



# 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. 3.1 for Question 3

The screenshot shows the homepage of Stephinatos Holidays.com. At the top, there are navigation links for 'Email sign up', 'Contact us', 'My account', and 'Site map'. Below the site name, there is a main navigation menu with categories like Home, Deals, Lates, Holidays, Flights, Hotels, Flight and Hotel, Cruises, UK Breaks, Travel Money, Extras, and Guides. A secondary menu lists specific holiday types: Sun Holidays, Faraway Holidays, Clubbing Holidays, Snow Holidays, Active Holidays, and Style Villas.

The main content area is divided into two columns. The left column contains a search form titled 'I'm looking for...' with a 'Search help >' link. The search criteria are:
 

- Search term: Active holidays
- Leaving from: Any London Airport
- Leaving on: 13 July 2023
- Give or take: 3 days
- Staying for: 7 nights
- I'm going to...: Seychelles, Mauritius, Maldives

The right column features a section for 'Active holidays' with a breadcrumb 'Holidays > Active Holidays'. It includes a welcome message: 'Welcome to a unique style of holiday. The focus rests firmly on the activities we provide and the friendly, supportive atmosphere in which you learn. Whether beginner or expert you can enjoy professional tuition in Dinghy Sailing, Windsurfing, Mountain Biking, Scuba Diving or Yachting.' Below this is a promotional banner for 'Beachplus holidays from £775' with a '»' arrow and the text '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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