

# **2014 HSC Tourism and Events Marking Guidelines**

### **Section I**

### **Multiple-choice Answer Key**

Question	Answer
1	A
2	D
3	С
4	A
5	С
6	С
7	В
8	В
9	A
10	С
11	С
12	A
13	D
14	С
15	A

### **Section II**

### Question 16 (a)

	Criteria	Marks
• C	Clearly outlines the difference between colleagues and customers	2
• R	telates response to the tourism and events industry	2
• B	asic response outlining the difference between colleagues and customers	1

### Sample answer:

An outline of the difference between colleagues and customers in the tourism and events industry includes the following:

- Colleagues are the people we work with in the tourism and events industry, however they are also know as our internal customers. They could include people from all sectors airlines, hotels, tour operators etc.
- With internal customers we would use jargon and industry terminology when communicating.
- With external customers we would need to use more formal language when communicating
- Customers are the people we provide service to by making reservations, organising itineraries, tours and transport
- Colleagues provide information on Tourism and Event products and services to customers
- Selling Tourism products to customers
- Customers purchase Tourism and Event products and services

### Question 16 (b)

Criteria	Marks
Provides a comprehensive range of ways/methods that empathy can be shown	
Demonstrates relationship between empathy and excellent service standards	3
Addresses both customers and colleagues	
Links empathy to building rapport	
Uses relevant Tourism and Event examples	
Provides a range of ways/methods where empathy can be shown	
Details link empathy and service	2
Addresses customers or colleagues	2
Uses some examples	
Provides a valid circumstance with an example	1

#### Sample answer:

When working with colleagues and customers in the Tourism and Events Industry empathy can be shown by:

- Communicating in a polite, professional and friendly manner.
- Using open and reflective questions to help to establish the needs and expectations of colleagues and customers.
- The use of non-verbal gestures and facial expressions to show understanding and that you are giving your full attention to the colleague or customer.
- Repeating back or asking questions to clarify what was said.
- Making suggestions or giving advice on how to solve a problem or issue to demonstrate your genuine attempt to understand their situation.
- Anticipating the needs of clients and colleagues including anyone with special needs by providing appropriate information, products and services.

### **Question 17**

Criteria	Marks
Correctly identifies a comprehensive range of environmental responsibilities of staff	5
Provides relevant industry examples for each	
Correctly identifies a range of environmental responsibilities of staff	4
Provides relevant industry examples	4
Identifies some environmental responsibilities of staff	2
Provides examples	3
Provides a generalised statement on an environmental issue for staff	2
Provides an example	2
Provides a limited statement on the environment	1

### Sample answer:

An understanding of the environmental responsibilities of staff in accordance with workplace/organisation policy and procedures including: following work instructions – from supervisor/manager to encourage sustainable work practices eg reuse, recycle etc. Following standard operating procedures, following inspection processes, reporting and communication of environmental issues, maintaining environmental records, incident and accident reports and legal and ethical responsibilities.

### **Question 18**

Criteria	Marks
Correctly identifies TWO breaches relevant to a tourism and events workplace	4
Outlines the main features or consequences of both breaches	
Correctly identifies TWO breaches relevant to a tourism and events workplace	3
Outlines features or consequences of only one of the breaches	
Identifies TWO breaches relevant to a tourism and events workplace with NO features or consequences OR	2
Outlines ONE breach with consequences	
Provides a generalised statement OR lists a breach	1

### Sample answer:

In a tourism and events workplace there is a range of health, safety and security breaches that can happen. They include failure to provide sufficient training on health and safety issues. Having damaged property, broken or malfunctioning equipment or fittings and damage to the environment from events held can also lead to hazards and risks. Injuries can occur when there is a lack of suitable signage and unsafe work practices. Lack of waste management and strategies to reduce noise pollution can also constitute a breach at an event. Misplacement or loss of goods, materials or property such as keys can also have an impact on safety, as can unauthorised access to confidential files, computer systems and documents. Security of employees' belongings (potential theft). Unclean workplace can lead to germs passing on illness/disease.

