

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

2012

**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 13

Total marks – 80

Section I Pages 2–5

15 marks

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

Section II Pages 9–14

35 marks

- Attempt Questions 16–21
- Allow about 50 minutes for this section

Section III Page 15

15 marks

- Attempt Question 22
- Allow about 25 minutes for this section

Section IV Page 16

15 marks

- Attempt either Question 23 or Question 24
- 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 Two colleagues are assigned to move heavy items while setting up for an event.
- Which of the following will best help them to carry out this task efficiently and safely?
- (A) Communication
 - (B) Identification
 - (C) Motivation
 - (D) Resolution
- 2 Which of the following may lead to cultural misunderstandings in the workplace?
- (A) Stereotyping of groups
 - (B) Active listening to clients
 - (C) Flexibility of work patterns
 - (D) Accepting diversity among people
- 3 Which row in the table correctly matches a tourist activity with its tourism industry sector?

	<i>Activity</i>	<i>Sector</i>
(A)	A homestay on a farm	Attractions
(B)	A day at Wonderland	Events
(C)	A conference of scientists	Accommodation
(D)	A day trip to Kangaroo Island	Tour operator

- 4 Which of the following is the best action for minimising accidents and injuries in the workplace?
- (A) Risks are identified and eliminated.
 - (B) Health and safety legislation is understood.
 - (C) All hazards are reported to WorkCover NSW.
 - (D) Appropriate training courses are undertaken by staff.

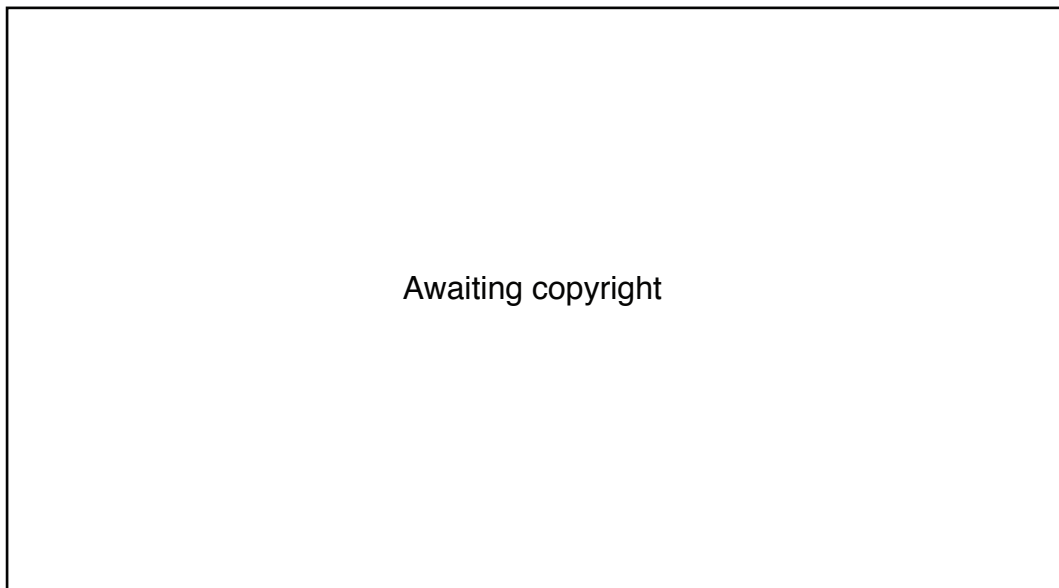
5 Part of a database of customers from a travel agency is shown.

<i>Last Name</i>	<i>First Name</i>	<i>Destination</i>	<i>Date of last booking</i>	<i>Number of bookings</i>
Assad	Anthony	Perth	10-06-2012	12
Nguyen	Patrick	Alice Springs	21-06-2012	11
Lee	Jessica	Canberra	07-09-2012	14
Johnson	Zoe	Townsville	30-10-2012	15

What classification system has been used in this database?

- (A) Alphabetical
 - (B) Chronological
 - (C) Geographical
 - (D) Numerical
- 6 Which of the following Queensland towns is the closest to the Tropic of Capricorn?
- (A) Brisbane
 - (B) Cairns
 - (C) Rockhampton
 - (D) Townsville
- 7 How can an ecotourism business achieve compliance?
- (A) By encouraging tourists to travel in small groups
 - (B) By selling goods made overseas as local souvenirs
 - (C) By reporting to customers about their sustainability goals
 - (D) By implementing procedures to meet environmental regulations

- 8** Which of these lists shows attractions that would ALL be part of an intrastate trip?
- (A) Kakadu, Uluru, Lake Burley Griffin
 - (B) Wave Rock, Kings Canyon, The Pinnacles
 - (C) Flinders Ranges, Barossa Valley, Franklin River
 - (D) Salamanca Market, Cradle Mountain, Port Arthur
- 9** A consultant located the following hotel information from an internet search.



