

2015 HSC Tourism, Travel and Events Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Correctly identifies ONE key body involved in WHS in the tourism and events industry • Outlines the role of the key body 	2
<ul style="list-style-type: none"> • Correctly identifies ONE key body OR <ul style="list-style-type: none"> • Gives general statement about WHS bodies 	1

Sample answer:

One of the key bodies involved in WHS is WorkCover NSW. The main role of this body is to promote productive, healthy and safe workplaces for workers and employers in NSW.

Answers could include:

Further roles of WorkCover NSW:

- Licensing and registration
- Workers compensation insurance
- Workers compensation benefits
- Sustainable return to employment for injured workers

Other key bodies could include:

Safe Work Australia leads the development of national policy to improve WHS and Workers Compensation in Australia:

- Prepares model codes of practice
- Collects and analyses data relating to WHS
- Publishes research findings on WHS and Workers Compensation

Local councils

Unions

Professional associations

Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Correctly identifies TWO safety signs in WHS in the tourism and events industry • Provides a description of appropriate use of each in the workplace 	2
<ul style="list-style-type: none"> • Correctly identifies TWO safety signs OR <ul style="list-style-type: none"> • Correctly identifies ONE and describes appropriate use in the workplace 	1

Sample answer:

Caution Wet Floor – this is placed in areas where there is liquid or water on the floor to prevent people slipping

Fire/Emergency Escape – gives information on emergency exits indicating a door to exit through.

Answers could include:

Barricades – crowd/traffic at events

Warning sign – warning of hazard or danger eg electricity

Prohibition sign – prohibiting access for unauthorised persons

May provide description of:

- Meaning of colour and shape
- Appropriate placement and positioning.

Question 17 (a)

Criteria	Marks
• Clearly explains the concept of a <i>customer focused</i> workplace	2
• Makes a general comment about customer service	1

Sample answer:

The concept of a ‘customer focused’ workplace ensures all aspects of the business put customer satisfaction first. Employees should create a relationship with customers, identify their needs and have a fundamental knowledge of customer service.

Quality customer service equals business success, response timing, anticipate needs, exceed expectations, communication skills, interpersonal skills, knowledge of features and benefits, matching products/services to customer needs, teamwork interrelationships amongst colleagues.

Question 17 (b)

Criteria	Marks
• Demonstrates a sound understanding of the importance of staff and customer feedback • Provides a range of methods for collecting feedback	3
• Demonstrates a basic understanding of the importance of feedback (staff or customer) • Provides at least ONE method for collecting feedback	2
• Makes a general comment about feedback OR • Provides ONE method for collection	1

Sample answer:

Effective and timely feedback is a critical component of a successful business. Customer feedback is important when determining customer needs and tastes. It also allows the business to make improvements to products and service. Staff feedback allows for improved performance/procedures/practices.

Methods for collection:

Feedback can come from many sources; managers or supervisors, management systems (goal setting), peers and customers. This feedback can be collected via customer satisfaction surveys, market research and focus groups.

Answers could include:

- Improving business relationships
- Identifying and overcoming existing problems
- Eliminating unsatisfactory entrenched work practices
- Improving productivity
- Improving customer service.

Question 18

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the positive and negative impacts of emerging technologies on the travel, tourism and events industry • Provides examples of social media 	3
<ul style="list-style-type: none"> • Demonstrates a sound understanding of the impacts of emerging technologies on tourism, travel and events industry 	2
<ul style="list-style-type: none"> • Makes a general statement about technology 	1

Sample answer:

Social media has had a huge impact on the tourism and travel industry as businesses depend heavily on word of mouth to spread opinions and recommendations. Social platforms such as Twitter and Facebook allow customers to easily share tips and suggestions, which can be valuable when positive. Travellers use their smartphone while abroad and they plan and research their trip using social media.

Pinterest, websites, event apps.

Positive

- Advertising – extends reach
- Cost effective promotion
- Hotel check-in saves time
- Immediate/real time updates
- Worldwide access to clientele.

Negative

- Negative publicity through negative posts
- Companies need to monitor social media and address concerns
- Some retail travel agencies may lose business with clients going direct to websites (links from Facebook posts).

