



**BOARD OF STUDIES**  
NEW SOUTH WALES

## **2011 HSC Tourism and Events Marking Guidelines**

### **Section I**

#### **Multiple-choice Answer Key**

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

## Section II

### Question 16 (a)

Criteria	Marks
• Demonstrates an understanding of the difference between a region and a destination	2
• Demonstrates an understanding of either a region or a destination	1

### Question 16 (b)

Criteria	Marks
• Chooses an appropriate regional destination for this family of four and provides a detailed and appropriate itinerary with a variety of suitable activities	5
• Chooses an appropriate regional destination for this family of four and provides some detail for the itinerary with suitable activities	3–4
• Chooses a destination and/or a limited itinerary and/or suitable activities	1–2

### Question 17 (a)

Criteria	Marks
• Demonstrates an understanding of the importance of identifying repeat and new customers for the tourism and events industry	2
• Identifies either a repeat or new customer for either the tourism or the events industry	1

### Question 17 (b)

Criteria	Marks
• Demonstrates a comprehensive understanding of the benefits of good customer service to a tourism or events business	3
• Demonstrates a sound understanding of the benefits of good customer service to a tourism or events business	2
• Shows a basic understanding of the benefits of good customer service to a tourism or events business	1

**Question 17 (c)**

<b>Criteria</b>	<b>Marks</b>
• Provides a range of relevant customer requirements for an unaccompanied child travelling from Sydney to Perth by air	4
• Provides some relevant customer requirements for an unaccompanied child travelling from Sydney to Perth by air	3
• Provides limited customer requirements for an unaccompanied child travelling from Sydney to Perth by air	2
• Provides a generic requirement for an unaccompanied travel	1

**Question 18 (a)**

<b>Criteria</b>	<b>Marks</b>
• Demonstrates a comprehensive understanding of the advantages and disadvantages for a tourism business of using the internet as a source of information	4
• Demonstrates a sound understanding of the advantages and disadvantages for a tourism business of using the internet as a source of information	3
• Demonstrates a basic understanding of an advantage and a disadvantage for a tourism business of using the internet as a source of information	2
• Shows limited understanding of either an advantage or a disadvantage for a tourism business of using the internet as a source of information	1

**Question 18 (b)**

<b>Criteria</b>	<b>Marks</b>
• Identifies a range of appropriate external services which are available to help tourism agencies in providing effective customer service to clients from diverse cultures	3
• Identifies some external services which are available to help tourism agencies in providing customer service to clients from diverse cultures	2
• Identifies an internal or external service which is available to help tourism agencies in providing customer service	1

**Question 18 (c)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Provides a range of appropriate strategies and demonstrates a clear understanding of the characteristics required to make Asian visitors feel welcome at the trade event</li></ul>	5
<ul style="list-style-type: none"><li>Provides a range of appropriate strategies and demonstrates a general understanding of the characteristics required to make Asian visitors feel welcome at the trade event</li></ul>	4
<ul style="list-style-type: none"><li>Provides some appropriate strategies and demonstrates a basic understanding of the characteristics required to make Asian visitors feel welcome at the trade event</li></ul>	3
<ul style="list-style-type: none"><li>Provides an appropriate strategy with limited understanding to make Asian visitors feel welcome</li></ul>	2
<ul style="list-style-type: none"><li>Provides a strategy to make visitors feel welcome</li></ul>	1

**Question 19 (a)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Recommends a range of appropriate strategies a tourism office can use to reduce waste and energy use</li></ul>	3
<ul style="list-style-type: none"><li>Identifies some strategies a tourism office can use to reduce waste and energy use</li></ul>	2
<ul style="list-style-type: none"><li>Identifies a strategy a tourism office can use to reduce either waste or energy use</li></ul>	1

**Question 19 (b)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"><li>Demonstrates a clear understanding of a range of appropriate strategies to measure waste and energy use, using appropriate examples</li></ul>	4
<ul style="list-style-type: none"><li>Demonstrates some understanding of how to measure the success of strategies to reduce waste and energy use</li></ul>	3
<ul style="list-style-type: none"><li>Demonstrates some understanding of how to measure a strategy to reduce waste and/or energy use</li></ul>	2
<ul style="list-style-type: none"><li>Shows limited understanding of measuring the effectiveness of reducing either waste or energy use</li></ul>	1

