

Tourism, Travel and Events

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black pen
- 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 9–14

30 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

20 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.

1 A tour guide is escorting foreign tourists around Sydney.

Which of the following is the most effective way to ensure that the group returns to the coach on time after visiting an attraction?

- (A) Ensure each customer has a watch
- (B) Give verbal instructions on the time they must return
- (C) Give each customer a note with the return time written on it
- (D) Give verbal instructions on return time, supported by visual aids

2 Red Carpet Events has recently asked employees to bring their own ceramic coffee cup to use at work instead of using paper cups.

Which of the following resource strategies is being applied?

- (A) Recycle
- (B) Reduce
- (C) Refill
- (D) Reuse

3 When a travel consultant is speaking with a customer both verbal and non-verbal indicators of active listening can be used.

Which of these is a non-verbal indicator?

- (A) Gesturing
- (B) Paraphrasing
- (C) Questioning
- (D) Restating

- 4 Which of the following best describes an inbound tourist?
- (A) A person whose reason for travel is employment
 - (B) A visitor to Australia whose main place of residence is not Australia
 - (C) An Australian resident travelling outside Australia
 - (D) An Australian resident undertaking travel within Australia, either interstate or intrastate
- 5 During the staging of an event, an accident occurred resulting in an injury to an employee. Which of the following could be a human cost associated with this injury?
- (A) Staff retraining
 - (B) Lost production
 - (C) Psychological stress
 - (D) Increased insurance premiums
- 6 Which of the following is cyclone season in Northern Australia?
- (A) June – July
 - (B) March – June
 - (C) August – December
 - (D) November – April
- 7 Which of the following would NOT be considered a major focus of ecotourism?
- (A) Meet client expectations of price and preference
 - (B) Provide direct financial benefits for conservation
 - (C) Design, contract and operate low-impact facilities
 - (D) Build environmental and cultural awareness and respect
- 8 The assumption that all customers from a particular culture are the same is an example of
- (A) stereotyping.
 - (B) discrimination.
 - (C) negative subtext.
 - (D) market segmentation.

- 9** Which of the following is an example of the use of ergonomics in tourism, travel and events workplaces?
- (A) Staff training
 - (B) Task rotation
 - (C) Smaller desks
 - (D) Safe workspaces
- 10** Which set of specific product details would most likely be found in an accommodation brochure?
- (A) Applicable taxes, net costs, room availability
 - (B) Product codes, deposit conditions, cancellation charges
 - (C) Seasonal price variation, room types, price inclusion
 - (D) Product availability, booking conditions, add-on offers
- 11** Which group of tourist destinations are all located in Tasmania?
- (A) Katherine, Launceston, Hobart
 - (B) Freycinet National Park, Beaconsfield, Coober Pedy
 - (C) Port Arthur Historic Site, Clare Valley, Richmond
 - (D) Cradle Mountain, Mount Wellington, Strahan
- 12** Which of the following monitors the use of resources in a tourism workplace?
- (A) Observing employees' payslips
 - (B) Examining invoices from suppliers
 - (C) Recording which environmental websites employees visit
 - (D) Measuring the carbon emissions of employees travelling to work

- 13** Which of the following names two administrative controls for reducing risk within the workplace?
- (A) Providing on-the-job training and encouraging job rotation
 - (B) Ventilating the office adequately and ensuring staff are supervised
 - (C) Checking that machine guards are in place and that equipment is maintained
 - (D) Ensuring that personal protection equipment is available and checking footwear
- 14** Which of the following shows the tourist areas in the correct order when travelling from north to south along the east coast of Queensland?
- (A) Townsville, Cairns, Noosa
 - (B) Mackay, Noosa, Townsville
 - (C) Cairns, Cooktown, Gladstone
 - (D) Cairns, Townsville, Rockhampton
- 15** What is the most likely effect of a strong Australian dollar on the travel and tourism industry?
- (A) An increase in domestic tourism
 - (B) Greater demand for local tourism
 - (C) An increased number of foreign visitors
 - (D) An increased number of Australians travelling overseas

BLANK PAGE

BLANK PAGE

BLANK PAGE

2015 HIGHER SCHOOL CERTIFICATE EXAMINATION
Tourism, Travel and Events

--	--	--	--	--

Centre Number

Section II

--	--	--	--	--	--	--	--	--

Student Number

30 marks

Attempt Questions 16–21

Allow about 50 minutes for this section

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

Question 16 (4 marks)

- (a) Name ONE key body involved in work health and safety in the tourism industry and outline its primary role. **2**

.....

