Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

TRAVEL AND TOURISM **0471/11**

Core Module **October/November 2016**

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READ THESE INSTRUCTIONS FIRST

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Fig. 1 for Question 1

The attitudes, service provision and commitment of staff often reflect those of management. If you are positive, enthusiastic and interested in your job, your staff are highly likely to do the same. The aim should be for open and honest communication.

1. Greet your staff in a friendly, pleasant manner.

2. If you need to discipline staff, do it in private.

3. Be willing to deal with difficult customers yourself.

4. Support your staff's decisions whenever possible.

5. Listen to your staff.

6. Take time to socialise and celebrate major events with your colleagues.

7. Demonstrate good telephone etiquette.

8. Thank your staff on a regular basis.

Generally, good customer service for visitors will involve all staff being helpful, friendly and beneficial in some way.

Fig. 1

Photograph A for Question 1



Photograph A

Fig. 2 for Question 2

Hawaiian museum receives US$1 million

The Bishop Museum regularly attracts 350 000 visitors per year, interested in Hawaiian culture and history. The museum recently celebrated its 125th anniversary and was awarded US$1 million in improvement funds by the Hawaii State Government. These funds will allow the museum to make improvements to its facilities for the safekeeping of its collections. These improvements will help to ensure that future generations have the chance to experience Hawaii's most significant cultural and historical destination.

Bishop Museum has planned the following improvements to be completed by 2017:

- repair to the museum's main entrance, admissions and ticket areas
- rebuild, restore and paint the damage to the outside wall
- replace 30-year-old walkways
- install shelving and cabinets
- make fire and safety improvements and carry out regular risk assessments
- install security cameras and link to the museum's security office.

Founded in 1889, the Bishop Museum is a not-for-profit organisation. It is dedicated to the study and preservation of the cultures and natural history of Hawaii and the Pacific region. The museum was designated as the Hawaii State Museum of Natural and Cultural History in 1988. With 24 million catalogued objects in its cultural and natural collections, the Bishop Museum is among the top five natural history museums in the USA and amongst the top 10 in the world. It regularly attracts over 25 000 school students each year, undertaking various educational programmes.

Fig. 2

Fig. 3 for Question 3

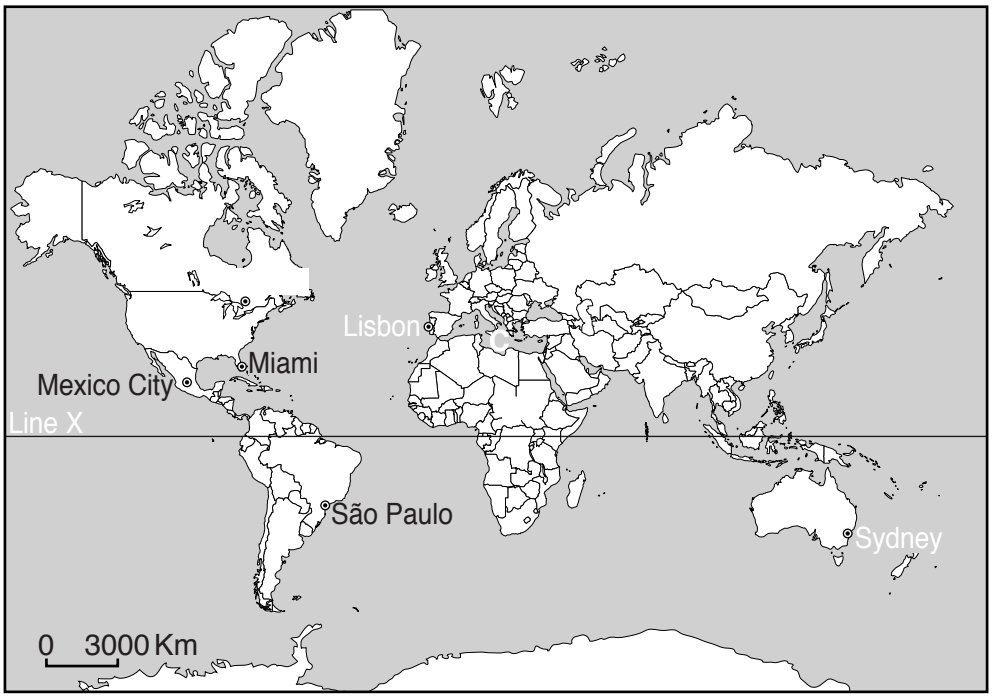


Fig. 3

Fig. 4 for Question 4

Qatar Airways increases capacity on Perth-Doha route

Qatar Airways has seen rapid growth in 17 years of operations and is currently flying a modern fleet of 134 aircraft to 144 key destinations across the world.

Qatar Airways has increased its capacity on the Perth-Doha route with the introduction of the Boeing 777-300. This route provides excellent connections for passengers to the airline's numerous destinations in the Middle East and Africa as well as 33 destinations in Europe. All connections are available through the airline's new state-of-the-art base at Hamad International Airport, in Doha, Qatar.

Passengers flying from Perth to Doha, or onwards to their final destination, will have the opportunity to experience the new airport for themselves. The airport has a capacity of 600 000 square metres and contains 138 check-in counters together with 40 000 square metres of retail, food and beverage outlets. The airport also provides a unique gallery-like experience, featuring artwork and sculptures from international artists throughout the terminals.

The airport has gone to great lengths to meet the needs of passengers travelling as a family. There are family friendly 'activity nodes' which keep young travellers entertained with televisions, internet browsing, toys, mini-rides and climbing frames. There are several unisex 'family toilets' equipped with baby changing tables. There are parents' rooms offering milk warming facilities and a quiet place to feed children. There is one of these in each concourse. There are also many retail, food and beverage outlets. Furthermore, parents are able to find lots of free-to-use baby strollers in the departure areas.

Fig. 4

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