



Cambridge IGCSE™

TRAVEL & TOURISM

0471/22

Paper 2 Alternative to Coursework

May/June 2022

INSERT

2 hours 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.



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:

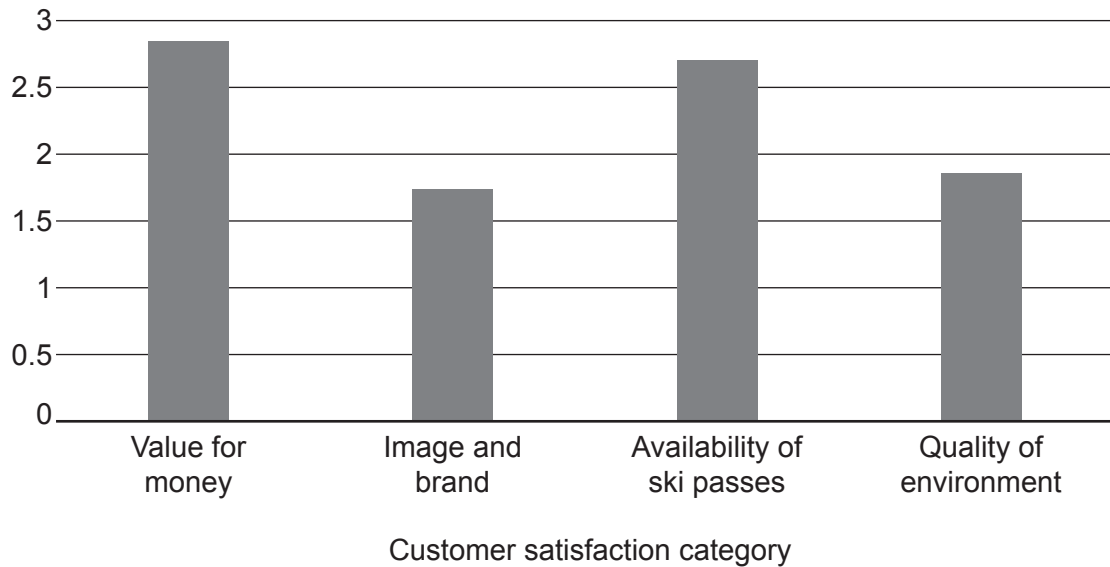


Fig. 1.1

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 links for 'Email sign up', 'Contact us', 'My account', and 'Site map'. Below the header, a navigation bar includes links for Home, Deals, Lates, Holidays, Flights, Hotels, Flight and Hotel, Cruises, UK Breaks, Travel Money, Extras, and Guides. A secondary navigation bar lists 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, a search form titled 'I'm looking for...' has a dropdown menu set to 'Active holidays'. Below this, the 'Leaving from:' dropdown is set to 'Any London Airport'. The 'Leaving on:' section shows a date of '13 July 2023', with 'Give or take:' set to '3 days' and 'Staying for:' set to '7 nights'. The 'I'm going to...' dropdown lists 'Seychelles', 'Mauritius', and 'Maldives'. On the right, a section titled 'Active holidays' includes a link to 'Holidays > Active Holidays' and a promotional banner for 'Beachplus holidays from £775' with a note 'Save up to £410pp'.

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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