

# 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 5, 7 and 9

## Total marks – 80

### Section I Pages 2–4

#### 15 marks

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

### Section II Pages 5–9

#### 35 marks

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

### Section III Page 11

#### 15 marks

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

### Section IV Pages 12–14

#### 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** If you are travelling between Darwin and Kakadu, what tourist region are you in?

  - (A) The Top End
  - (B) The Far West
  - (C) The NSW Outback
  - (D) The Red Centre
  
- 2** The retail agent's commission is the amount that

  - (A) the customer pays the retail agent.
  - (B) the retail agent pays the tour operator.
  - (C) the retail agent adds to the holiday price.
  - (D) the retail agent earns from selling the product.
  
- 3** What is the best method of preventing an injury occurring in a tourism and events workplace?

  - (A) Providing first aid training
  - (B) Having the help of a co-worker
  - (C) Providing adequate WHS training
  - (D) Having a WHS safety officer on site
  
- 4** Which of the following lists of items is standard office equipment required to perform administrative procedures in a tourism and events office?

  - (A) Computer, printer, photocopier
  - (B) Computer, photocopier, DVD player
  - (C) Computer, printer, overhead projector
  - (D) Computer, facsimile machine, digital camera
  
- 5** The acronym CRS, in the tourism and events industry, stands for which of the following?

  - (A) Customer referral search
  - (B) Customer retrieval search
  - (C) Computer reservation systems
  - (D) Computer registration systems

- 6** Which of the following best describes the purpose of EEO legislation?
- (A) To set employment requirements for industry personnel
  - (B) To create equal opportunities for employers in the workplace
  - (C) To create equal opportunities for employment in the workplace
  - (D) To provide employment opportunities for retired tourism employees
- 7** A characteristic of reflective questions is that they
- (A) invite a short, focused answer.
  - (B) require the respondent to think before responding.
  - (C) point the respondent to answer in a certain direction.
  - (D) require a long answer that is backed up with examples.
- 8** Which of the following names three environmental issues that are of relevance to the tourism and events industry?
- (A) Raw materials, equipment and stock
  - (B) Waste management, recycling and energy use
  - (C) Energy use, water resources and workplace practices
  - (D) Sustainability, waste management and human resources
- 9** The best way to determine a customer's needs is to
- (A) listen and question.
  - (B) ask for personal details.
  - (C) relate your own experiences.
  - (D) provide brochures and information.
- 10** Which of the following best describes the organisational costs resulting from workplace injuries?
- (A) Pain, suffering, lower quality of life, frustration and stress
  - (B) Increased insurance premiums, rehabilitation costs, legal costs and fines
  - (C) Lower productivity levels, safety investigation, burden on existing staff
  - (D) Stress to family members, loss of income, extra burden on friends and family

- 11** Which of these Queensland cities is located closest to the Tropic of Capricorn?
- (A) Brisbane
  - (B) Cairns
  - (C) Rockhampton
  - (D) Townsville
- 12** What cultural and social differences need to be taken into consideration when communicating in person with clients?
- (A) Language, race, age
  - (B) Gender, family structure, empathy
  - (C) Hand gestures, personal space, gender
  - (D) Facial expressions, posture, special needs
- 13** Online information systems within the tourism and events workplace usually involve access to an intranet.
- The main purpose of an intranet is to provide access for
- (A) employees to other related industry sites.
  - (B) the general public to other related industry sites.
  - (C) the general public to information about an organisation's products and services.
  - (D) employees to online information about their organisation's products and services.
- 14** What is the term used when a tourist spends money on services and products that are not produced or made in Australia?
- (A) Direct spending
  - (B) Indirect spending
  - (C) Leakage effect
  - (D) Multiplier effect
- 15** Cairns is the mainland air gateway for which three Queensland islands?
- (A) Green, Lizard, Fitzroy
  - (B) Stradbroke, Fraser, Green
  - (C) Hayman, Hamilton, Fitzroy
  - (D) Hamilton, Daydream, Lizard

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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 (5 marks)

- (a) Outline the difference between colleagues and customers in the tourism and events industry. 2

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- (b) Describe the ways in which empathy can be demonstrated when working with colleagues and customers in the tourism and events industry. Use examples to support your answer. 3

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**Question 17 (5 marks)**

What are the environmental responsibilities of staff working in a tourism and events workplace? Provide examples to support your answer.

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**Question 18 (4 marks)**

Outline TWO practices that would breach the health, safety and security procedures in a tourism and events workplace.

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Centre Number

Section II (continued)

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Student Number

**Question 19** (6 marks)

An inbound tour operator is conducting a sightseeing tour of Sydney with a group of visitors from China.

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Describe a range of strategies to overcome any potential cross-cultural misunderstandings faced by the English-speaking tour guides.

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**Question 20** (7 marks)

- (a) Name the capital cities of the eastern states of Australia.

