

BOARD OF STUDIES
NEW SOUTH WALES

2001 HSC Specimen Paper

**Tourism – Sales/Office
Operations**

ACKNOWLEDGEMENTS

Question 17 (b) – Screen grab of Print Dialogue Box: © Microsoft

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2001 Higher School Certificate Specimen Examination Paper

Tourism – Sales/Office Operations (240 indicative hours)

(Tourism and Hospitality Curriculum Framework)

This booklet contains the specimen examination paper for the 2001 Higher School Certificate examination in the 240-hour VET course in Tourism – Sales/Office Operations.

The specimen paper shows the format of the New HSC examination. It has been printed on A4 paper and side-stapled, to make it convenient for use in schools. Actual examination papers will be produced as A4 booklets. All New HSC papers will be printed on white paper.

The 2001 HSC specimen papers have been produced in accordance with the Board's *Principles for Setting HSC Examinations in a Standards-Referenced Framework*, published in Board Bulletin Volume 8 Number 9 (Nov/Dec 99).

The specimen paper as a whole is structured to allow for appropriate differentiation of student performance. The format of the paper allows students to gain a clear understanding of what they are required to do in each question, and in working through the paper. Instructions have been standardised and the demands of the questions have been made explicit. Key words in questions, such as 'discuss', 'analyse', and 'explain', have been used consistently in accordance with the glossary published in the Board's *Assessment Support Document*.

The examinations in the 240-hour VET courses are optional, but required of students who wish this subject to contribute towards a University Admission Index. Students who sit for the examination will receive a statement of HSC outcomes in the same form as for other Board determined HSC courses.

This specimen paper is an example of the type of examination that could be prepared within the examination specifications for the 240-hour VET course in Tourism – Sales/Office Operations. The range and balance of outcomes tested in the HSC examinations in 2001 and subsequent years may differ from those addressed in this specimen paper. Questions are based on:

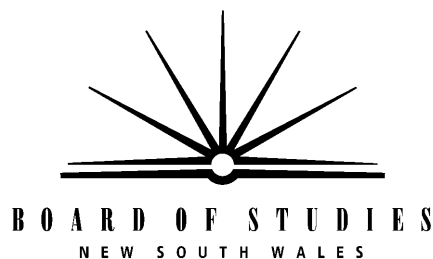
- the units of competency identified for examination;
- the minimum prescribed learning contained in the Higher School Certificate requirements for each specified unit of competency;
- the associated key competencies.

There are a number of points to note in considering the Tourism – Sales/Office Operations specimen examination paper:

- All VET examination papers conform to a common examination framework:
 - Section I – multiple-choice items (15 marks)
 - Section II – short response items (35 marks)
 - Section III – extended response items (30 marks)

The examination is a 2-hour written paper. A total of 80 marks is shown on the examination paper. The total marks gained by a student on the paper are then converted to a mark out of 100.

- The number of questions in Section II may vary from year to year, however marks in this section will always total 35.
- A rubric indicating general criteria for judging performance has been placed at the beginning of Section III to clearly indicate the factors that will be used to assess responses to the question(s). These criteria are in addition to criteria specific to each question.
- For the purposes of the specimen papers only, there are some questions that appear in more than one of the VET specimen examinations. For the 2001 and subsequent HSC examinations, the papers will have no questions in common.



Sample marking guidelines for Tourism (Sales/Office Operations)

The following marking guidelines have been developed for selected questions from the 2001 HSC Specimen Examination in Tourism (Sales/Office Operations). These guidelines indicate the approach that would be taken to marking questions.

For each question, the following are typically included:

1. The units of competency that are targeted by the question.
2. The assessment rubric from the specimen paper, where there is one, listing the set of general criteria that are used to assess responses.
3. The marking guidelines, which show the criteria to be applied to responses along with the marks to be awarded in line with the quality of the responses. For extended-response questions, performance is described at a number of levels of performance, each covering a range of marks.
4. A sample answer or some points that answers might include. Sample answers indicate the scope and depth of treatment expected, and are not intended to be prescriptive. Similarly, the points that could be included in answers are not intended to be an exhaustive list, but rather an indication of the considerations that students could include in their responses.

