, they come from different regions, they can be from different age groups and have different incomes and wants and needs.

Tourists can be divided into different categories. This can be on the basis of which types of places they like to visit or the purpose of their visit.



Fig. 2.1

Fig. 3.1 for Question 3

The screenshot shows the Stephinatos Holidays.com website. At the top, there are navigation links for 'Home', 'Deals', 'Lates', 'Holidays', 'Flights', 'Hotels', 'Flight and Hotel', 'Cruises', 'UK Breaks', 'Travel Money', 'Extras', and 'Guides'. Below these are sub-categories: 'Sun Holidays', 'Faraway Holidays', 'Clubbing Holidays', 'Snow Holidays', 'Active Holidays', and 'Style Villas'. The main content area is divided into two sections. On the left is a search form titled 'I'm looking for...' with a 'Search help >' link. The search form includes a dropdown menu for 'Active holidays', a 'Leaving from:' dropdown set to 'Any London Airport', a 'Leaving on:' section with a date picker set to '13 July 2023', a 'Give or take:' dropdown set to '3 days', and a 'Staying for:' dropdown set to '7 nights'. Below the search form is a list of destinations: 'Seychelles', 'Mauritius', and 'Maldives'. On the right is a section titled 'Active holidays' with a link to 'Holidays > Active Holidays'. Below this is a promotional banner for 'Beachplus holidays from £775' with a '»' arrow and the text 'Save up to £410pp'. The banner also features a small image of a person on a beach.

Fig. 3.1

Fig. 4.1 for Question 4

### SWOT Analysis of Greek Tourism

1. Lots of natural and cultural attractions/resources
2. Increase in demand for tourism
3. Increased awareness of environmental impact of tourism
4. Seasonality of Greek tourism
5. Good air transport infrastructure in Greece
6. Lack of quality standards
7. Infrastructure is being developed
8. Political unrest, war and terrorism

Fig. 4.1

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