Cambridge Assessment International Education

Cambridge IGCSE™

TRAVEL & TOURISM **0471/23**

Paper 2 Alternative to Coursework **May/June 2020**

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.

This document has **4** pages. Blank pages are indicated.

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Fig. 1.1 for Question 1



The Bahrain Tourism and Exhibitions Authority (BTEA) promoted the Kingdom of Bahrain as a leading tourist destination during a roadshow held in the UK in May 2018. The promotion was led by BTEA officials and included representatives from a local airline company, a number of hotels and travel agents.

The promotion aimed to bring large-scale tourist groups from the UK to Bahrain. Bahrain is a popular holiday destination for the UK market with many varied offerings for families and leisure travellers. BTEA aims to increase the number of visitors coming to Bahrain, further contributing to the growth of the national economy.

Holding meetings with tour operators in the UK comes in line with the BTEA's marketing campaign to promote the tourism brand 'Ours. Yours.' as part of the Economic Vision 2030 plan to increase economic growth in Bahrain.

Bahrain International Airport is currently undergoing a $1 billion expansion to increase its capacity from 9 million to 14 million passengers. The terminal building will feature 108 check-in desks, 24 passport control desks, 28 security lanes and 24 departure gates. Several resort-style developments and new entertainment/leisure complexes are also currently under construction in Bahrain.

Fig. 1.1

Fig. 2.1 for Question 2

The majority of flight bookings for an airline still take place on desktop computers. The airline carried out research into the customer decision-making process at various points of contact and across devices. They needed to better understand how technology affects mobile purchases and justify their decision to use mobile media for marketing.

Fig. 2.1

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Fig. 3.1 for Question 3

SWOT analysis results for tourism in Greece

Strengths	Weaknesses
• Natural beauty • Sites of cultural and historical significance • Tour operators offer personalised packages	• Political instability – many changes of government since 2009 • Seasonality issues • Economically unstable – high rates of inflation, low rates of economic growth
Opportunities	**Threats**
• Infrastructure development • Inbound tour operators keen to expand operations • Customer demand • Specialist tourism	• Competition from other destinations • Terrorist activities

Fig. 3.1

Fig. 4.1 for Question 4

St. Vincent and the Grenadines (SVG): one destination, 32 gorgeous Caribbean islands.

From St. Vincent's lush tropical rainforest full of eco-adventures, to the idyllic beaches, coral reefs and turquoise lagoons of the Grenadines, SVG is a tropical paradise for yachting, scuba diving, enjoying nature, and relaxing in luxurious hideaways. Live your dreams in St. Vincent and the Grenadines.

Nature lovers, scuba divers and hikers will all love St. Vincent. From the comfort of a bus tour to the challenge of hiking to the top of La Soufrière volcano, there are fabulous activities for everyone to enjoy at this world class island destination. Visit tropical gardens, go bird watching, take in a cricket match or replay scenes from the movie 'Pirates of The Caribbean'.

St. Vincent has a full range of accommodation options from budget guest houses offering simple bed and breakfast, to luxury high-end resorts that have services and facilities to satisfy your every need. St. Vincent is one of the Caribbean's best kept secrets, with relatively low visitor numbers compared with other Caribbean destinations.

Fig. 4.1

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