Question 19 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Clearly defines <i>compliance</i> • Provides one example specific to the tourism travel and events industry 	2
<ul style="list-style-type: none"> • Substantially defines <i>compliance</i> AND/OR <ul style="list-style-type: none"> • Provides one example 	1

Sample answer:

Compliance is meeting the requirements of government laws and regulations or industry accreditation schemes.

For example, a tour operator must ensure that they comply with the necessary health and safety legislation.

Answers could include:

- Building compliance of marquees
- Food handling/storage
- RSA
- Noise levels
- Insurance (Public Liability)
- APRA (Music Licence)
- WHS
- IATA – Airline Ticketing and Reservations
- ATAS – Ethical and Operational Standards and Procedures

Question 19 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of environmental sustainability in the tourism travel and events industry • Describes a range of strategies and procedures to follow in the workplace • Provides examples 	6
<ul style="list-style-type: none"> • Demonstrates a sound understanding of environmental sustainability in the workplace • Describes a range of strategies and procedures to follow • Provides examples 	4–5
<ul style="list-style-type: none"> • Basic understanding of environmental sustainability • Describes some strategies and procedures to follow • Provides examples 	2–3
<ul style="list-style-type: none"> • Makes a general comment about sustainability AND/OR <ul style="list-style-type: none"> • Identifies at least ONE strategy OR procedure to follow 	1

Sample answer:

Environmental sustainability involves looking after the environment for future generations, reducing the amount of resources we use, the waste we generate and the emissions we produce. In the tourism and travel industry we must also consider the conservation of wildlife. Tourists can damage the environment and therefore we must minimise their impact through effective management strategies:

- Operating tourism attractions that limit numbers of tourists, use guided paths, tour guides, provide education, use renewable energy sources and effective land management practices.
- Implementing waste management strategies which reduce waste, correctly disposing of waste, composting food waste, using recycle bins, and using only non-toxic biodegradable products. Minimise paper use in the workplace by avoiding printing.
- Applying efficient energy use in relation to lights, air-conditioning and appliances eg fitting motion sensors to the lights in the workplace. Minimise water use by installing water saving devices and signs to create awareness.

Answers could include:

- Use energy efficient lights
- Install timers on lights
- Check A/C thermostats
- Turn off electrical equipment or use sleep mode
- Regularly check appliances seals, hinges
- Repair malfunctioning equipment promptly
- Check efficiency rating on appliances
- Sort through recycling of bottles, cans, glass
- Monitor paper use, collect data from which improvements can be made
- Recycle grey water.

Question 20 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Correctly identifies both tourism regions • Correctly names ONE attraction within each 	2
<ul style="list-style-type: none"> • Correctly identifies ONE tourism region and names ONE attraction <p>OR</p> <ul style="list-style-type: none"> • Correctly identifies TWO tourism regions <p>OR</p> <ul style="list-style-type: none"> • Correctly names ONE attraction within each 	1

Sample answer:

Region 1.
North West / Kimberley

Attractions could include;
Kimberley Ranges, Purnululu National Park, Tunnel Creek National Park, Windjana Gorge, Wolfe Creek Crater National Park, Lake Argyle, Bungle Bungles, The Pilbara, Karijini National Park, Mackerel Islands, Pentecost Crossing, Broome, Cable Beach, Dampier Peninsula

Region 2.
Tropical North Queensland / Cape York

Attractions could include;
Cape York Peninsula, Black Mountain National Park, Cape Melville National Park, Thursday Island, Cooktown, Mount Cook National Park, Port Douglas – Four Mile Beach, Palm Cove, Daintree Rainforest, Cape Tribulation, Mossman Gorge, Wonga Beach, Cow Bay, Great Barrier Reef – Green Island, Osprey Reef, Fitzroy Island National Park, Karanda Scenic Railway

Answers could include:

