

2009 HSC Tourism

Sample Answers

This document contains 'sample answers', or, in the case of some questions, 'answer may include'. These are developed by the examination committee for two purposes. The committee does this:

- (a) as part of the development of the examination paper to ensure the questions will effectively assess students' knowledge and skills, and
- (b) in order to provide some advice to the Supervisor of Marking about the nature and scope of the responses expected of students.

The 'sample answers' or similar advice, are not intended to be exemplary or even complete responses. They have been reproduced in their original form as part of the examination committee's 'working document'. While the handwritten notes have been typed for legibility, no further editorial change or addition has occurred.

Section II

Question 16

Sample answers could include:

- Avoid eye contact
- Turned side on
- Slouched
- Unclear speech as hand is in the way
- Shoulders hunching
- Head resting in hand

Barrier to effective communication indicates

- Lack of intent
- Discourteous
- Poor communication skills
- Unprofessional
- Loss of clientele
- Bad for business
- Not prepared
- Lack of interest

Fellow colleagues may read subtext and could cause conflict within the office.

Question 17
Sample answer/Answers could include:

State/territory	Capital city in the state/territory	River located in the capital city	Natural attraction in the state/territory	Man-made attraction in the state/territory
Queensland	<i>Brisbane</i>	Brisbane	Atherton Tablelands Cape York Peninsula Undarra Lava Tubes Great Barrier Reef Whitsunday Islands Fraser Island Glass House Mnts Daintree	Big Pineapple Australia Zoo Movie World Warners Bros Wet N Wild Brisbane Casino Cairns Casino Jupiter's Casino Cavill Avenue Townsville IMAX Theatre Cruises to GBR Japukai Kuranda Skyway Railway Kuranda Gold Coast/Surfers Sunshine Coast Stockmans Hall of Fame
Victoria	Melbourne	Yarra	<i>Twelve Apostles</i>	MCG Old Melbourne Gaol Victoria Markets Rialto Towers Melbourne "EYE" Historic Windsor Hotel Carlton gardens Lygon Street Ballarat Bendigo Fairy Penguins Philip Island Echuca Skifields Bright Glenrowan Puffing Billy Swan Hill Sovereign Hill Wilsons Promontory Brighton beach Federation Square

State/ territory	Capital city in the state/territory	River located in the capital city	Natural attraction in the state/territory	Man-made attraction in the state/territory
<i>South Australia</i>	Adelaide	<i>Torrens</i>	Kangaroo Island Lake Torrens Flinders ranges Mount Lofty Ranges Adelaide Hills	Hahndorf Village Wineries Chocolate Makers Coober Pedy Underground Claire Valley Murray River Cruises Kangaroo Island Glenelg Beach Queens Terrace
Western Australia	Perth	Swan	Rottnest Island Monkey Mia Dolphins Kimberley Ranges Wildflower season Broome-Cable Beach Wave Rock Pinnacles Bungle Bungles Karri Forest	<i>Albany Whaling Museum</i>

Question 18***Sample answer/Answers could include:***

Channels for customers: Develop flyers, posters, letterbox drop, place an advertisement in the local paper, write an editorial, radio interview, place a window display in your office, dress in theme to create hype and awareness, word of mouth.

Channels for colleagues: Sales calls to travel agents, word of mouth, incentive competition for travel agents in local area, offer of free tickets / family, training sessions, posters for display.

Reasons for distribution/channels:

- Ease of access in production
- Better coverage
- Cost
- Client type/audience
- Speed/time frame
- Environmental considerations

Question 19 (a)***Sample answer/Answers could include:***

Travelling on Qantas Airways Flight number 801 in economy class from Sydney departing at 2.10 am and arriving at 6.45 pm in Alice Springs. The flight is waitlisted.

Question 19 (b)***Sample answer/Answers could include:***

J – Business class available as it is a domestic flight with QF

Question 19 (c)***Sample answer/Answers could include:***

DRW

Question 19 (d)***Sample answer/Answers could include:***

Flight is now confirmed. (As it came from WL the code KK is used rather than HK, which is used, when flight is confirmed in the first instance.)