Marking guidelines will generally require some refinement at the Marking Centre to take account of unanticipated responses that students present. For essay-type questions, the standard described at each mark range will be made clear during pilot-marking by the selection of sample scripts.

In a standards-referenced framework, examination questions are closely linked to syllabus content and outcomes. Expectations of the question are to be clear in the wording of the question. Marking guidelines will be developed at the same time as the examination questions, by examination committees. The development of marking guidelines will be guided by the Board's *Principles for Developing Marking Guidelines Examinations in a Standards-Referenced Framework*, published in Board Bulletin Volume 9 Number 3 (May 2000).

Sample Marking Guidelines – Tourism – Sales/Office Operations

Question 18 (5 marks)

Marks

- (a) List THREE different types of sources of destination information. **3**

Related units of competency: THTSOP02A

MARKING GUIDELINES

Criteria	Marks
• Correctly lists three different types of sources of information	3
• Correctly lists two different types of sources of information	2
• Correctly lists one type of source of information	1

Answers could include:

- trade press/media
- general media
- industry brochures/manuals/publications
- trade shows/industry seminars/training courses
- educationals/familiarisations/site inspections
- personal travel
- guide books/destination publications
- internet
- computerised reservation system

- (b) Explain TWO reasons why it is important for tourism staff to maintain up-to-date destination knowledge. **2**

Related units of competency: THTSOP02A

MARKING GUIDELINES

Criteria	Marks
• Explains two relevant reasons	2
• Explains one relevant reasons	1

Answers could include:

- To meet customers' needs and expectations
- To ensure customer satisfaction
- To enhance likelihood of repeat business by the customer
- To maintain a competitive advantage over other similar businesses
- To ensure no claims of professional negligence may be lodged
- For personal professional credibility
- To maximise personal career progression
- As a responsibility to destination tourism service providers

Question 22 (15 marks)

Discuss the economic implications of domestic and international tourism on Australian export revenue and employment.

In this section you will be assessed on how well you:

- demonstrate knowledge and understanding
 - communicate ideas and information, using precise industry terminology and appropriate workplace examples
 - organise information in a well-reasoned and cohesive response
 - solve proposed issues and problems
-

Related units of competency: THTTCO01A

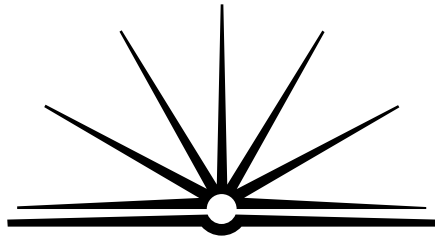
MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates an extensive knowledge of international tourism (both outbound and inbound) and domestic tourism in Australia • Correctly explains how both an increase and a decrease in international tourism (both outbound and inbound) impacts upon Australian export revenue • Correctly explains how a change in both tourism numbers and characteristics impacts upon employment (both direct and indirect) • Communicates ideas and information, integrating correct tourism industry and economic terminology in a cohesive response that includes well-chosen appropriate examples 	13 – 15
<ul style="list-style-type: none"> • Demonstrates a sound knowledge of international tourism and domestic tourism in Australia • Correctly explains how both an increase or a decrease in international tourism (both outbound and/or inbound) impacts upon Australian export revenue • Correctly explains how a change in tourism numbers or tourism characteristics impacts upon employment (both direct and indirect) • Communicates ideas and information, using correct tourism industry and economic terminology in a well-structured response that includes appropriate examples 	10 – 12
<ul style="list-style-type: none"> • Demonstrates some knowledge of international tourism and domestic tourism in Australia • Provides a basic explanation of how a change in international tourism impacts upon Australian export revenue • Provides a basic explanation of how a change in tourism impacts upon employment • Communicates ideas and information using a range of tourism and economic terminology in context with some examples 	7 – 9