1. Kimberley Region
2. Cape York Peninsula

Question 20 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Correctly names a range of attractions within the Whitsunday Islands • Provides valid and comprehensive reasoning for the destination recommendation 	4
<ul style="list-style-type: none"> • Correctly names some attractions within the Whitsunday Islands • Provides valid reasoning for the destination recommendation 	3
<ul style="list-style-type: none"> • Provides basic reasoning for the destination recommendation • Identifies at least TWO attractions within the tourism region 	2
<ul style="list-style-type: none"> • Makes a general comments about the Whitsunday Islands 	1

Sample answer:**Whitsunday Islands**

Hamilton Island is perfect for a family getaway. With an abundance of water sports, you can swim, dive or snorkel, sail, visit Whitehaven Beach or Passage Peak. Hamilton has something for the whole family. Once you arrive at the island, minimal travel is required. Golf carts are available for transport around the island. The range of activities and facilities available caters to parents and children. Child minding/kids club provides adults with free time, while children are entertained. The clients requested an outdoor focus; with the extensive range of activities to choose from they would not be disappointed. Children under twelve years of age eat free in many restaurants.

- Water activities – boating, parasailing, banana boat, jet boat, sailing, snorkeling
- Family friendly
- Swimming and beaches/beach sports
- Bush walking
- Short flying time as within Australia
- Day spa for parents to relax
- Pool for kids to be entertained
- Caters to all family members
- Perfect tropical weather/location
- Golf
- Kids club

Question 21

Criteria	Marks
<ul style="list-style-type: none"> • Correctly identifies ONE industry accreditation scheme • Clearly outlines a range of benefits of participation 	4
<ul style="list-style-type: none"> • Correctly identifies ONE industry accreditation scheme • Outlines some benefits of participation 	3
<ul style="list-style-type: none"> • Correctly identifies ONE industry accreditation scheme OR <ul style="list-style-type: none"> • Outlines a benefit of participation 	2
<ul style="list-style-type: none"> • Makes a general comment about accreditation 	1

Sample answer:

Accredited Tourism Business Australia (Tick). Leading Australian tourism operators display the accreditation tick. This indicates that they have met specific criteria ensuring they are committed to exceeding your expectations with great customer service and the highest standards of business practice.

Businesses who achieve such accreditation gain a competitive advantage over a competing business, as customers will choose operators who meet high standards, therefore generating increased sales and profit.

Answers could include:

Eco Tourism
 T Qual (now ceased)
 AFTA
 IATA
 Green Events
 ATAS (Australian Travel Agents Scheme)
 AHA Star Ratings
 ISO
 Recognition
 Increased reputation
 Increases promotional opportunities
 Opportunities to attract a new/different customer base

Section III

Question 22

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive knowledge and understanding of South Australia as a tourism destination • Accurately describes a range of geographical features specifying location, climate and tourist areas • Identifies cultural, environmental and social areas of significance • Identifies major gateways and transport options • Provides detailed and relevant examples of tourism products • Response is logical and cohesive 	13–15
<ul style="list-style-type: none"> • Demonstrates a sound knowledge and understanding of South Australia as a tourism destination • Describes a range of geographical features • Identifies cultural, environmental and social areas of significance • Identifies major gateways and transport options • Provides relevant examples of tourism products 	10–12
<ul style="list-style-type: none"> • Demonstrates a basic knowledge and understanding of South Australia as a tourism destination • Describes geographical features • Outlines cultural significance and/or environmental and/or social areas • Lists major gateways and/or transport options • Provides examples of tourism products and/or attractions 	7–9
<ul style="list-style-type: none"> • Demonstrates a limited knowledge and understanding of South Australia as a tourism destination • Lists tourism destinations and attractions and/or tourism products 	4–6
<ul style="list-style-type: none"> • Provides a general statement about South Australia • May list tourism destinations and attractions 	1–3

Sample answer:

South Australia (SA) has a vast variety to offer in terms of its tourist appeal, from stunning beaches, award winning wineries, events, arts and festivals. There are 12 tourist regions to discover, each offering something unique.