Question 20***Sample answer/Answers could include:***

- Standard components of memo format (inter-office communication) can use jargon and discuss office matters.
- Structure is procedural and easy to follow
- Sections of memo heading are completed correctly. That is: Date: Subject: and To:
- Well structured and formatted

Content:

- Ergonomics
- Explanation of OOS
- Areas where this might occur e.g. at computer desk, lifting, repetitive
- Take regular breaks
- Correct posture at computer
- Chair correct position
- Use shortcuts instead of overuse of mouse clicks
- Wear comfortable clothing when possible
- Do eye exercises – looking away from screen and focusing on distance
- Bend at knees, ask for help, use a trolley
- Break down repetitive tasks and break up with other tasks during the day
- Bending and turning
- Don't place heavy items on high shelves

Question 21 (a)***Sample answer/Answers could include:***

Toilet, first aid, phone, disability access, no smoking, help / info desk, emergency exit, customs, immigration, money exchange and refreshments

Question 21 (b)***Sample answer/Answers could include:***

Support, strengthen verbal instructions, and reduce stress / anxiety when unable to understand language, reduces culture shock, reduces embarrassment, minimises conflict

Clear and concise communication.

Question 21 (c)***Sample answer/Answers could include:***

- Interpreter
- Multi-lingual staff
- Brochures in many languages
- Touch screens in different languages
- Computer programs which translate
- Clear speech
- Speak slowly
- Don't use jargon
- Training of staff on cultural awareness
- Staff listing of which staff speak another language and their extension number

Section III

Question 22

Sample answer/Answers could include:

The services provided by Tourism Australia (ATC) include research into tourism, products, trends and traffic, marketing assistance and support, involvement in eco-tourism and indigenous programs, support to Event organisers, newsletters and case studies.

These all provide support to industry in raising awareness and supporting your business activities as well as increasing industry knowledge. The benefit of all these include:

- Understanding the industry
- Employment opportunities available and therefore career paths open
- Knowledge of different sectors in the industry
- Understanding of environmental issues
- Awareness of current legislation
- Maintain professionalism
- Maintain currency
- Current terminology
- Industry trends
- Current issues faced and how it effects the industry e.g. economic hardship
- Products and services available
- Impacts of tourism on the community and environment
- Social conditions
- Provide business advise for emerging markets

All of which will aid in the process of informed and responsible decision making.

Question 23

Sample answer/Answers could include:

A tour guide's personal presentation is most influenced by:

- Work location
- Job function
- Occupational health and safety
- Customer expectations
- Climate
- Transport used
- Company's requirements

Personal presentation involves:

- Easily identified by use of name badges, security passes, wearing of uniform to reflect venue / site / customer base / activities
- Personal hygiene: hair, teeth, nails, deodorant, general makeup
- Clear communication: hair secured away from face, fresh breath, no chewing gum, minimal jewellery to prevent distraction
- Outdoor safety: sunscreen, hat, water, umbrella, deodorant, insect repellent
- Safety – low heeled shoes, covered in shoes – stairs / steps / standing for long periods of time
- Customers – no overpowering perfume, tattoos and face piercing covered (if directed)
- Posture and stance to relay positive body language. Offer smile and greeting
- Maintenance – keep uniform washed and ironed. Have grooming aids at work so that you can freshen up during the day.

Scenarios / situations can include:

- Indoor venue guide
- Outdoor guide
- Activity based guide
- Educational guide
- Long-haul tour guide (European wholesalers)
- Day-tour tour guide – CBD based, regional, country, particular site
- Guides specialising in elderly market, children market, prestige market

Question 24***Sample answer/Answers could include:***

- Methods of transport available
 - To
 - Spirit of Tasmania
 - Flying
 - Around
 - Minivan
 - Coach
 - Tour product
- Details of various products in a region
 - Accommodation – camping, lodges, cabins, dormitory style, YHA
 - Tours
 - Local sightseeing
 - Extended
 - Adventure treks
 - Nature-based activities
- Attractions / sites / activities – relevant to nature based – hiking, cruising, bush walking
- Any events / festivals relevant to meet needs
- Suitability for target market
 - Accommodation
 - Cost
 - Group
 - Access to sites
 - Transport
 - Interest in environment