.....

.....

.....

- (b) Describe the appropriate use of TWO safety signs used in the tourism, travel and events industry. **2**

.....

.....

.....

.....

Question 17 (5 marks)

Flyaway Travel has been losing customers to another local travel agent. They have decided to make their business a more ‘customer focused’ workplace.

- (a) What will this require of employees of Flyaway Travel? **2**

.....
.....
.....

- (b) Explain why feedback is important to Flyaway Travel and suggest methods for its collection. **3**

.....
.....
.....
.....
.....
.....

--	--	--	--	--

Centre Number

Section II (continued)

--	--	--	--	--	--	--	--	--

Student Number

Question 18 (3 marks)

What impact have emerging technologies such as social media had on the tourism, travel and events industry?

3

.....

.....

.....

.....

.....

.....

Please turn over

2015 HIGHER SCHOOL CERTIFICATE EXAMINATION
Tourism, Travel and Events

--	--	--	--	--

Centre Number

Section II (continued)

--	--	--	--	--	--	--	--	--	--

Student Number

Question 20 (6 marks)

- (a) Correctly identify the shaded tourism regions shown on the map, and name **2**
 ONE attraction within each.



<i>Region</i>	<i>Name</i>	<i>Attraction</i>
1.
2.

Question 20 continues on page 14

Question 20 (continued)

- (b) A client has come into your travel agency to book a two week family holiday. The client has two children under twelve years of age, is looking for an outdoor focus, enjoys water sports, and wants to limit time spent travelling. **4**

You suggest one of the Whitsunday Islands. Justify your choice.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Question 21 (4 marks)

Name ONE tourism, travel and events industry accreditation scheme and outline the business benefits of participation. **4**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

2015 HIGHER SCHOOL CERTIFICATE EXAMINATION
Tourism, Travel 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.

Your answer 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
-

Question 22 (15 marks)

Write a travel article on South Australia's tourist appeal for South Australia's tourism website.

Your article should contain the following information:

- geographical features
- cultural, environmental and social areas of significance
- major gateways and transport networks
- tourism products.

Please turn over

Section IV

20 marks

Attempt either Question 23 or Question 24

Allow about 25 minutes for this section

Answer this question in TWO SEPARATE writing booklets. Use one writing booklet to answer parts (a) and (b) of the question. Use the other writing booklet to answer part (c) of the question. Extra writing booklets are available.

Question 23 — Tourism and Travel (20 marks)

You are presenting at a training seminar on key strategies for travel and tourism business success.

Answer parts (a) and (b) in a SEPARATE writing booklet.

- (a) Outline a range of selling techniques that travel and tourism businesses should encourage. **4**
- (b) Describe the importance of understanding quality service and the needs of customers when making a sale. **6**

Answer part (c) in a SEPARATE writing booklet.

- (c) Explain important workplace knowledge required by employees in a tourism and travel environment, using examples of products and services. **10**

OR

Question 24 — Events (20 marks)

You are part of the events management team organising the 2016 Gold Coast Marathon. Your role is event registration.

Answer parts (a) and (b) in a SEPARATE writing booklet.

- (a) Distinguish between off-site event registration and on-site event registration, and provide reasons for using each. **4**
- (b) Explain a range of operating systems and software programs which could be used for participants' registration in the event. Include the types of information that need to be recorded. **6**

Answer part (c) in a SEPARATE writing booklet.

- (c) Propose a set of procedures to be used for staging the event. Include the key phase in the event staging. **10**

End of paper