The tourist regions include;

Adelaide	Adelaide Hills	Flinders Ranges & Outback
Barossa	Clare Valley	Eyre Peninsula
Kangaroo Island	Limestone Coast	Fleurieu Peninsula
Murray River	Yorke Peninsula	Riverland

South Australia's weather has four seasons with long hot summers with temperatures reaching well over 35 degrees, perfect holiday weather. The northern parts of the state experience extremely hot and dry summers with desert-like conditions. With mild winters, the majority of rainfall occurs during Jun-Aug. Autumn and Spring are ideal times to visit.

The capital city, Adelaide has been voted the most 'liveable' city in Australia. There are direct flights to Adelaide from all Australian capital cities and major Asian airports. For example, flight time from SYD to ADL is 1hr 40mins. Adelaide airport services regional, domestic and international travellers. Interstate coaches and trains service Adelaide, including the Ghan from Adelaide to Darwin via the Red Centre. Travelling around SA is easy with a range of options including trains, trams, buses (using a Metro pass), car, hire car, coaches and regional airlines.

Adelaide is a cosmopolitan city that is surrounded by parklands. With more than 700 restaurants, pubs and cafes, you can enjoy the vibrant food and dining scene.

The country regions host many famous wineries including Barossa, Clare Valley and McLaren Vale, just a short drive from Adelaide. SA is the wine and seafood capital of Australia, with 18 wine regions to choose from and more than 200 cellar doors.

North Terrace is Adelaide's cultural boulevard containing the city's art and cultural sites, from the Art Gallery of SA, to the Migration Museum, or the Adelaide Aboriginal Cultural Walking Tour.

Often referred to as the 'Festival State' there is the Adelaide Festival, Film Festival, Cabaret Festival and Adelaide Fringe. There are galleries and studios across every region. SA also plays host to annual events such as the Santos Tour Down Under, annual cycling event that brings thousands of competitors and tourists to the state each year.

Kangaroo Island is an adventure island with an amazing wilderness of untouched bush land, wildlife watching and fishing on pristine beaches, eco-tours and charters.

Answers could include:

Kangaroo Island
Lake Torrens
Flinders Ranges
Mount Lofty Ranges
Adelaide Hills
Hahndorf Village
Wineries; Clare Valley, Barossa Valley
Coober Pedy
Murray River Cruises
Glenelg Beach
Queens Terrace

Location = Between Victoria and Western Australia; below Northern Territory
Shares a border with all states.

Section IV

Tourism and Travel

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> Correctly outlines an extensive range of relevant selling techniques suitable for the tourism and travel industry Demonstrates how techniques are used within the industry by way of example 	4
<ul style="list-style-type: none"> Correctly outlines a range of relevant selling techniques suitable for the tourism and travel industry May provide examples 	3
<ul style="list-style-type: none"> Correctly identifies selling techniques <p>OR</p> <ul style="list-style-type: none"> Provides some discussion on selling products within the travel industry 	2
<ul style="list-style-type: none"> Identifies at least ONE selling technique 	1

Sample answer:

- Selling techniques can include:
- Up-selling (upgrading) eg Upgrade a hotel room to a deluxe ocean view room
- Down-selling (top-down), describing the benefits of higher-level products first eg Family room instead of two rooms
- Cross-selling (add-ons) eg Wine on arrival, tour bookings at destination
- Offering alternatives, preferred products
- Suggested selling, used to increase the purchase amount of the client and the revenues of the business
- Selling benefits to customers.

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the importance of customer needs and providing quality customer service • Provides a range of relevant examples of quality service using industry terminology • Makes clear the relationship between quality service and customer needs to make a sale 	6
<ul style="list-style-type: none"> • Demonstrates a sound understanding of the importance of customer needs and providing quality customer service • Provides relevant examples of quality service using industry terminology • Mentions a link between quality service and customer needs 	4–5
<ul style="list-style-type: none"> • Demonstrates some understanding of the importance of customer needs and providing quality service • Limited understanding of the link between quality service and customer needs 	2–3
<ul style="list-style-type: none"> • Makes general comment about quality service or customer needs 	1

Sample answer:

In order to gain customer satisfaction it is imperative to understand exactly what it is the customer wants and needs. A successful salesperson should demonstrate effective questioning and answering to identify customer needs. This requires active listening, open, closed and reflective questions, retaining the information and reading the client's body language to understand exactly what they want. It requires extensive product knowledge, matching customer needs, preferences and expectations to appropriate products and services. Customer service can give your business a competitive advantage, generate loyalty and repeat business, which in turn increases profits. This is important in an industry that relies on word of mouth.