### **Question 19**

Criteria	Marks
Provides a comprehensive range of appropriate strategies to overcome cross-cultural misunderstandings	
Answer relates to tour guide/tour group context	6
Suggestions are suitable for Chinese inbound market	
Provides a range of appropriate strategies to overcome cross-cultural misunderstandings	F
Answer relates to tour guide/tour group context	5
Suggestions are suitable for Chinese inbound market	
• Provides some strategies on overcoming cross-cultural misunderstandings	
Answer relates to industry	4
Suggestions are suitable for inbound market	
Provides examples of cross-cultural misunderstandings with a basic strategy to overcome	3
Answer relates to industry	
Provides limited examples of cultural misunderstandings	2
Answer relates to industry	
Provides basic response on cultural misunderstandings	1

### Sample answer:

There are a range of strategies that can be considered for dealing with cross-cultural misunderstandings. Some of these are applicable to the whole workplace or tour operator organisation and some are applicable at the individual level of the tour guide.

At the organisation level these include staff training, utilising cultural skills of staff, and having written communication, such as signs, in various languages. In addition, staff should be trained to utilise variety in communication methods and to have knowledge of support agencies such as interpretive services.

At the individual level strategies include learning basic terms in another language and developing an understanding and tolerance of cultural diversity to help overcome prejudice and assumption. Development of non-verbal communication skills should be encouraged as well as actively seeking to break down barriers.

At both the group and individual level professionalism is of the utmost importance.

### Question 20 (a)

Criteria	Marks
Correctly names all FOUR capital cities	2
Correctly names THREE capital cities	1

### Sample answer:

Brisbane, Sydney, Melbourne, Hobart

### Question 20 (b)

Criteria	Marks
Correctly names ski destination and state for both areas	3
Correctly names both states and one ski destination OR one state and two ski destinations	2
Correctly names both states OR correctly names one state and one ski destination	1

### Answers could include:

State	Snowboard/ski destination
NSW	Thredbo, Perisher (Perisher Blue) Blue Cow and Blue Calf, Charlotte Pass, Mt Selwyn, Smiggin Holes, Guthega, Snowy Mountains
Victoria	Mt Buller, Falls Creek, Mt Hotham, Mt Stirling
Tasmania	Ben Lomond

### Question 20 (c)

Criteria	Marks
Correctly names two international air gateways to tropical regions	2
Correctly names one international air gateway to tropical regions	1

### Answers could include:

Darwin, Broome, Townsville, Port Hedland.

### Question 21 (a)

Criteria	Marks
• Correctly identifies three types of office documentation relevant to the tourism and events industry and outlines the purpose for each	3
Correctly identifies three types of office documentation outlining the purpose for only ONE OR	2
• Correctly identifies two types of office documentation outlining the purpose for both	
Correctly identifies one type of office documentation and outlines its purpose	1

### Sample answer:

Letters eg confirmation letter for holiday or function booked – posted, faxed or emailed. Electronic or manual files eg recording clients' booking details, deposits and final payments. Forms required for visa applications, passports, cruise ship dining requirements, meal/banquet orders/requirements for a function.

### Answers could also include:

Types of office documentation:

- Correspondence (faxes, memos, letters and email)
- Mail
  - Incoming
  - Outgoing
- Files
  - Manual
  - Electronic
- Customer records (database and other reports)
- Booking system records
- · Financial records
- Forms
  - Manual
  - Electronic
- Invoices and receipts
- Quotation, contracts, event brief, run sheet, policies and procedures, evaluation surveys, employment/HR
- Itineraries
- Minutes

### Question 21 (b)

Criteria	Marks
• Provides a comprehensive range of products and services available online	
Indicates the main features of the products and services	5
Answer relates specifically to tourism/events	
Provides a range of products and services available online	
Indicates the main features of the products and services	4
Answer relates to tourism/events	
Provides some products and services available online	3
Answer relates to tourism/events	3
Provides limited products and services	2
Answer relates to tourism/events	2
Provides generalised response OR lists some general products	1

#### Sample answer:

Some of the products and services that can be searched and retrieved in an online information system include transport costs for example airfares, cruise prices, car hire; availability for example seats on an airline, rooms in a hotel; destination information; timetables such as rail; and venue facilities.