Criteria	Marks
<ul style="list-style-type: none"> • Provides a limited explanation of the impact of tourism upon Australian export revenue • Provides a limited explanation of the impact of tourism upon employment • Communicates ideas and information with limited use of tourism industry and economic terminology 	4 – 6
<ul style="list-style-type: none"> • Makes reference to export revenue and employment • Presents a superficial knowledge of tourism’s impact upon export revenue and/or employment • Limited use of tourism industry and/or economic terminology 	1 – 3

Answers could include:

- Travel and tourism have been major items in Australia’s balance of payment figures for many years
- Expenditure by overseas visitors on tourism in Australia is considered an Australian export. The Australian economy derives direct benefit from inbound tourism: eg.
 - overseas tourists pay for international airfares on Qantas and Ansett Australia
 - they buy goods and services in Australia
 - foreign airlines spend money in Australia for landing charges, fuel, maintenance, sales office, promotion, etc.
- There are also consequences for companies involved indirectly in travel and tourism as overseas tourism to Australia grows:
 - investment in new plant and equipment eg. hotels, resorts, aircraft
 - money for construction and supply goes to the companies which in turn pay for wages, rent, insurance, etc.
- Australian outbound tourism (considered an import) impacts on Australia’s balance of payments in the following ways: eg.
 - spending on foreign travel
 - amount paid to foreign passenger transport companies
- Domestic tourism does not have as significant an impact as international tourism
- Tourism currently accounts for approximately 535,600 jobs in Australia or 6 percent of the workforce. The majority of these positions fall within the accommodation (or hospitality) sector of the industry. Other sectors, which provide a large number of tourism-related jobs, are wholesale and retail travel and transport
- Effects on direct employment and indirect employment that are directly involved in tourism supplying services directly to the tourist. Eg:
 - airlines
 - coach companies
 - tour guides
 - car rental
 - food and beverage outlets
 - convention facilities
 - resorts
- Indirect employment refers to those jobs generated as a result of expansion in the travel and tourism industry. For example, positions as builders on new hotel constructions to cater for an increased level of tourism.



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

2001
HIGHER SCHOOL CERTIFICATE
SPECIMEN EXAMINATION

Tourism – Sales/Office Operations

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Board-approved calculators may be used
- Write using blue or black pen
- Write your Centre Number and Student Number at the top of page 7

Section I Pages 2 – 5

Total marks **(15)**

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

Section II Pages 7 – 12

Total marks **(35)**

- Attempt Questions 16 – 21
- Allow about 45 minutes for this section

Section III Page 13

Total marks **(30)**

- Attempt TWO questions from Questions 22 – 24
- Allow about 1 hour for this section

Section I

Total marks (15)

Attempt Questions 1 – 15

Allow about 15 minutes for this section

Use the multiple-choice answer sheet.

Select the alternative A, B, C or D that best answers the question. Fill in the response oval completely.

Sample $2 + 4 =$ (A) 2 (B) 6 (C) 8 (D) 9
 A B C D

If you think you have made a mistake, put a cross through the incorrect answer and fill in the new answer.

A B C D

If you change your mind and have crossed out what you consider to be the correct answer, then indicate this by writing the word *correct* and drawing an arrow as follows:

A B ^{*correct*} ← C D

- 1 Which of the following statements best describes the term tourism?
- (A) The movement of people both within and between countries for study, business and holidays
 - (B) A collective name for businesses and organisations that provide goods and services to visitors
 - (C) People travelling alone or in groups for reasons other than business
 - (D) The temporary movement of people away from their home regions to satisfy leisure related needs
- 2 Which of the following is NOT currently an international air gateway to Australia?
- (A) Adelaide
 - (B) Cairns
 - (C) Canberra
 - (D) Sydney
- 3 The majority of inbound visitors to Australia come from which geographic regions?
- (A) Europe, Japan and North America
 - (B) Japan, Korea and North America
 - (C) China, New Zealand and North America
 - (D) Japan, New Zealand and North America
- 4 Which of the following best describes a memorandum?
- (A) A flowchart outlining operational procedures within the organisation
 - (B) A document used for internal communications within the organisation
 - (C) An electronic transfer of information to all departments within the organisation
 - (D) An official written response mailed to the client of the organisation
- 5 Tourists in Australia whose main place of residence is outside Australia are best classified as which of the following?
- (A) Intrastate tourists
 - (B) Interstate tourists
 - (C) Inbound tourists
 - (D) Outbound tourists

