



BOARD OF STUDIES
NEW SOUTH WALES

2012 HSC Tourism and Events Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
• FIVE–SIX facts correct	3
• THREE–FOUR facts correct	2
• ONE–TWO facts correct	1

Question 16 (b)

Criteria	Marks
• FIVE facts correct	3
• THREE–FOUR facts correct	2
• ONE–TWO facts correct	1

Question 17 (a)

Criteria	Marks
• Drafts correspondence that is correct and appropriate in format/style for the purpose, including date, address, greeting, body, close, signature • Includes required information in body of letter	4
• Drafts correspondence that is appropriate in format/style for the purpose, including some of: date, address, greeting, body, close, signature • Includes some required information in body of letter	3
• Drafts correspondence in less formal style, including some required information	2
• Drafts correspondence with minimal requirements	1

Question 17 (b)

Criteria	Marks
• Demonstrates a sound understanding of the importance and security of sending travel documents	2
• Demonstrates a limited understanding of the importance and security of sending travel documents	1

Question 18

Criteria	Marks
<ul style="list-style-type: none"> • Provides a comprehensive range of suitable environmentally sustainable building features and work practices for the context • Explains how these work practices can meet the criteria • Makes reference to appropriate legislation or planning regulations 	8
<ul style="list-style-type: none"> • Provides a broad range of suitable environmentally sustainable building features and work practices for the context • Explains how these practices can meet the criteria 	7
<ul style="list-style-type: none"> • Provides a range of suitable environmentally sustainable building features and work practices for the context • Links suggestions to resources such as water, power etc 	5–6
<ul style="list-style-type: none"> • Provides a list of environmentally sustainable building features and work practices 	3–4
<ul style="list-style-type: none"> • Provides a list of duties or actions with reference to recycling 	1–2

Question 19

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates understanding of how knowledge of needs and expectations of different cultural groups can be helpful to industry • Links customer satisfaction with needs and wants of North American market • Provides a comprehensive range of examples suitable to the context 	5–6
<ul style="list-style-type: none"> • Links customer satisfaction with needs and wants of North American market • Provides a range of examples suitable to the context 	3–4
<ul style="list-style-type: none"> • Mentions needs and expectations • Lists some generic examples 	2
<ul style="list-style-type: none"> • Makes generalised comment about customer service 	1

Question 20 (a)

Criteria	Marks
<ul style="list-style-type: none">• Demonstrates judgment in selection of travel warnings appropriate for overseas visitors to Australia	2
<ul style="list-style-type: none">• Provides limited advice for overseas visitors to Australia OR <ul style="list-style-type: none">• Lists two warnings	1

Question 20 (b)

Criteria	Marks
<ul style="list-style-type: none">• Provides a range of sources to obtain travel warnings that are appropriate for a tourism employee• Identifies one correct name of industry source	3
<ul style="list-style-type: none">• Provides some sources to obtain travel warnings	2
<ul style="list-style-type: none">• Makes general reference to sourcing travel warnings	1

Question 21

Criteria	Marks
<ul style="list-style-type: none">• Clearly explains positive and negative impacts of currency fluctuations on both inbound and outbound travel for the Australian Tourism Industry using industry terminology	4
<ul style="list-style-type: none">• Provides a general explanation of positive and negative impacts of currency fluctuations	3
<ul style="list-style-type: none">• Outlines impacts of currency fluctuations	2
<ul style="list-style-type: none">• Lists general impacts	1

Section III

Question 22

Criteria	Marks
<ul style="list-style-type: none">• Demonstrates a comprehensive understanding of economic, social and environmental impacts and the effect on a city due to increased visitor numbers during and after a world sporting event• Accurately communicates ideas and information in a well-structured, cohesive response integrating relevant examples and using correct industry terminology• Makes reference to the statement and clearly identifies both positive and negative issues for three impact areas	13–15
<ul style="list-style-type: none">• Demonstrates a broad understanding of economic, social and environmental impacts and the effect on a city due to increased visitor numbers during a world sporting event• Correctly identifies and communicates information in a well-structured response integrating example and industry terminology• Refers to the statement and generally identifies positive and negative impacts for all three impact areas	10–12
<ul style="list-style-type: none">• Demonstrates some understanding of economic, social and environmental impacts and the effect in a city due to increased numbers during a world sporting event• Communicates ideas and information with some relevant examples and some industry terminology• Refers to the statement and provides negative or positive issues	7–9
<ul style="list-style-type: none">• Demonstrates a basic understanding of economic, social and environmental impacts• Provides relevant examples• Makes superficial reference to the statement	4–6
<ul style="list-style-type: none">• Demonstrates limited understanding of one or two of the impacts• Provides generalised statements concerning issues	1–3

