



## **2011 Tourism and Events HSC Examination 'Sample Answers'**

When examination committees develop questions for the examination, they may write 'sample answers' or, in the case of some questions, 'answers could include'. The committees do this to ensure that the questions will effectively assess students' knowledge and skills.

This material is also provided to the Supervisor of Marking, to give some guidance about the nature and scope of the responses the committee expected students would produce. How sample answers are used at marking centres varies. Sample answers may be used extensively and even modified at the marking centre OR they may be considered only briefly at the beginning of marking. In a few cases, the sample answers may not be used at all at marking.

The Board publishes this information to assist in understanding how the marking guidelines were implemented.

The 'sample answers' or similar advice contained in this document are not intended to be exemplary or even complete answers or responses. As they are part of the examination committee's 'working document', they may contain typographical errors, omissions, or only some of the possible correct answers.

## Section II

### Question 16 (a)

*Sample answer:*

A destination is a specific place, eg Newcastle, Sydney or Tamworth.

A region can encompass more than one destination, eg Hunter Region, Blue Mountains or Outback NSW

### Question 16 (b)

*Sample answer:*

Dubbo would be an ideal weekend for this family as they could choose to drive or fly. There are plenty of family style motels available. On Day 1 they could visit the Western Plains Zoo. On Day 2 they could visit Old Dubbo Gaol or other local museums, or just drive around the town.

*Answers could include:*

- may fly or rail to destination
- may choose coach tour (all included)
- list appropriate activities in itinerary for kids of both age groups and parents
- at least two full days of activities (not half travel time).

*Answers could include:*

Day One:

- drive from Sydney or home
- stop for lunch at Orange
- arrive at Dubbo – check into a motel
- afternoon: visit old Dubbo Goal
- dinner at family-style restaurant.

Day Two:

- day at Western Plains Zoo
- afternoon – depart for home.

### Question 17 (a)

*Sample answer:*

- A repeat customer may have a client profile which details their requirements, eg accommodation, airline preferences, car rental, frequent flyer etc. This personal touch will add to client satisfaction.
- A new client provides the opportunity to establish rapport by spending time discussing their particular needs, eg level of accommodation, preferences in destination requirements or satisfaction with level of service, to encourage further bookings. Use your selling skills to promote your business.

**Answers could include:**

- loyalty discounts for repeat customers
- repeat customers validate existing customer-service levels
- satisfying to staff that they have repeat clientele
- new customers may confirm appropriate choice of marketing material.

**Question 17 (b)****Sample answer:**

It will encourage repeat business, others will hear of good reputation and there will be fewer complaints, which will lead to happier staff and higher profits.

**Question 17 (c)****Sample answer:**

Parents want to be assured that the carrier is safe and has reliable staff who are aware that they are taking some responsibility in responding to the child's needs. They will help the child with luggage and personal belongings. They need to know that someone will ensure that the child is met at the destination and not handed over to anyone who does not have sufficient identification or authority.

**Answers could include:**

- parents may want to see policies and processes and be assured that they are followed
- ensure sender/receiver documentation is correct
- ensure booking is adequate and details are accurate
- child escorted to correct seat
- child comforted during take-off/landing
- appropriate meals
- medical needs considered
- accredited child protection
- safety and security of child (duty of care)
- child and accompanying bags tagged appropriately.

**Question 18 (a)****Sample answer:****Advantages:**

- variety/range of readily available information
- ease of comparing information
- current information
- ratings of products/reviews.

The internet can deliver information faster than waiting for brochures or other information to be sent. Pictures of destinations are available for viewing and conveying to customers. The internet enables the professional to remain up-to-date with industry information and, consequently remain competitive and minimise mistakes.

*Disadvantages:*

- not all websites are reliable
- sometimes information is not current
- information may be designed to sell certain products.
- online system may be down
- sites could be dangerous
- unauthorised reviews may not be honest/ethical
- there may be copyright issues.

**Question 18 (b)**

*Sample answer:*

External services include interpreters, government agencies, consulates and websites – to locate specific information about cultures or destinations.

*Answers could include:*

- brochures
- newspapers
- global travel agencies
- leaders from community cultural groups
- dictionary (other languages – online)
- external training providers for staff development on cross-cultural issues
- the internet to access specific cultural information websites
- documentaries and associated media featuring destinations and culture.

**Question 18 (c)**

*Sample answer:*

- signage to suit a range of Asian languages
- easy access/transportation to venues
- professional looking, approachable staff who are pro-active in assisting visitors
- selection of food and beverages that will be familiar and not culturally inappropriate
- do not make assumptions to match customer needs without offering choices
- use simple, clear language without speaking too loudly (attracting unnecessary attention)
- provide programs in variety of languages
- have interpreters available
- offer suitable gifts/business cards
- pre-event training for all staff on cultural differences

- staff who are culturally aware or represent a variety of Asian countries
  - with good knowledge of language/cultural protocols to greet visitors
  - aware of body language and gestures that may offend
  - aware of specific issues pertaining to Asian cultures, eg:
    - eye contact
    - personal space
    - saving face
    - social status
    - greeting – bowing
    - hand gestures.