- What should be of most concern to the consultant before providing this information to a client?
- (A) The image is only of the outside of the hotel.
 - (B) Breakfast is only included with the Single Room.
 - (C) Prices may have changed because the website is not current.
 - (D) The Queen Room and the Harbour View Room are the same price.
- 10** Which of the following questions is an example of an open question?
- (A) ‘Have you been to the west coast of Tasmania before?’
 - (B) ‘Are you happy with the choice of Fiji for your next trip?’
 - (C) ‘What do you expect to get out of this vacation to New Zealand?’
 - (D) ‘Approximately how much did you want to spend on the hotel in Vegas?’

- 11** Which of the following places is closest to Darwin?
- (A) Arnhem Land
 - (B) Bathurst Island
 - (C) Katherine Gorge
 - (D) Tennant Creek
- 12** When would a confirmation letter be sent to a client?
- (A) Following the initial enquiry
 - (B) When the deposit has been paid
 - (C) After the final balance has been paid
 - (D) Once the booking requests have been accepted
- 13** Why is it important for employees in the tourism and events industry to be aware of non-verbal communication as part of acceptable protocol?
- (A) This will prevent relationship building.
 - (B) It is an acknowledged code of behaviour.
 - (C) It is mostly used in general conversations.
 - (D) This will accommodate cultural differences.
- 14** What is a *preferred product arrangement*?
- (A) An allocation of bonuses to staff
 - (B) The provision of products and services to staff
 - (C) An agreement with a supplier to promote goods and services
 - (D) The provision of gifts and services free of charge by an agency
- 15** Why do some hotels charge a single supplement?
- (A) To encourage people to travel alone
 - (B) To help offset the room maintenance costs
 - (C) To persuade solo travellers to extend their stay
 - (D) To enable more rooms to be available each night

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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 16–21

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 (6 marks)

(a) Complete the following table of information about Australian destinations. 3

<i>State</i>	<i>Capital city</i>	<i>Approximate direct flying time from Sydney to capital city</i>	<i>Climate in capital city in July</i>
Victoria			
Western Australia			

(b) The following four rivers are located in Australia. 3

- Derwent River
- Torrens River
- Todd River
- Swan River

Choose ONE of the rivers listed and complete the table.

<i>Name of river selected from list</i>	<i>State/territory in which it is located</i>	<i>One city which is located on this river</i>	<i>Two attractions of this region</i>	<i>An annual event which occurs in this state/territory</i>
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Question 17 (continued)

- (b) Mr Lindsay has not been able to pick up his documents and is now due to depart in two days. 2

Explain the most appropriate and secure service that Pat could use to send him the travel documents.

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End of Question 17

Question 18 (8 marks)

A tourism business wants to develop six accommodation lodges in a remote area close to a national park. Planning permission requires that environmental sustainability be considered in the building design and daily operation of the lodge. 8

Explain building features and operational work practices that will address this requirement.

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Centre Number

Section II (continued)

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Student Number

Question 20 (5 marks)

- (a) Outline the important travel warnings that might need to be provided to inbound international visitors to Australia. **2**

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- (b) What are the sources of information for a tourism employee wishing to advise potential clients of travel warnings within Australia? **3**

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Question 21 (4 marks)

How do fluctuations in the Australian dollar affect the Australian tourism industry?

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Tourism and Events

Section III

15 marks

Attempt Question 22

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 22 (15 marks)

For a city hosting a world sporting event, the increase in visitor numbers can have both positive and negative impacts.

Discuss the economic, social and environmental impacts of such an event for the city and the surrounding area.

Please turn over

Section IV

15 marks

Attempt either Question 23 or Question 24

Allow about 25 minutes for this section

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

Question 23 — Tourism Stream (15 marks)

You are the owner of a new travel business and you are inducting a group of new staff members.

- (a) What information would you give about the importance of informing customers of booking conditions and associated legal requirements when quoting and selling products? **3**
- (b) As the business owner, explain methods you might expect staff to use when promoting new products to existing and prospective clients. **4**
- (c) Propose a range of effective selling techniques your new staff might use to meet sales targets. Justify your answer with examples. **8**

OR

Question 24 — Events Stream (15 marks)

You are planning an Academic Awards ceremony with an expected attendance of 350 people.

- (a) What information would you need each attendee to record on their registration form? **3**
- (b) Explain the materials and information that should be provided to staff, participants and guests on the day of the awards ceremony. **4**
- (c) Discuss the legal obligations and ethical industry practices an event organiser would need to be aware of for this awards ceremony. **8**

End of paper