#### Answers could include:

- Costs for transport airfares, cruises, rail, car hire
- Rates accommodation, tariff sheets, venue hire
- Availability seats on airlines, rooms in hotels, venues eg Sydney Convention Centre
- Destination information domestic and international
- General tourism/event product or service information
- Schedules for tourism products and services eg airline schedules
- Timetables eg rail
- Booking requirements deposits, final payments for holidays/functions
- Terms and booking conditions cancellation fees, amendment fees
- Transfers airport to hotel
- Venue facilities parking, disability access, toilets
- Convention facilities parking, disability access, toilets
- Events and festivals safety and security
- Attractions passes available eg 3-Park Super Pass at the Gold Coast theme parks
- Currency and exchange rates (xe.com)
- Visa/health requirements for overseas destinations
- DFAT (Department of Foreign Affairs and Trade) advice and warnings, safety and security risks and travelling to areas where there is unrest / smartraveller.gov
- Weather in destinations where clients are travelling
- Features / inclusions / operating times of venues, attractions etc.

### **Section III**

### **Question 22**

Criteria	Marks
Demonstrates a comprehensive knowledge of an extensive range of tourism industry sectors and their interrelationships	
Accurately identifies economic, social and environmental impacts	
Accurately identifies both positive and negative impacts for tourism industry sectors	13–15
Provides detailed relevant examples of both short-term and long-term impacts	
Provides relevant industry examples with correct industry terminology	
Communicates information and ideas in a well-structured response	
Demonstrates a sound knowledge of a broad range of tourism industry sectors and their interrelationships	
Accurately identifies economic, social and/or environmental impacts	
Accurately identifies both positive and negative impacts for tourism industry sectors	10–12
Provides relevant examples of both short-term and long-term impacts.	
Provides relevant industry examples with correct industry terminology	
Communicates information and ideas in a well-structured response	
Demonstrates a basic knowledge of a range of tourism industry sectors	
Identifies relevant economic, social and/or environmental impacts	
• Identifies both negative and positive impacts for tourism industry sectors	7–9
Provides some examples of short-term and long-term impacts	, ,
• Provides some industry examples using some correct industry terminology	
Communicates information and ideas in a generalised response	
Demonstrates a limited knowledge of the tourism industry sectors	
Identifies only negative impacts for tourism industry sectors	4–6
Provides an example of either short-term or long-term impacts	
Communicates information and ideas in a basic response	
Lists a few of the tourism industry sectors and/or a few of the positive and/or a negative impacts for a tourism industry sector	1–3

#### Answers could include:

### **Short Term: negative impacts**

Direct social and economic impact for airline employees of immediate loss of employment.

All destinations that the airline flew to will have fewer inbound tourists. This results in all sectors at each destination experiencing a loss of income due to reduced visitor spending. Money then has to be refunded to passengers who have prepaid airfares, accommodation, transfers, tours etc and now cannot travel to destination.

A reduced number of tourists to each destination would result in job losses for local employees in every sector in each destination that the airline originally flew to.

The 'multiplier effect' of reduced flow of spending through the local economy at each destination as a result of reduced tourism activities. Reduced income to local community will have a flow-on effect from one business to another, affecting the need for local products and services and reduce employment opportunities.

Outbound tourists from each destination the airline originally operated out of will be either stranded or need to find alternative transport.

International tourists may be unable to connect with flights to domestic regions, or be stranded and need to find alternative forms of transportation.

### **Short Term: positive impacts**

Other domestic airlines may benefit with an increase in passenger bookings if travelling to same destinations as the airline that ceased operation.

Passengers may choose alternative destinations – these new destinations will benefit from the increase of inbound passenger spending on products and services from all other sectors (including other airlines).