### **Question 19 (a)**

#### ***Answers could include:***

- use computer files instead of paper files
- replace hardcopy with email
- if printing make double-sided copies
- recycle paper and cardboard files, compost waste
- do not use disposable cups
- if using a dishwasher, make sure it is full and on correct cycle
- order minimal hardcopy, brochures etc
- turn off unused lights and other electrical appliances at wall
- install motion sensors or timers for lighting
- install sensor taps and half-flush toilets
- do not leave computer on standby
- use of air-conditioning and heating appropriately
- invest in energy efficient appliances and light globes.

### **Question 19 (b)**

#### ***Answers could include:***

- involve staff in review of waste management practices
- a database could be used to compare expenses
- compare, contrast, record, monitor and check
- review electricity bills
- stationary bills should be reduced
- expenses should be less and office should be tidier with less paper.
- regular review of brochure stock (current)
- waste audit completed at regular intervals
- monitor amount of garbage and waste being recycled.

## Section III

### Question 20

*Answers could include:*

Strategies

- environment – making sustainable
  - saving resources
  - recycling
  - eco tourism
  - waste from events
- economy – effects of interest rates, exchange rates global downturn or research
  - addressing best markets and making appropriate products
  - multi-tasking staff to reduce overheads
  - fuel costs
  - fees/charges on rise
  - loss of jobs in tourism and events in shop-front situations
  - develop better value for money/deals
  - sell events to domestic markets instead of international
  - tourism websites offer special deals to determine where AUD is better value
  - ensure profits by offering holistic bookings/packages
  - promote industry film events to encourage customers back to travel agents
- internet etc – online agents, happy hours with airlines etc
  - easy-to-use websites
  - online bookings for convenience
  - secure payment systems – prevent easy access for fraudulent activities
  - hidden fees and charges for some online operators
  - comparing venues for events is easier
  - develop and promote own websites to counteract airline web bookings.

## Section IV

### Question 21 (a)

*Answers could include:*

Provides an opportunity to check the location as an important part of the negotiating process.

Points to consider:

- venue availability on date or earlier – to set up facilities
- security and safety of access
- transport and parking
- liaising with venue staff
- access for contractors

- problem solving including contingency plans
- layout of registration area
- assess site for cleanliness and maintenance of facilities
- suitability of site for target audience and client's needs
- validate that staff and facilities reflect marketing material
- assess reliability and credibility of site staff in relation to event's requirements.

**Question 21 (b)*****Answers could include:***

1. Risk assessment to meet OHS requirements.
2. Correct licences and permits are held.
3. Correct insurance, eg:
  - public liability
  - duty of care/customer protection
  - worker's compensation
  - workplace relations
  - environmental protection
  - anti-discrimination.

**Question 21 (c)*****Answers could include:***

## Positives:

- economic–multiplier effect and increased employment
- social–cohesiveness and benefits of new infrastructure
- cultural identity–learning about new culture and experience new ways of doing things
- promotion–putting the region on the map and showcasing ability to hold future events
- environment–improved awareness and funding into research for flora and fauna
- tourism–pre- and post-event visitor numbers, word-of-mouth recommendations.

## Negatives:

- economic–leakage and temporary or casual employment
  - increased prices for locals (expensive tourist zones)
  - insurance implications
- social–overcrowding, local residents not embracing the event
- cultural–misunderstandings resulting in conflict
  - trivializing different cultures
- promotion–risk of negative publicity reflecting on the region
- environment–waste, noise pollution, damage to local area
- traffic congestion, damage to surrounding area from parking etc.

**Question 22 (a)*****Answers could include:***

- deposit, amendment or cancellation fees
- booking fees for some online agencies
- transfers, laundry, portage, tips
- inclusion of meals and activities in costs, whether on island or tours from island.

**Question 22 (b)*****Answers could include:***

- open questioning to discover customer's needs, eg
  - type of destination suitable to their expectations
  - what they hope to achieve from the holiday
- product matching – showing DVD of products and services available
- up selling – compare islands – upgrade accommodation and inclusions
- top down – highest benefits described first
- suggestive selling
- offer alternatives.

**Question 22 (c)*****Answers could include:***

- reliability – in products and services
- duty of care – safety and security addressed
- knowledge – of all products to match to customer needs
- problem solving
- relevant computer skills
- organisational skills and ability to multi task
- professional customer service
  - show empathy and have good communication skills – verbal/non-verbal
  - questioning skills – developing rapport
  - personal presentation and consistency in service
  - prompt service with attention to detail
  - experience in dealing with customers from different backgrounds.