Answers could include:

- Recognise buying signals
- Overcoming objections, providing viable solutions to problems
- Building strong relationships with clients
- Remember client details – likes/dislikes
- Write client details on file, keep information updated
- Call client by name
- Responsive to requests
- Consistently meeting sales targets
- Maximising sales opportunities by up-selling.

Question 23 (c)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the knowledge required in the workplace • Explains why having this knowledge is important • Explains how the knowledge is accessed and updated • Provides an extensive range of relevant examples of products and services 	9–10
<ul style="list-style-type: none"> • Demonstrates a thorough understanding of the knowledge required in the workplace • Explains why having this knowledge is important • Explains how the knowledge is accessed and updated • Provides a range of relevant examples of products and services 	7–8
<ul style="list-style-type: none"> • Demonstrates a good understanding of the knowledge required in the workplace • Outlines how this knowledge is accessed or why it is important • Provides relevant examples 	5–6
<ul style="list-style-type: none"> • Demonstrates a basic understanding of workplace knowledge • Mentions why workplace knowledge is important • Provides a relevant example 	3–4
<ul style="list-style-type: none"> • Makes general comment about workplace knowledge OR <ul style="list-style-type: none"> • Provides an example 	1–2

Sample answer:

To operate professionally in the tourism and travel workplace one must be able to match customer needs with the latest up-to-date products and services available in the marketplace. Displaying good product knowledge gives the customer confidence in the consultant, their travel company and the products and services they recommend.

Industry products include a first class airline ticket; this product features priority check-in and baggage handling. The first class cabin has been for a comfortable sleep, it is the quietest part of the aircraft, provides a superior food and wine service and allows for passengers to be first off the aircraft when disembarking, which suits corporate clients who travel regularly.

Answers could include:

- A 4WD Drive Adventure Tour, suitable for adventure seeking young adults, this would not be suitable for most retired couples or elderly.
- A cruise would be suitable for a family as the product includes all meals, accommodation and does not require driving. Children are entertained with a range of leisure activities to keep them occupied. It provides entertainment and activities to suit all ages.
- Hayman Island would be suitable for a couple on their honeymoon: the island does not allow children, is quiet and relaxing, catering also for special occasions.
- Travel consultants must also be up-to-date with information regarding visas, passports and immunisations for each country when advising clients, to avoid problems.
- Ensure accuracy in calculations when compiling quotes for clients. Awareness of exchange rates / currency fluctuations.

Product knowledge

- Where to access
- Terms & Conditions
- Keeping current/up-to-date

OR

With industry/appropriate example for each

- WHS
 - Training & example in industry
 - PPE
- Legislation
 - EEO
- Environmental sustainability
 - Compliance & example

Section IV

Events

Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none"> Identifies that off-site occurs prior to the event Clearly and accurately distinguishes between an off-site and an on-site registration Relates answer to the event type Provides relevant reasons for the event management team to offer both 	4
<ul style="list-style-type: none"> Clearly distinguishes between an off-site and on-site registration Provides reason for the event management team to offer both 	3
<ul style="list-style-type: none"> Details off-site and on-site registrations Provides reason for the event management team to offer both 	2
<ul style="list-style-type: none"> Makes a general comment about event registration OR <ul style="list-style-type: none"> Details either off-site or on-site registrations 	1

Sample answer:

Off-site registrations occur when attendees complete their details and sign up for the event prior to the day the event is scheduled to run. This can be completed online, over the phone or via mail and the attendees' details are processed with the necessary requirements organised by the events team prior to the day of the event.

On-site registrations occur on the day of the event. This is completed at a registration desk on the day just prior to the event commencing.