### Long Term: negative impacts

A loss of revenue from reduced numbers of tourists into a local area means less money goes into developing infrastructure (hotels, roads, entertainment and recreational facilities) and protecting the environment – for example preserving natural and constructed attractions, building boardwalks in coastal areas etc.

Local communities that had previously relied upon tourism as a source of income / business could cease to exist if other airlines do not fly into the area.

Local population may need to seek employment in other industries or even other locations outside their residential area – for which they may not have the required training or qualifications.

Increase in travel insurance claims could result in increase of travel insurance premiums.

Reputation of Airline Industry harmed.

### **Long Term: positive impacts**

This may result in new tourism trends to develop – such as cruising, new rail links, coach tours, car rental and motor homes.

New regulations or controls may be introduced to prohibit the monopoly of one carrier into an area and encourage competition of carriers.

Re-training in new areas.

### **Section IV**

### Question 23 (a)

Criteria	Marks
Demonstrates a comprehensive understanding of the qualities of a travel consultant	5
• Outlines a range of positive benefits to both clients and the agency	
• Demonstrates a sound understanding of the qualities of a travel consultant	3_4
Outlines some positive benefits to clients and/or the agency	3-4
Demonstrates a general understanding of the qualities of a travel consultant	1–2
Names a benefit to either the client or the agency	

#### Sample answer:

Qualities of a travel consultant:

- Good communication and interpersonal skills, good technical skills computer, CRS.
- Comprehensive and up-to-date product knowledge, with attention to detail; provide prompt service.
- A high standard of personal presentation, polite, professional, patience, diplomacy, sensitive to cultural and social differences, honest and trustworthy, consistency and the ability to rectify issues of dissatisfaction eg price rise on car hire/coach tour.
- To be able to advise customers on additional products and services (extra sell) which could result in them taking a more expensive product upsell. This will benefit the agency with increased sales and revenue eg up-grading to a larger room or suite at the hotel; up-grading to a bigger car.
- To be able to show empathy in evaluating clients' needs and expectations. Match suitable products to meet clients' needs and expectations.
- These qualities will benefit both the client and the agency by developing a good rapport, goodwill and better reputation. It will also encourage repeat business which will increase sales, revenue, reputation and credibility of consultant and the agency.

### Question 23 (b)

Criteria	Marks
Presents a well-structured response which demonstrates an excellent understanding of the requirements of the quotation:	
<ul> <li>clearly itemizes the three product components, total costs, commission and net amount for tour wholesaler</li> </ul>	10
<ul> <li>extracts and correctly interprets relevant information from the given scenario</li> </ul>	10
<ul> <li>accurately calculates the required amounts: cost of each product component, commission and net amount for tour wholesaler</li> </ul>	
• Presents a structured response which demonstrates sound understanding of the requirements of the quotation:	
<ul> <li>itemises the three product components, total costs, commission and net amount for tour wholesaler</li> </ul>	8–9
<ul> <li>extracts the relevant information from the given scenario</li> </ul>	
<ul> <li>accurately calculates most of the required amounts</li> </ul>	
• Presents a satisfactory response which demonstrates some understanding of the requirements of the quotation:	
<ul> <li>identifies most of the entries required: product components, total costs, commission and net amount for tour wholesaler</li> </ul>	6–7
<ul> <li>extracts most of the relevant information from the given scenario</li> </ul>	
<ul> <li>calculates some of the required amounts</li> </ul>	
• Demonstrates basic understanding of the requirements of the quotation:	
<ul> <li>identifies some of the entries required: product components, total costs, commission, net amount for tour wholesaler</li> </ul>	4–5
<ul> <li>extracts some of the relevant information from the given scenario</li> </ul>	
<ul> <li>calculates some of the required amounts</li> </ul>	
Presents some information and/or calculations which are relevant to the quotation	2–3
Provides some relevant information	1