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- (b) Name TWO Australian states where tourists could snowboard or ski during winter and give the name of a destination for each.

**3**

<i>State</i>	<i>Snowboard/ski destination</i>

- (c) Apart from Cairns, name TWO international air gateways in Australia for clients wishing to experience a tropical climate.

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# Tourism and Events

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Centre Number

## Section II (continued)

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Student Number

### Question 21 (8 marks)

- (a) List THREE types of office documentation commonly used in the tourism and events industry and outline the purpose of each. **3**

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- (b) Outline a range of tourism and events products and services that can be searched for and retrieved using an online information system. **5**

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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)**

Analyse the short-term and long-term impacts on the Australian tourism industry sectors if a major Australian domestic carrier suddenly stopped all flights and business operations.

**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)**

You are a consultant with XYZ Travel in NSW and you have clients wishing to spend twelve days in Victoria during October. The clients make up a party of three adults. They have already booked their return airfares. The clients wish to hire a car for eleven days and pick the car up at the airport in the capital city.

- (a) Outline the qualities that you should demonstrate in your role to help make the experience a positive one for both the clients and the travel agency. **5**

**Question 23 continues on page 13**

Question 23 (continued)

- (b) You are to prepare a quotation for the clients' accommodation, car hire and sightseeing using the information below. 10

- The clients will base themselves in a hotel in the capital city for twelve nights at a cost of \$76.00 per person per night. The room accommodates all three adults.
- The clients will hire an automatic Toyota Corolla for eleven days.

Category	Car type	Engine size	Maximum persons	Number of doors	1–3 days	4–6 days	7–13 days	14+ days
<b>1 April 2014 – 30 November 2014</b>					<b>(* Price per car per day)</b>			
A Economy	Toyota Yaris – Auto	1.3 L	5	5	93*	84*	80*	76*
C Intermediate	Hyundai Elantra – Auto	1.8 L	5	4	108*	98*	93*	88*
S Standard	Toyota Corolla – Auto	1.8 L	5	4	112*	101*	96*	92*
D Full Size	Toyota Camry – Auto	2.4 L	5	5	121*	109*	104*	100*
T Mini Bus	Kia Carnival – Auto	3.5 L	8	4	164*	148*	141*	135*
<b>1 December 2014 – 31 March 2015</b>								
A Economy	Toyota Yaris – Auto	1.3 L	5	5	99*	88*	84*	80*
C Intermediate	Hyundai Elantra – Auto	1.8 L	5	4	113*	103*	97*	93*
S Standard	Toyota Corolla – Auto	1.8 L	5	4	117*	105*	101*	96*
D Full Size	Toyota Camry – Auto	2.4 L	5	5	128*	115*	111*	105*
T Mini Bus	Kia Carnival – Auto	3.5 L	8	4	172*	155*	148*	141*

\* All prices are per car per day and are valid for the dates specified. Prices for cars are based on pick up and drop off at the capital's airport. Car models are subject to change without notice. Rentals are subject to the Terms and Conditions of the rental agreement.

- The clients also wish to take a day tour to see the Little Penguins on Phillip Island. The cost is \$130 per person and includes pick up and drop off at their hotel.

You will earn 10% commission on the hotel accommodation, car hire and sightseeing bookings.

Set out your quotation in your writing booklet in the correct format. Show all your working including total cost to clients, commission to agent and nett amount to tour wholesaler.

**End of Question 23**

**OR**

**Please turn over**

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

You have been asked to assist in the organisation of a major public event, an outdoor food and wine festival for over 500 people.

- (a) Describe the legal and ethical issues you would need to take into consideration when holding this type of event. **5**
- (b) Using the article below, name and classify at least FIVE stakeholders of this event and then explain how the event benefits from their involvement. **10**

Set out your answer in your writing booklet.

**Southern Highlands Food & Wine Festival**

On Saturday 13th and Sunday 14th September 2014, Bong Bong Picnic Race Course Bowral came alive with the sound of tantalised palates, the pouring of delicious wine, atmospheric live music and happy festival goers, as the venue played host to the Southern Highlands Food & Wine Festival in what was unanimously hailed as the most successful showcase of Southern Highlands wine and food ever held.

We thank the food and wine producers of the region who, through their hard work and passion, make this event possible. We also thank our sponsors and the event organisers along with Southern Highlands Food & Wine Association committees who pull it all together in style.

Record numbers attended this year's event with wine and food producers showcasing their wares along with cooking demonstrations, wine masterclasses, meet the producer talks and fine entertainment from world class Southern Highlands performers.

We wish to thank our sponsors and supporters.

*Gold Sponsor*



*Silver Sponsor*



*Bronze Sponsor*



We also thank our supporters

ZAP Electricians – Joe's Security – Southern Highlands Local News

Our local Police, Fire and Ambulance services

Acknowledgement: Courtesy of Southern Highlands Food and Wine Association Inc

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