

**B O A R D O F S T U D I E S**  
NEW SOUTH WALES

**2013**

**HIGHER SCHOOL CERTIFICATE  
EXAMINATION**

# Tourism and Events

## General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen  
Black pen is preferred
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9, 11 and 13

**Total marks – 80**

**Section I** Pages 2–5

**15 marks**

- Attempt Questions 1–15
- Allow about 20 minutes for this section

**Section II** Pages 9–13

**35 marks**

- Attempt Questions 16–21
- Allow about 50 minutes for this section

**Section III** Page 15

**15 marks**

- Attempt Question 22
- Allow about 25 minutes for this section

**Section IV** Page 16

**15 marks**

- Attempt either Question 23 or Question 24
- Allow about 25 minutes for this section

## Section I

**15 marks**

**Attempt Questions 1–15**

**Allow about 20 minutes for this section**

Use the multiple-choice answer sheet for Questions 1–15.

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- 1 What should a staff member be aware of when using online information to prepare an e-brochure?
  - (A) Copyright laws
  - (B) Client preferences
  - (C) Certification procedures
  - (D) Commission requirements
  
- 2 Which of the following is most likely to be a barrier to communication?
  - (A) Active listening
  - (B) Cultural sensitivity
  - (C) Stereotyping clients
  - (D) Universal body language
  
- 3 Which list shows, in the correct order, the sectors of the tourism industry being used when a guest stays in a hotel, consults a tourist brochure and attends a concert?
  - (A) Accommodation, visitor information, entertainment
  - (B) Transportation, accommodation, information services
  - (C) Tourism information, accommodation, food and beverage
  - (D) Accommodation, information services, meetings and events
  
- 4 What is a purpose of team meetings in the tourism and events industry?
  - (A) To complete client bookings
  - (B) To discuss marketing strategies
  - (C) To develop rapport with customers
  - (D) To regulate and observe staff training

- 5 In which state would you be if you are travelling along the Great Ocean Road on the way to Port Campbell National Park?
- (A) New South Wales
  - (B) South Australia
  - (C) Tasmania
  - (D) Victoria
- 6 Which of the following provides the best online information on visa requirements for overseas destinations?
- (A) Smartraveller
  - (B) Tourism Australia
  - (C) Local tourist authorities
  - (D) Australian Quarantine and Inspection Service
- 7 An accident occurred at a local bungee jumping operation and time was spent investigating and reporting the incident.
- What type of cost does this time represent?
- (A) Environmental
  - (B) Human
  - (C) Organisational
  - (D) Social
- 8 Why is it important for waste to be monitored as a key part of any workplace strategy for environmental sustainability?
- (A) It eliminates hazardous material.
  - (B) It simplifies purchasing of new equipment.
  - (C) It keeps a record of all inputs in production.
  - (D) It provides data so that improvements can be made.

**9** The largest increase in international visitors to Australia for 2012 was from China.

For a tourism operation, what would be the most effective strategy to ensure staff cater for these tourists?

- (A) Only employ staff from China
- (B) Train staff in cultural awareness
- (C) Access statistics on tourism markets
- (D) Update staff on anti-discrimination law

**10** What is the main reason for creating a customer profile?

- (A) To identify commissions earned
- (B) To record client spending history
- (C) To store client details and preferences
- (D) To comply with insurance regulations

**11** Which of the following is a world heritage listed site?

- (A) Fraser Island
- (B) Melville Island
- (C) Rottneest Island
- (D) Kangaroo Island

**12** During a safety audit at an attraction site an employee has noticed exposed cables.

What immediate action should be taken?

- (A) Remove the cables.
- (B) Prepare a written report.
- (C) Alert emergency personnel.
- (D) Isolate the area around the cables.

- 13** Which of the following shows TWO main functions of state tourist organisations?
- (A) Hosting trade fairs, researching tours
  - (B) Conducting surveys, paying commissions
  - (C) Marketing products, promoting destination regions
  - (D) Compiling statistics, supporting diplomatic services

- 14** In which of the following are all of the items elements of cultural diversity?
- (A) Work ethics, religious beliefs, disabilities
  - (B) Language, dietary needs, sexual preference
  - (C) Customs, food preferences, communication
  - (D) Interpersonal relationships, festivals, gender

- 15** A concert attracting large numbers of people is to be held at an outdoor venue.