### Sample answer:

Product	Cost to client	
Hotel accommodation for 12 nights		
$$76 \times 3 \times 12$	\$2736.00	
Car hire		
\$96 × 11	\$1056.00	
Day tour		
\$130 × 3	\$390.00	
Final costs (to client)	\$4182.00	
Commission		
10% × total costs		\$418.20
Amount owing to wholesaler		\$3763.80

### Question 24 (a)

Criteria	Marks
• Correctly identifies a broad range of both ethical and legal issues specific to the event type	5
• Correctly identifies a range of both ethical and legal issues specific to the event type	4
Correctly identifies some ethical and legal issues for the event industry	3
Identifies ethical and/or legal issues specific to the event type	2
Provides a generalised legal or ethical statement	1

### Sample answer:

### Legal issues:

- RSA underage drinking, licensing issues
- APRA re music licensing
- Council approval to hold the event
- Crowd control and restriction of numbers
- EPA re compliance with regulations for noise pollution, water pollution, waste management, air pollution, damage to the environment
- WHS compliance for insurance validity:
  - Safe handling and storage of food
  - Safety and security of staff, attendees, suppliers
  - Duty of care, first aid

#### Ethical issues:

- Pricing and ticket sales to be controlled and monitored with restrictions to prevent onselling
- Commissions open and honest disclosure
- Gifts and tipping policies and guidelines for all staff
- Contracting, preferred suppliers following fair and open tendering process (not jobs for friends)
- Cultural needs, privacy

### Question 24 (b)

Criteria	Marks
Correctly names and classifies a comprehensive range of stakeholders	
Uses correct industry terminology	
Demonstrates an in-depth understanding of the stakeholder relationship	10
• Identifies a broad range of benefits experienced by the event from stakeholder involvement – not only benefits to the stakeholder	
Correctly names and classifies a broad range of stakeholders	
Uses correct industry terminology	
Demonstrates a thorough understanding of the stakeholder relationship	8–9
• Identifies a range of benefits experienced by the event from stakeholder involvement – not only benefits to the stakeholder	
Correctly names and classifies a range of stakeholders	
Uses some industry terminology	
Demonstrates general understanding of the stakeholder relationship	6–7
• Identifies some benefits experienced by the event from stakeholder involvement – not only benefits to the stakeholder	
Correctly names some stakeholders	
Demonstrates basic understanding of the stakeholder relationship	4–5
• Identifies a very limited number of benefits experienced by the event and/or lists benefits to stakeholder	7 3
Lists some stakeholders	2–3
Lists benefits to stakeholder or event	2-3
Lists a stakeholder	1
Lists a benefit to stakeholder or event	1

### Answers could include:

Name of Stakeholder for this event	Benefits that the event receives from stakeholder involvement						
Big Brand Supermarkets	Money – to financially support the planning, organisation and running of the event.						
	Supply products, services and information for the event.						
	Advertise and promote the event in their stores/offices – both locally and to wider regions.						
Destination Southern	Advertise and promote the event both locally and to wider regions via various types of media.						
Highlands	Provide onsite information at event. To promote ongoing tourism to the region.						
South Coast Buslines	Encourage use of public transport to/from event therefore less impact on the environment etc.						
Larry's Bottle	Supply products, services for the event.						
Shop	Advertise and promote the event in their store.						
Event Staging Hire	Supply/install and remove event staging equipment.						
Community Events	Planning, organisiation and running of the event.						
ZAP Electricians	To provide all electrical services at the event eg: power/lighting/audio/visual – DVD/TV big screen displays.						
Joe's Security	On-site security/crowd control/monitoring bump in and bump out/attendee entry, exit and transport hubs.						
Southern Highlands Local News (media)	Promote and advertise event through print/radio/TV.						
Local	To assist with traffic and crowd control.						
emergency services:	Compliance with WHS legislation.						
Police Fire brigade Ambulance	To provide onsite medical assistance and first aid.						