- 6** Which of the following are European national capitals?
- (A) Paris, London, Lisbon
 - (B) Paris, Madrid, Quebec
 - (C) London, Istanbul, Moscow
 - (D) Madrid, Budapest, Frankfurt
- 7** What does the acronym IATA stand for?
- (A) International Airlines and Travel Agents
 - (B) International Air Transport Association
 - (C) International Alliance of Travel Agents
 - (D) International Aid for Travel Associations
- 8** An employer's duty of care most accurately applies to which of the following groups of people?
- (A) Employers and contractors only
 - (B) Employees and visitors only
 - (C) Employees, visitors and contractors
 - (D) Employees, visitors and manufacturers
- 9** Correct lifting technique includes which of the following steps?
- (A) Feet together, hold load close to body, and lift from back
 - (B) Feet apart, hold load close to body, and lift from back
 - (C) Feet apart, hold load close to body, and lift from knees
 - (D) Feet apart, hold load away from body, and lift from knees
- 10** In relation to tourism, what is the main consequence of the 'multiplier effect'?
- (A) An injection of visitor dollars to the tourism industry
 - (B) An injection of visitor dollars to the community as a whole
 - (C) A loss of visitor dollars from the tourism industry
 - (D) A loss of visitor dollars from the community as a whole

- 11** What is the name of the government agency that promotes and develops New South Wales as a tourism destination?
- (A) New South Wales Visitor Information Network
 - (B) New South Wales Council of Tourist Associations
 - (C) Tourism Commission of New South Wales
 - (D) Tourism New South Wales
- 12** Which of the following makes a personal cheque unacceptable as payment for travel services?
- (A) Payee name, date and signature are correct
 - (B) Alterations are included and initialled
 - (C) Payment date is within five days of travel
 - (D) Cheque is crossed and marked 'Not negotiable'
- 13** When a document is saved on a computer's hard disk, the file is automatically
- (A) backed-up.
 - (B) closed.
 - (C) printed.
 - (D) updated.
- 14** Which is the most correct procedure for dealing with a telephone call when the extension is busy?
- (A) The caller is placed on 'hold' until the extension is answered
 - (B) The caller is offered the opportunity to leave a message
 - (C) The caller is politely advised that the line is busy
 - (D) The caller is politely advised to call back later
- 15** Which three Australian states does the Great Dividing Range traverse?
- (A) New South Wales, South Australia, Victoria
 - (B) New South Wales, Tasmania, Victoria
 - (C) New South Wales, Queensland, Victoria
 - (D) New South Wales, Queensland, South Australia

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Centre Number

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Student Number

Section II

Total marks (35)

Attempt Questions 16 – 21

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 16 (6 marks)

Marks

You are employed as a junior consultant in a retail travel agency. You realise that you have under-quoted a client's travel request by \$200. When you telephone the client to inform her of the error, she is upset and threatens to take her business elsewhere.

6

Outline a procedure that will effectively deal with this difficult situation.