What is the best strategy the event organiser could implement to help people effectively dispose of their rubbish?

- (A) Ensure recycling bins are placed at key points around the venue.
- (B) Install signs directing the public to take rubbish with them.
- (C) Organise an extra garbage collection for the next week.
- (D) Provide extra staff to monitor bins at regular intervals.

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# Tourism and Events

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Centre Number

## Section II

35 marks

Attempt Questions 16–21

Allow about 50 minutes for this section

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Student Number

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

### Question 16 (6 marks)

- (a) Identify TWO large scale public events which are held annually in NSW during summer. 2

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- (b) Discuss the impacts of ONE of these events on local businesses and the community where this event takes place. 4

Event:.....
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**Question 17** (3 marks)

Explain the importance of using a formal style of language and format in written correspondence to clients.

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**Question 18** (5 marks)

Explain the benefits of using online data on inbound markets in the day-to-day operations of businesses in the attractions sector.

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Centre Number

Section II (continued)

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Student Number

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Question 19 (6 marks)

- (a) Explain the benefits to a tourism business of resolving complaints quickly. **3**

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- (b) Apart from resolving complaints quickly, what other methods should tourism operators use to deal with customer complaints? **3**

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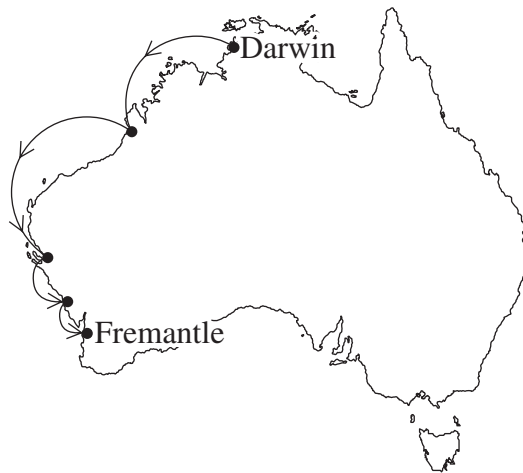
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**Question 20** (7 marks)

The diagram shows the route of a popular two-week cruise from Darwin to Fremantle.



- (a) Identify the **THREE** ports of call between Darwin and Fremantle. **2**

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- (b) Describe the change of climate that passengers might experience if the cruise takes place in September. **2**

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- (c) Select **ONE** port of call identified in part (a) and describe its tourist attractions. **3**

Port of call: .....
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Centre Number

Section II (continued)

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Student Number

Question 21 (8 marks)

Tourism operators can apply for Ecotourism Australia accreditation for a range of products.

- (a) Identify THREE suitable products to which this accreditation can apply. **2**

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- (b) What are the benefits to a tourism operator of achieving ecotourism accreditation? **3**

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- (c) Define *environmental sustainability* and give ONE example in relation to the tourism and events industry. **3**

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## Tourism and Events

### Section III

**15 marks**

**Attempt Question 22**

**Allow about 25 minutes for this section**

Answer the question in a writing booklet. Extra writing booklets are available.

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In your answer you will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
  - communicate ideas and information using relevant workplace examples and industry terminology
  - present a logical and cohesive response
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#### **Question 22** (15 marks)

Natural disasters have many impacts on the tourism and events industry both immediately following the disaster and during subsequent rebuilding.

Explain how natural disasters affect the tourism and events industry.

**Please turn over**

## Section IV

**15 marks**

**Attempt either Question 23 or Question 24**

**Allow about 25 minutes for this section**

Answer the question in a SEPARATE writing booklet. Extra writing booklets are available.

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### **Question 23 — Tourism Stream (15 marks)**

- (a) When preparing quotes for customers, what legal and consumer protection issues should be considered? **3**
- (b) Describe the features and benefits you would highlight to sell car rental to a family with three young children. **4**
- (c) Explain a range of products and services you would recommend to a sporting group travelling interstate for a competition followed by some leisure time. **8**

**OR**

### **Question 24 — Events Stream (15 marks)**

A music festival is to be held in major capital cities of Australia.

- (a) Suggest appropriate technologies which could be used in the marketing of and the registration for this event. **3**
- (b) Explain the benefits of applying these technologies in relation to marketing and registration. **4**
- (c) Analyse how key stakeholders might benefit from this event. **8**

**End of paper**