## Section III

### Question 20

Criteria	Marks
<ul style="list-style-type: none"> <li>• Demonstrates a comprehensive understanding of the challenges facing the tourism industry</li> <li>• Correctly identifies a range of appropriate strategies which could be used to address these issues</li> <li>• Makes reference to the statement</li> <li>• Accurately communicates ideas and information in a logical and cohesive response with relevant examples and industry terminology</li> </ul>	13–15
<ul style="list-style-type: none"> <li>• Demonstrates a sound understanding of the challenges facing the tourism industry</li> <li>• Correctly identifies a range of strategies which could be used to address these issues</li> <li>• Refers to the statement</li> <li>• Communicates ideas and information in a logical and cohesive response with relevant examples using industry terminology</li> </ul>	10–12
<ul style="list-style-type: none"> <li>• Demonstrates some understanding of the challenges facing the tourism industry</li> <li>• Identifies strategies which could be used to address these issues</li> <li>• Refers to the statement</li> <li>• Communicates ideas and information with relevant examples using industry terminology</li> </ul>	7–9
<ul style="list-style-type: none"> <li>• Provides a basic understanding of the challenges facing the tourism industry</li> <li>• Identifies some strategies which could be used to address these issues</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Provides some examples and may use industry terminology</li> </ul>	4–6
<ul style="list-style-type: none"> <li>• Provides a limited understanding of the challenges facing the tourism industry</li> <li>• Lists a strategy OR an example of an issue</li> </ul>	1–3

## Section IV

### Question 21 (a)

Criteria	Marks
<ul style="list-style-type: none"><li>Provides a range of relevant reasons why a site inspection is conducted</li></ul> OR <ul style="list-style-type: none"><li>Provides some reasons with reference to the registration process and a site inspection</li></ul>	3
<ul style="list-style-type: none"><li>Provides some reasons why a site inspection is conducted</li></ul>	2
<ul style="list-style-type: none"><li>Identifies a site OR generic criteria</li></ul>	1

### Question 21 (b)

Criteria	Marks
<ul style="list-style-type: none"><li>Explains ONE relevant legal issue that will need to be considered in organising this event</li></ul>	3
<ul style="list-style-type: none"><li>Outlines ONE relevant legal issue that will need to be considered in organising this event</li></ul>	2
<ul style="list-style-type: none"><li>Identifies legal issue that will need to be considered in organising this event</li></ul>	1

**Question 21 (c)**

<b>Criteria</b>	<b>Marks</b>
<ul style="list-style-type: none"> <li>• Demonstrates a comprehensive understanding of the possible positive and negative impacts of this concert</li> <li>• Relates these impacts of the concert on the local community</li> <li>• Provides a range of relevant examples</li> </ul>	9
<ul style="list-style-type: none"> <li>• Demonstrates a sound understanding of positive and negative impacts of this concert</li> <li>• Relates these impacts of the concert on the local community</li> <li>• Provides some relevant examples</li> </ul>	7–8
<ul style="list-style-type: none"> <li>• Demonstrates a general understanding of the possible positive and negative impacts of this concert</li> <li>• Relates some of these impacts of the concert on the local community</li> <li>• Provides basic examples</li> </ul>	5–6
<ul style="list-style-type: none"> <li>• Demonstrates a basic understanding of the possible positive and/or negative impacts of this concert</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Relates some of these impacts of the concert on the local community, with an example</li> </ul>	3–4
<ul style="list-style-type: none"> <li>• Demonstrates a limited understanding of the possible positive or negative impacts of this concert</li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>• Relates how one of these impacts affects the local community providing an example</li> </ul>	1–2

**Question 22 (a)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Identifies a range of relevant fees, charges and information that need to be brought to the attention of clients</li> </ul>	3
<ul style="list-style-type: none"> <li>Identifies relevant fees and charges that need to be brought to the attention of clients</li> </ul>	2
<ul style="list-style-type: none"> <li>Identifies some basic fees or charges</li> </ul>	1