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Question 17 (7 marks)

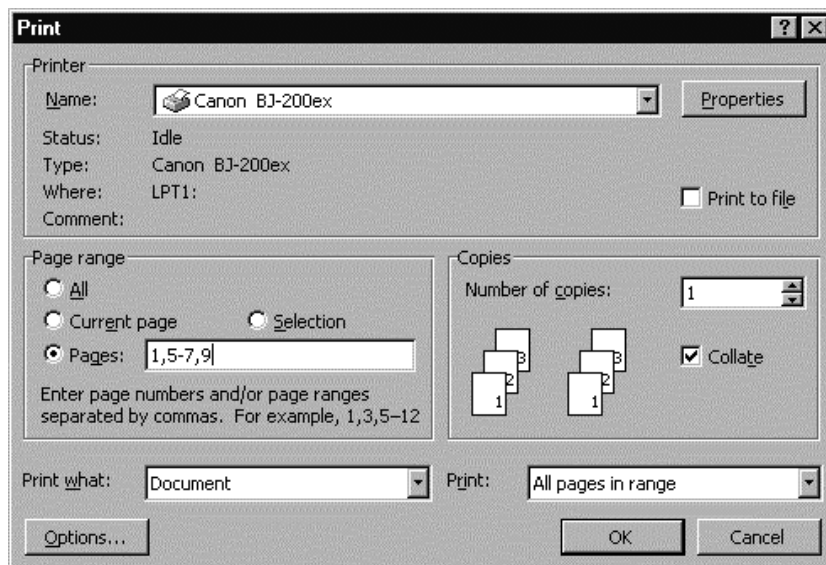
- (a) Name an appropriate commercial software product that could be used to produce an itinerary on a computer. 1

.....

- (b) Outline the steps taken to produce and store an itinerary document on a computer. 3

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.....
.....
.....

Use the following screen capture to answer parts (c) and (d)



- (c) According to the information in the dialog box, how many pages of the current document will be printed? 1

.....

- (d) Describe how the document would be printed if the Number of copies was 2 and the check box alongside Collate was unchecked. 1

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.....

Question 17 continues on page 9

Question 17 (continued)

- (e) The following sentence was typed using a word processing package: **1**

Two be or not too be
That is the qustion allot of the time.

Identify any errors that would NOT be detected by the spell-check function.

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Question 18 (5 marks)

- (a) List THREE different types of sources of destination information. **3**

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.....

- (b) Explain TWO reasons why it is important for tourism staff to maintain up-to-date destination knowledge. **2**

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Question 19 (6 marks)

- (a) Describe the role of the Tour Wholesale sector within the tourism industry. **2**

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- (b) Explain how TWO other tourism industry sectors relate to the Tour Wholesale sector. **4**

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Marks

Question 20 (5 marks)

- (a) Define cultural diversity. **1**

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- (b) Explain the importance of demonstrating cultural awareness in the tourism industry. Use TWO examples in your explanation. **4**

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Question 21 (6 marks)

As someone who is interested in working in the tourism industry, you wish to further your knowledge of career options.

- (a) Name TWO tourism industry sources which you might access for information about career options. **2**

Source 1:

.....

Source 2:

.....

- (b) Select a particular sector of the tourism industry. Explain the role(s) of TWO positions within this sector of the tourism industry. **4**

Sector of the industry:

Position 1:

Explanation of role:

.....

.....

Position 2:

Explanation of role:

.....

.....

Section III

Total marks (30)

Attempt TWO questions from Questions 22 – 24

Allow about 1 hour for this section

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

In this section you will be assessed on how well you:

- demonstrate relevant knowledge and understanding
 - communicate ideas and information, using precise industry terminology and appropriate workplace examples
 - organise information in a well-reasoned and cohesive response
 - solve proposed issues or problems
-

Question 22 (15 marks)

Discuss the economic implications of domestic and international tourism on Australian export revenue and employment.

Question 23 (15 marks)

Discuss a range of strategies that could be used by employers in the tourism industry to raise employee awareness of issues relating to occupational health and safety.

Question 24 (15 marks)

Your supervisor is running late for a scheduled appointment with a new client. You have been asked by your supervisor to welcome the new client and begin the meeting to determine the client's needs. During your meeting with the new client, a very important corporate client telephones you regarding changes to an itinerary for a business trip to Europe next week. You know that you will only get one chance to make a good first impression with the new client, but you must also address the needs of your existing clients.

How could you effectively deal with the needs of both the new client and the corporate client? In your answer, discuss the importance of effective workplace communication skills.

End of paper

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