Section IV

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none">Shows a sound understanding of the importance of informing customers of booking conditionsGives examples and explains relevant points regarding legal, ethical and professional behaviour	3
<ul style="list-style-type: none">Shows a basic understanding of informing customers of booking conditionsGives examples of some booking information, fees or charges	2
<ul style="list-style-type: none">Shows limited understanding of booking conditions with at least ONE example	1

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none">Clearly explains the importance of contact with customers and appropriate methods used to give new and updated product informationGenerally gives appropriate examples of communication with customers in a timely mannerRelates the types of information which might be passed on to customers	4
<ul style="list-style-type: none">Explains the importance of keeping customers up to date with product information using appropriate methodsGives examples of communication with customersLists basic information which might be passed on to customers	3
<ul style="list-style-type: none">Outlines the importance of regular communication with customersGives examples of ways of communicating with customers ORLists basic information which might be passed on to customers	2
<ul style="list-style-type: none">Lists basic forms of communicating with customers	1

Question 23 (c)

Criteria	Marks
<ul style="list-style-type: none">• Demonstrates a comprehensive understanding of a range of selling techniques appropriate to the travel business• Justifies why these techniques are effective in meeting sales targets• Includes relevant examples in justification• Provides understanding of sales targets	7–8
<ul style="list-style-type: none">• Demonstrates a sound understanding of a range of selling techniques appropriate to the travel business• Makes reference to new business, benefits, and sales targets• Justifies techniques using examples	5–6
<ul style="list-style-type: none">• Demonstrates a limited understanding of selling techniques appropriate to the travel business• Outlines at least ONE relevant example• Provides some reference to new business and AND/OR sales targets	3–4
<ul style="list-style-type: none">• Shows limited understanding of selling techniques• Lists at least ONE relevant example	1–2

Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none">• Correctly identifies at least FIVE items relevant to registration information	3
<ul style="list-style-type: none">• Correctly identifies THREE OR FOUR items relevant to registration information	2
<ul style="list-style-type: none">• Correctly identifies TWO items relevant to registration information	1

Question 24 (b)

Criteria	Marks
<ul style="list-style-type: none"> Correctly explains a broad range of items relevant to on-site materials/information for staff/participants and guests for an awards ceremony 	4
<ul style="list-style-type: none"> Provides a general explanation for a range of items relevant to on-site materials/information for staff/participants and guests for an awards ceremony 	3
<ul style="list-style-type: none"> Identifies a range of items relevant to on-site materials/information for either/or staff/participants/guests for an awards ceremony 	2
<ul style="list-style-type: none"> Identifies a limited range of generic on-site materials and information 	1

Question 24 (c)

Criteria	Marks
<ul style="list-style-type: none"> Demonstrates a comprehensive understanding of legal obligations with detailed outline of a range of specific relevant issues Identifies ethical industry practices with detailed outline of a range of specific issues Communicates specific ideas and information in a well-structured and cohesive response 	7–8
<ul style="list-style-type: none"> Demonstrates a sound understanding of legal obligations with outline of relevant issues Identifies ethical industry practices with detailed outline of relevant issues Communicates relevant ideas and information in a cohesive response 	5–6
<ul style="list-style-type: none"> Demonstrates a general understanding of legal or ethical obligations Communicates generic ideas and information with basic response 	3–4
<ul style="list-style-type: none"> Demonstrates superficial knowledge of legal obligations or ethical obligations Communicates limited ideas and information 	1–2

