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TRAVEL & TOURISM **0471/12**

Paper 1 Key Terms and Concepts **October/November 2024**

INSERT **1 hour 30 minutes**

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INFORMATION

- This insert contains all the figures referred to in the questions.
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Fig. 1.1 for Question 1

Tourism development in Saudi Arabia

Saudi Arabia is a country in western Asia. Most of the country has a desert climate with hot summers and limited rainfall all year.

Saudi Arabia has invested over $66.6 million into a new tourism development in the east of the country, known as the Central Awamiyah project.

The Central Awamiyah project aims to establish the area as a new tourist destination and artistic centre.

All new buildings in the development will be built in the traditional architectural style of the area.
The new 180 000 square mile development will include:

- shopping areas
- a cultural centre
- craft and heritage facilities
- green areas
- gardens
- children's playgrounds
- recreation areas.

Saudi Arabia wants the project to improve the quality of life for the local population, improve the local economy, develop the tourism industry and attract investment to the area.

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Fig. 2.1 for Question 2



Fig. 3.1 for Question 3

Customer service in the travel and tourism industry

The Institute of Customer Service has reported a decrease in customer complaints in UK tourism organisations.

Research has shown that in the tourism sector in the UK 12.5% of customers made a complaint. This is a decrease from the previous year when 14.1% of customers complained. This is in contrast to all other industries, which have shown a 13% increase in customer complaints.

Further research has revealed the three main issues customers believe tourism organisations should improve are:

- hard to use websites
- not being able to contact specific staff
- unfriendly staff.

Fig. 4.1 for Question 4



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