**Question 22 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Identifies and explains one relevant selling technique that could be used to determine customer preferences and needs</li> </ul>	3
<ul style="list-style-type: none"> <li>Identifies one relevant selling technique that could be used to determine customer preferences and needs</li> </ul>	2
<ul style="list-style-type: none"> <li>Identifies or explains briefly one selling technique to determine customer preferences or needs</li> </ul>	1

**Question 22 (c)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Demonstrates a comprehensive understanding of the skills needed by a tourism employee</li> <li>Relates these skills to fulfilling customer needs and expectations</li> <li>Accurately communicates ideas including appropriate examples</li> </ul>	9
<ul style="list-style-type: none"> <li>Demonstrates a sound understanding of the skills needed by a tourism employee</li> <li>Relates these skills to fulfilling customer needs and expectations</li> <li>Communicates ideas including appropriate examples</li> </ul>	7–8
<ul style="list-style-type: none"> <li>Demonstrates a general understanding of the skills needed by a tourism employee</li> <li>Relates some of these skills to fulfilling customer needs and expectations providing appropriate examples</li> </ul>	5–6
<ul style="list-style-type: none"> <li>Demonstrates a basic understanding of the skills needed by a tourism employee</li> </ul> OR <ul style="list-style-type: none"> <li>Relates some skills to fulfill customer needs and expectations, with limited examples</li> </ul>	3–4
<ul style="list-style-type: none"> <li>Demonstrates a limited understanding of the skills needed by a tourism employee</li> </ul> OR <ul style="list-style-type: none"> <li>Relates some skills to fulfill customer needs and expectations</li> </ul>	1–2



# Tourism and Events

## 2011 HSC Examination Mapping Grid

### Section I

Question	Marks	Unit of competency/Element of competency
1	1	SITXADM001A Perform office procedures
2	1	SITXCOM001A Work with colleagues and customers
3	1	SITTTSL004A Source and provide Australian destination information and advice
4	1	SITXADM001A Perform office procedures
5	1	SITTTSL004A Source and provide Australian destination information and advice
6	1	SITTIND001A Develop and update tourism industry knowledge
7	1	SITTIND001A Develop and update tourism industry knowledge
8	1	SITTTTSL001A Operate an online information system
9	1	SITTTSL004A Source and provide Australian destination information and advice
10	1	SITXOHS001B Follow health, safety and security procedures
11	1	SITXCOM001A Work with colleagues and customers
12	1	SITTIND001A Develop and update tourism industry knowledge
13	1	SITTIND001A Develop and update tourism industry knowledge
14	1	SITXOHS001B Follow health, safety and security procedures
15	1	SITTIND001A Develop and update tourism industry knowledge

### Section II

Question	Marks	Unit of competency/Element of competency
16 (a)	2	SITTTSL004A Source and provide Australian destination information and advice
16 (b)	5	SITTTSL004A Source and provide Australian destination information and advice
17 (a)	2	SITXCOM001A Work with colleagues and customers
17 (b)	4	SITXCOM001A Work with colleagues and customers
17 (c)	3	SITXCOM001A Work with colleagues and customers
18 (a)	4	SITTTTSL001A Operate an online information system
18 (b)	3	SITXCOM002A Work in a socially diverse environment
18 (c)	5	SITXCOM002A Work in a socially diverse environment
19 (a)	3	SITXENV001A Participate in environmentally sustainable work practices
19 (b)	4	SITXENV001A Participate in environmentally sustainable work practices

### Section III

Question	Marks	Unit of competency/Element of competency
20	15	SITXENV001A Participate in environmentally sustainable work practices SITTTSL001A Operate an online information system SITTIND001A Develop and update tourism industry knowledge SITXOHS001B Follow health, safety and security procedures

**Section IV**

<b>Question</b>	<b>Marks</b>	<b>Unit of competency/Element of competency</b>
21 (a)	3	SITXEVT004A Coordinate onsite registrations
21 (b)	3	SITXEVT001A Develop and update event industry knowledge
21 (c)	9	SITXEVT001A Develop and update event industry knowledge
22 (a)	3	SITTTSL002A Access and interpret product information
22 (b)	3	SITTTSL005A Prepare quotations
22 (c)	9	SITTTSL005A Sell tourism products and services