



B O A R D O F S T U D I E S
NEW SOUTH WALES

2011

**HIGHER SCHOOL CERTIFICATE
EXAMINATION**

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 9 and 11

Total marks – 80

Section I Pages 2–5

15 marks

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

Section II Pages 9–13

35 marks

- Attempt Questions 16–19
- Allow about 50 minutes for this section

Section III Page 15

15 marks

- Attempt Question 20
- Allow about 25 minutes for this section

Section IV Page 16

15 marks

- Attempt either Question 21 or Question 22
- 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 You want to keep an electronic record of information about attendees at a recent trade event.

Where would you store this information?

- (A) In a diary
 - (B) In a database
 - (C) In a lever arch file
 - (D) In a suspension folder
- 2 You have been notified about a travel warning for a popular destination.
- What is the best way of ensuring that all your clients who will be travelling there in the next 24 hours are made aware of this warning?
- (A) Fax
 - (B) Email
 - (C) Phone call
 - (D) Certified mail
- 3 What is *familiarisation*?
- (A) Reading a variety of brochures about a new product
 - (B) Travelling to a destination to experience the attractions
 - (C) Meeting fellow tourism operators by attending a trade seminar
 - (D) Undergoing formal training to learn about a new booking system

4 An urgent event quotation needs to be sent to a client.

Which type of mail would be best to use?

- (A) Bulk
- (B) Certified
- (C) Express
- (D) Registered

5 For which of the following Australian destinations should a warning be given that it is unsafe to swim in the ocean during the summer months because of the presence of marine stingers?

- (A) Fremantle, Brisbane
- (B) Port Douglas, Darwin
- (C) Adelaide, Port Macquarie
- (D) Lord Howe Island, Perth

6 What would be the best source of up-to-date information on the working conditions for employees in the tourism industry?

- (A) Union website
- (B) Venue brochures
- (C) Reference books
- (D) Policy and procedures manuals

7 A wholesaler offers you a free weekend at your favourite hotel if you do not promote the rental properties of other wholesale companies.

What could this be an example of?

- (A) Unethical behaviour
- (B) An illegal practice
- (C) An appropriate incentive scheme
- (D) An opportunity to experience a new venue

- 8** The Department of Foreign Affairs and Trade (DFAT) website is important for people working in the tourism industry because it
- (A) provides ratings of carriers.
 - (B) gives current weather information.
 - (C) provides up-to-date travel warnings.
 - (D) recommends reliable duty-free shopping venues.
- 9** Which of the following Australian cities will celebrate the start of the New Year first?
- (A) Adelaide
 - (B) Brisbane
 - (C) Perth
 - (D) Sydney
- 10** A colleague has been injured on her way to work and will need to rest at home for a week.
- What organisational problem will the business need to address?
- (A) Work schedules will need to be adjusted.
 - (B) The injured worker will need to be cared for.
 - (C) The injury will cost the business a lot of money.
 - (D) Fellow workers will be distressed by the injury to their workmate.
- 11** An angry client phones you to say that he has not received a response to a letter of complaint about a holiday that was booked through your company.
- How should you respond?
- (A) Admit fault and offer a new holiday.
 - (B) Acknowledge the problem and request details.
 - (C) Say that you didn't receive the letter and ask for a new copy.
 - (D) Inform him that you are busy at the moment but will investigate if you get time.

- 12** By invitation, an international media personality showcased Australia in a series of television programs. This strategy was used to encourage more overseas tourists to Australia.

Which of the following would demonstrate that this strategy was successful?

- (A) Many Australians watched the programs.
 - (B) The programs were watched by many viewers across the world.
 - (C) The New South Wales Art Gallery has had a higher rate of local visitors since the programs were shown.
 - (D) The number of international hits to Australian tourism websites has increased since the programs were shown.
- 13** Which one of the following is a legal issue that relates to the tourism industry?
- (A) Duty of care
 - (B) Overbooking
 - (C) Commission procedures
 - (D) Product recommendation
- 14** Which of the following is an employee responsibility under the *Occupational Health and Safety Act 2000* (NSW)?
- (A) Taking care of the health and safety of clients in the office
 - (B) Setting guidelines to ensure safe handling of hazardous materials
 - (C) Regularly updating information about the requirements of the Act
 - (D) Ensuring that the design of the office has clear exits and entrances
- 15** In April 2011 the Australian dollar was trading at a higher value than the US dollar.
- What was the most likely consequence of this?
- (A) Australians delayed taking overseas holidays.
 - (B) American tourists were more likely to travel to Australia.
 - (C) Domestic holidays within Australia became more attractive.
 - (D) International destinations became more affordable for Australian travellers.

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Tourism and Events

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Centre Number

Section II

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Student Number

35 marks

Attempt Questions 16–19

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 (7 marks)

- (a) What is the difference between a *region* and a *destination*? 2

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- (b) A family of two adults and two children, aged 8 and 15, plan to visit a regional town in NSW for a weekend. 5

Choose an appropriate regional town and plan a detailed itinerary for the family's visit.

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Question 17 (9 marks)

- (a) Why is it important in the tourism and events industry to identify whether a customer is a new customer or a repeat customer? **2**

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- (b) What are the benefits to a tourism or events business of good customer service? **3**

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- (c) What are the customer requirements of parents who have a child travelling unaccompanied by air from Sydney to Perth? **4**

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Tourism and Events

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Centre Number

Section II (continued)

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Student Number

Question 18 (12 marks)

- (a) Describe the advantages and disadvantages for a tourism business of using the internet as a source of information. **4**

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- (b) Identify external services that are available to help tourism agencies provide effective customer service to clients from diverse cultures. **3**

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Question 18 continues on page 12

Question 18 (continued)

- (c) You are planning a trade event in Australia that will be attended by people from a number of different countries in Asia.

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Describe the strategies you could put in place to ensure that everyone will feel welcome.

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End of Question 18

Question 19 (7 marks)

(a) Recommend strategies a tourism office could use to reduce waste and energy use. **3**

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(b) How could the success of strategies to reduce waste and energy use be measured? **4**

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Tourism and Events

Section III

15 marks

Attempt Question 20

Allow about 25 minutes for this section

Answer the question in a writing booklet. Extra writing booklets are available.

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
-

Question 20 (15 marks)

The tourism and events industry in Australia must be willing to adapt. Concerns about the environment, the economy and the increasing use of the internet are presenting both problems and opportunities for the industry.

With reference to the above statement, discuss strategies that could be used to address some of the issues currently facing the tourism and events industry in Australia.

Please turn over

Section IV

15 marks

Attempt either Question 21 or Question 22

Allow about 25 minutes for this section

Answer the question in a SEPARATE writing booklet. Extra writing booklets are available.

Question 21 — Events Stream (15 marks)

You are organising a farewell concert for a popular Australian music group, to be held in December. The group has requested a large open-air field outside a major regional centre.

- (a) Why is it important to conduct a site inspection as part of the registration process? **3**
- (b) Explain ONE legal issue that will need to be considered in organising this event. **3**
- (c) Discuss the possible positive and negative impacts of such a concert on the local community. **9**

OR

Question 22 — Tourism Stream (15 marks)

You have been asked to provide information for a training session for new staff to assist them when providing services to customers travelling to a luxury Australian island destination.

- (a) Identify possible extra fees and charges, other than accommodation costs, that need to be brought to the attention of clients. **3**
- (b) Explain ONE selling technique that could be used to determine customer preferences and needs. **3**
- (c) Describe the skills that those working in the tourism industry need to demonstrate in order to fulfil customer needs. **9**

End of paper