Cambridge Assessment International Education

# Cambridge IGCSE™

**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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**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:

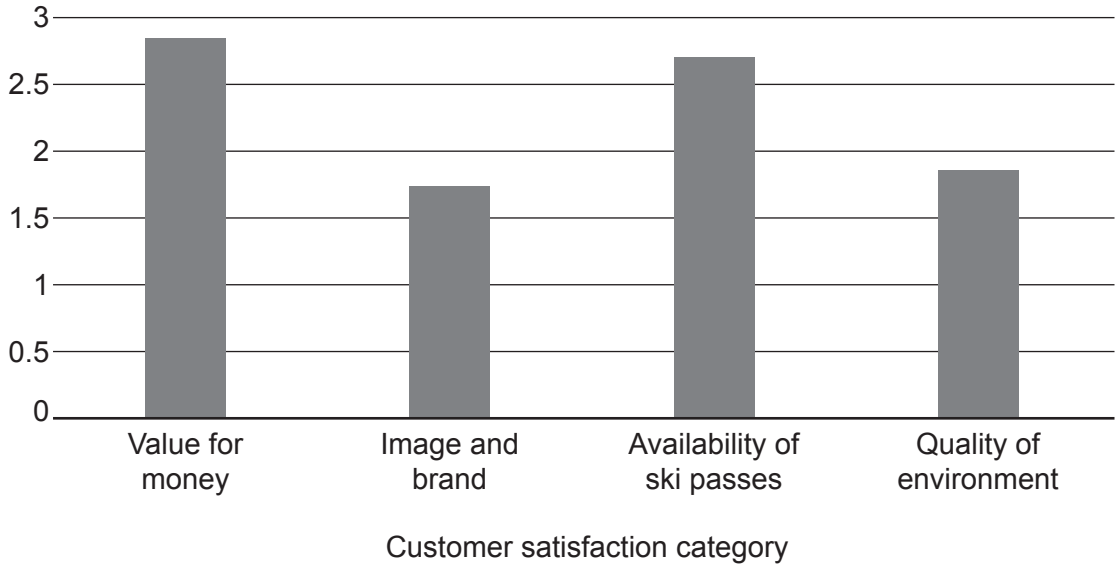



**Fig. 1.1**

**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**

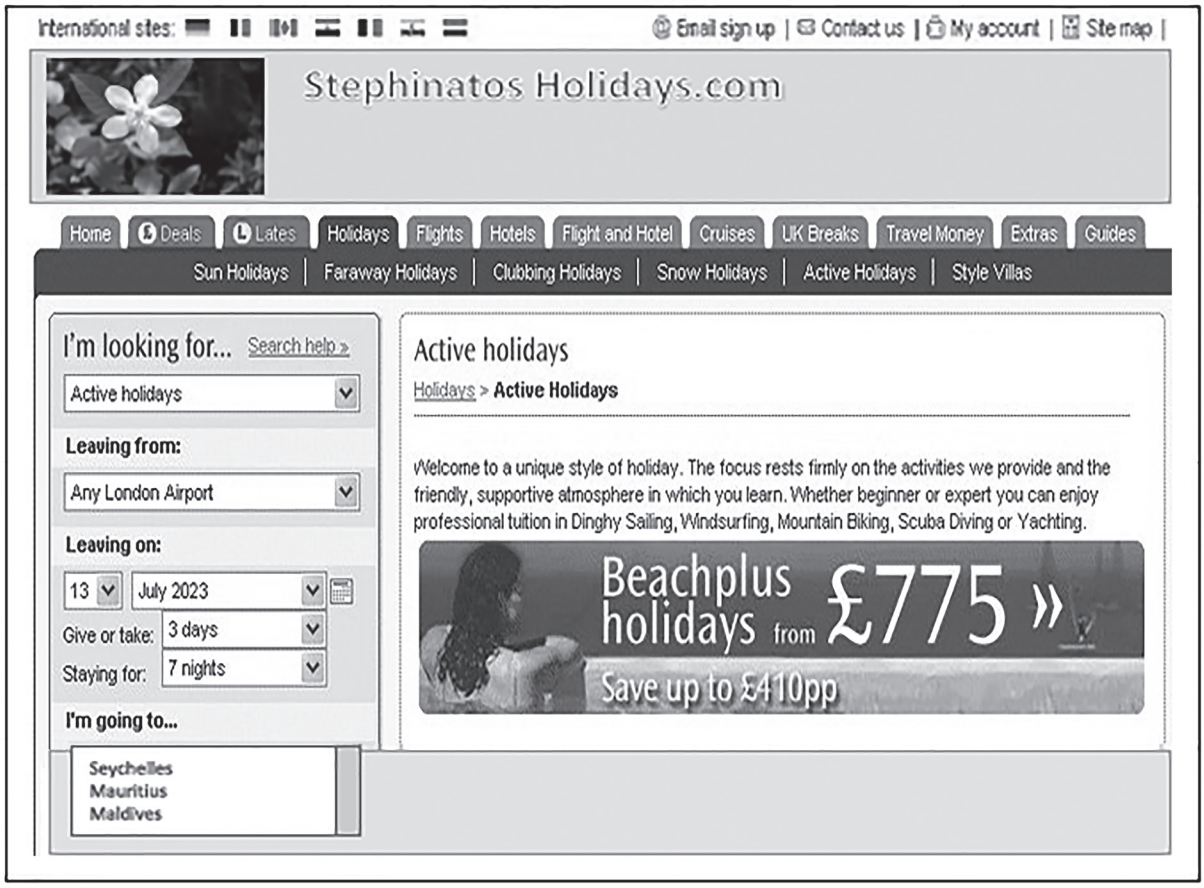



**Fig. 3.1**

**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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