### Classifications

- Host community
- Organisers
- Media
- Co-workers

- Spectators
- Product suppliers
- Entertainment
- Sponsors

• Venue

# **Tourism and Events**

## 2014 HSC Examination Mapping Grid

### Section I

					(Plea		<b>ploya</b> b an X v			riate)	
Question	Marks		Unit of competency / Element of competency	Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self- management	Learning	Technology
1	1	SITTTSL004A	Source and provide Australian destination information and advice – Tourism sales and operations – p25					X		X	
2	1	SITTIND001B	Develop and update tourism industry knowledge – Working in Industry – Tourism – p18	X					X	X	
3	1	SITXOHS001B	Follow health, safety and security procedures – Work health and safety – p83		X	X	X	X			
4	1	SITXADM001A	Perform office procedures – Administration – p35, 36					X	X	X	X
5	1	SITTSL001A	Operate an online information system – Tourism sales and operations – p91	X			X		X		X
6	1	SITTIND001B	Develop and update tourism industry knowledge – EEO – p12, 17	X	X					X	
7	1	SITXCOM001A	Work with colleagues and customers – Communication and teamwork – p44, 46	X	X	X			X	X	
8	1	SITXENV001A	Participate in environmentally sustainable work practices – Environmental sustainability – p70			X	X	X		X	
9	1	SITXCOM001A	Work with colleagues and customers – Communication and teamwork – p48	X	X			X	X		
10	1	SITXOHS001B	Follow health, safety and security procedures - Work health and safety - p83			X	X	X		X	
11	1	SITTTSL004A	Source and provide Australian destination information and advice – Tourism sales and operations – p25			X		X		X	

					(Plea			oility skill where app		te)	
Question	Marks		Unit of competency / Element of competency	Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising Self-	management	Learning	Technology
12	1	SITXCOM002A	Work in a socially diverse environment – p60–62	X		X	X		3	X	
13	1	SITTSL001A	Operate an online information system – Tourism sales and operations – p91	X		X		X	2	X	X
14	1	SITTIND001B	Develop and update tourism industry knowledge - Working in Industry - Tourism - p14	X		X			2	X	
15	1	SITTTSL004A	Source and provide Australian destination information and advice – Tourism sales and operations – p25			X	X	X	2	X	

### **Section II**

Question					Employability skills (Please put an X where appropri									
	Marks		Unit of competency / Element of competency	Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self- management	Learning	Technology			
16 (a)	2	SITXCOM001A	Work with colleagues and customers	X	X					X				
16 (b)	3	SITXCOM001A	Work with colleagues and customers	X	X	X		X	X	X				
17	5	SITXENV001A	Participate in environmentally sustainable work practices	X		X	X	X		X				
18	4	SITXOHS001B	Follow health, safety and security procedures			X	X	X	X	X				
19	6	SITXCOM002A	Work in a socially diverse environment	X	X	X	X	X	X	X				
20 (a)	2	SITTTSL004A	Source & provide Australian destination information & advice	X		X		X		X				
20 (b)	3	SITTTSL004A	Source & provide Australian destination information & advice	X		X		X		X				
20 (c)	2	SITTTSL004A	Source & provide Australian destination information & advice	X		X		X		X				

				(Plea			<b>oility s</b> l vhere a		riate)	
Question	Marks	Unit of competency / Element of competency	Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self- management	Learning	Technology
21 (a)	3	SITXADM001A Perform office procedures	X				X	X		
21 (b)	5	SITTTTSL001A Operate an online information system	X			X	X	X		X

### Section III

			(Plea		<b>ploya</b> b an X v			riate)			
Question	Marks		Unit of competency / Element of competency	Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self- management	Learning	Technology
22	15	SITTIND001A	Develop and update tourism industry knowledge	X		X	X	X			

### Section IV

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self- management	Learning	Technology
23 (a)	5	SITTTSL005A Sell tourism products and services SITTTSL002A Access and provide product information	X	X	X			X		
23 (b)	10	SITTTSL006B Prepare quotations			X		X			
24 (a)	5	SITXEVTT001A Develop and update event industry knowledge			X	X	X	X		
24 (b)	10	SITXEVTT001A Develop and update event industry knowledge	X		X	X				