Tourism and Events

2012 HSC Examination Mapping Grid

Section I

Question	Marks	Unit of competency/Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and X enterprise	Planning and organising	Self- management	Learning	Technology
1	1	SITXOHS001B/Follow health, safety and security procedures – manual handling – page 79	X	X						
2	1	SITXCOM002A/Work in a socially diverse environment – communication and misunderstandings – page 62, 64	X		X					
3	1	SITTIND001A/Develop and update tourism industry knowledge – industry sectors – page 13				X	X		X	
4	1	SITXOHS001B/Follow health, safety and security procedures – risk management – page 85	X	X					X	
5	1	SITXADM001A/Perform office procedures – file and store documents – page 39	X		X	X	X			X
6	1	SITTTSL004A/Source and provide Australian destination information and advice – location or destination – page 25							X	
7	1	SITXENV001A/Participate in environmentally sustainable work practices – compliance – page 72	X			X	X	X		
8	1	SITTTSL004A/Source and provide Australian destination information and advice – tourist destinations – page 25				X			X	
9	1	SITTTSL001A/Operate an online information system – sourcing information – page 91	X		X		X			
10	1	SITXCOM001A/Work with colleagues and customers – effective questioning techniques – page 45, 46	X		X	X	X			
11	1	SITTTSL004A/Source and provide Australian destination information and advice – geographical location or destination – page 25							X	
12	1	SITXADM001A/Perform office procedures – draft written correspondence – page 36	X			X	X			

Question	Marks	Unit of competency/Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
13	1	SITXCOM001A/Work with colleagues and customers – non-verbal communication – page 45	X		XX					
14	1	SITTIND001A/Develop and update tourism industry knowledge – preferred product and ethical issues– page 17/18	X				X			
15	1	SITTIND001A/Develop and update tourism industry knowledge – ethical practices – page 17 and 18 SITTTSL004A/Source and provide Australian destination information and advice – page 26		X		X	X		X	

Section II

Question	Marks	Unit of competency/Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
16 (a)	3	SITTTSL004A/Source and provide Australian destination information and advice – features of destinations – page 25				X	X		X	X
16 (b)	3	SITTTSL004A/Source and provide Australian destination information and advice – geographic features – page 25	X		X				XX	X
17 (a)	4	SITXADM001A/Perform office procedures – correspondence – page 34	X				X			
17 (b)	2	SITXADM001A/Perform office procedures – outgoing mail – page 35	X	X	X		X			
18	8	SITXENV001A/Participate in environmentally sustainable work practices – workplace practices – page 73				X	X		X	
19	6	SITXCOM002A/Work in a socially diverse environment – cultural diversity – page 60, 61	X		X	X	X		X	
20 (a)	2	SITTTSL004A/Source and provide Australian destination information and advice – advisory notices and knowledge of destination – page 30		X					X	X

Question	Marks	Unit of competency/Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
20 (b)	3	SITTTSL001A/Operate an online information system – search and retrieve information – page 92 SITTIND001A/Develop and update tourism industry knowledge – sources of information – page 13	X			X			X	
21	4	SITTIND001A/Develop and update tourism industry knowledge – economic and current trends and issues – page 14, 19	X		X	X		X		

Section III

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
22	15	SITTIND001A/Develop and update tourism industry knowledge – economic, social and environmental significance and issues page 13, 14	X		X	X		X		X

Section IV

Question	Marks	Unit of competency / Element of competency	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
23 (a)	3	SITTTSL002A/Access and interpret product information – product details – page 99, 100								
23 (b)	4	SITTTSL006A – Prepare quotations – pg 116, 117, 120	X	X	X		X	X	X	X
23 (c)	8	SITTTSL005A/Sell tourism products and services – enhance service and follow-up – page 111, selling techniques and add-ons – page 107, 109								
24 (a)	3	STXEVT003A/- Process and monitor event registration - registration information – page 136								
24 (b)	4	SITXEVT004A/Coordinate on-site event registrations – information to delegates – page 148	X	X	X	X	X	X		X
24 (c)	8	SITXEVT001A/Develop and update event industry knowledge – legal and ethical issues – page 129, 130								