Off-site registrations allow a trouble-free start to the event (avoiding bottlenecks) as the events team are not inundated with people trying to register. The more elements of the registration that can be completed prior to the date, the less chaos that occurs on the day. Runners in the marathon would have their race pack sent to them prior to the event so they are ready to race when they arrive at the venue. Further information can be obtained from attendees (as time is not an issue) that can be used for marketing purposes.

On-site registrations allow for last minute entries to be completed therefore increasing overall attendance at the event.

Offsite pre-event provides important capacity and 'event needs' data so that organisers can ensure catering, staffing, logistics, resources etc. are accommodated.

Offsite is PRE event registration.

Question 24 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides a comprehensive range of operating systems and software programs used for event registration Examines the effectiveness of technologies used within the industry Provides a range of registration information that needs to be recorded for this event type 	6
<ul style="list-style-type: none"> Discusses a range of operating systems and software programs used for event registration Provides some registration information that needs to be recorded 	4–5
<ul style="list-style-type: none"> Outlines an operating system or software program used for the event Provides some registration information that needs to be recorded 	2–3
<ul style="list-style-type: none"> Identifies general technology used in the events industry <p>OR</p> <ul style="list-style-type: none"> Provides an example 	1

Sample answer:

Advancements in technology have dramatically changed the way events are organised and executed. The use of electronic databases such as Microsoft Access enables events organisers to record details of attendees and store information for future years. Attendees for the GC Marathon would logon to the relevant website, follow the link and register for the event. Annual attendees would receive a reminder email prompting them to re-register for this year's event. The data collected can be used for mail merging event details and promotional material to attendees.

Event organisers use project management software programs such as Ivy or Events Pro to manage the event. Project management software has a calendar that prompts staff with reminders to complete set tasks by set dates ensuring accuracy and timeliness. It allows payments to be made and receipts to be processed along with event booking and ticketing systems.

Smartphone technology now allows apps to be used at events, showing maps and schedules for attendees on their phones. Timing chips are used in running events to record the start and finishing times of runners. Each individual runner's time is then sent to them via SMS just minutes after completing the event. This technology reduces the human resources required, increases the accuracy and is extremely more efficient. The microchips store the identity of the runner in a barcode format, similar to swiping a data card.

Hardware and software technology have solved many problems with registration of event participants.

Information to be recorded includes:

- Runner's personal details: name, age, contact details
- Medical information
- Special needs/assistance
- Transport arrangements
- Payment details/status.

Question 24 (c)

Criteria	Marks
<ul style="list-style-type: none"> Provides a clear and comprehensive plan of procedures to stage the event Demonstrates an in-depth knowledge of the key phases Communicates ideas and information, integrating correct industry terminology 	9–10
<ul style="list-style-type: none"> Provides a detailed plan of procedures to stage the event Demonstrates sound knowledge of the key phases Communicates ideas and information, integrating correct industry terminology 	7–8
<ul style="list-style-type: none"> Provides a basic plan of procedures to stage an event Demonstrates limited knowledge of the key phases Uses industry terminology 	5–6
<ul style="list-style-type: none"> Limited plan provided to stage an event Identifies some types of information to be recorded 	3–4
<ul style="list-style-type: none"> Makes general comments in relation to event staging 	1–2

Sample answer:

The purpose for the event should drive all the planning.

A marathon requires careful consideration as to the location, taking into consideration the start and finish line. Location will need to be accessible for participants and spectators with adequate space for parking and close to transport networks. The logistics of the course needs careful planning with Roads and Traffic Authorities, Police and Council to ensure compliance with regulations.

An important element in planning the marathon would require that all participants register prior to the event. This requires a cut-off date on which entries close. Prior to the event, race packs should be sent to runners via post or have a collection point organised (usually the day prior to the event at a nominated venue/area). A registration/collection desk is the focal point for everyone involved and provides a contact point for staff, presenters, sponsors, media and exhibitors.

Maps should be available showing collection points, registration desk, start line, course route, drink stations, finish line, recovery area, medical staff, toilets. Programs are required for the post event awards ceremony.

Safety, security and risk management principles need to be considered throughout the operations process. Accurate plans and briefings to suppliers of infrastructure and related services will ensure a more efficient procurement process. Careful co-ordination and monitoring needs to be done, particularly during the bump-in phase when several contractors are working simultaneously.

Set of procedures = plan.

Key Phases in the event staging include:

- Concept development
 - location
 - transport options for getting to and from the event
 - sponsorship
 - feasibility

- Briefings
 - brief any on-site staff
 - program of events, scheduling and rosters, individual and team responsibilities
 - information points
 - event team – venue personnel, contractors, volunteers, technical production specialists
 - safety evacuation information and signage

- Set-up
 - bump-in
 - establish contact with the nominated contractor personnel
 - technical equipment (audio, lighting, props, sound)
 - stage design
 - displays, stands, signage
 - road closures

- Operation
 - catering
 - security
 - waste management

- bump out
- breakdown
- debrief/feedback/evaluation

2015 HSC Tourism, Travel and Events Mapping Grid

Section I

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
1	1	Working with customers – show social and cultural sensitivity page 45/46 Working in the industry – cultural diversity page 42	X		X	X	X		X	
2	1	Sustainability – participate in environmentally sustainable work practices page 33	X	X	X	X	X			
3	1	Working with customers – customers page 46	X		X		X		X	
4	1	Working in the industry – working with customers page 46	X	X	X	X			X	X
5	1	Safety – work health and safety (WHS) page 25	X	X	X		X		X	
6	1	Australian destinations – Australian tourism regions and destinations page 22	X						X	X
7	1	Sustainability – environment page 32/33 Working in the industry – industry accreditation page 38	X	X	X	X	X			
8	1	Working in the industry – working with others page 42	X	X	X	X			X	
9	1	Safety – safe work practices and procedures page 27	X	X	X		X		X	
10	1	Australian destinations – information on products page 21	X		X	X	X		X	X
11	1	Australian destinations – Australian tourism regions and destinations page 22	X				X		X	X
12	1	Sustainability – resources page 32	X	X	X	X	X			
13	1	Safety – risk management page 27	X	X	X		X		X	
14	1	Australian destinations – Australian tourism regions and destinations page 22	X				X		X	X
15	1	Working in the industry – nature of the industry page 37/38	X	X	X	X			X	X

Section II

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
16 (a)	2	Safety – work health and safety page 25	X	X	X		X		X	
16 (b)	2	Safety – WHS compliance page 26	X	X	X		X		X	
17 (a)	2	Working with customers – quality customer service page 46	X				X		X	
17 (b)	3	Working with customers – quality customer service page 47 Working in the industry – tourism and travel industry worker page 41	X	X	X	X	X		X	X
18	3	Working in the industry – technology page 41/42	X	X	X	X			X	X
19 (a)	2	Sustainability – environmental compliance page 33 Working in the industry page 39 Safety – WHS compliance page 25	X	X	X	X			X	X
19 (b)	6	Sustainability – environmentally sustainable work practices page 33/34	X	X	X	X	X			
20 (a)	2	Australian destinations – Australian tourism regions and destinations page 21/22	X						X	X
20 (b)	4	Australian destinations – Australian tourism regions and destinations page 21/22 Australian destinations – provision of information and advice page 22	X				X		X	X
21	4	Working in the industry page 38	X	X	X	X			X	X

Section III

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
22	15	Australian destinations – Australian tourism regions and destinations page 21/22 Australian destinations – provision of information and advice page 22	X						X	X

Section IV

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
23 (a)	4	Tourism and travel – stream focus area – sell tourism and travel products and services page 53	X		X	X			X	X
23 (b)	6	Tourism and travel – stream focus area – sell tourism and travel products and services page 53	X		X	X			X	X
23 (c)	10	Tourism and travel – stream focus area – tourism and travel products and services page 52	X		X	X			X	X
24 (a)	4	Events – stream focus area – event registrations page 59	X	X	X		X			X
24 (b)	6	Events – stream focus area – event registrations page 59	X	X	X		X			X

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
24 (c)	10	Events - stream focus area – event registrations page 59/60 – event staging page 60/61	X	X	X		X			X