

Section II

30 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 (4 marks)

- (a) Name ONE key body involved in work health and safety in the tourism industry and outline its primary role. 2

Work cover, allows the check of health and safety requirements and compliance within a workplace

.....

- (b) Describe the appropriate use of TWO safety signs used in the tourism, travel and events industry. 2

Emergency drill sign, should be placed near exit door of room, should contain emergency assembly point, emergency phone numbers and map of area.

.....

Wet floor sign on and around pools, boats, dive tours etc. to ensure people take care in slippery areas, to avoid risk of injury within tourism, travel and events industry

Question 17 (5 marks)

Flyaway Travel has been losing customers to another local travel agent. They have decided to make their business a more 'customer focused' workplace.

(a) What will this require of employees of Flyaway Travel?

2

employees must be more approachable, easy going, friendly, lively, enthusiastic in the workplace, to ensure customers feel comfortable, welcomed and happy when dealing with the company (Flyaway travel)

(b) Explain why feedback is important to Flyaway Travel and suggest methods for its collection.

3

feedback is crucial for 'Flyaway travel' it ensures the company can reflect and improve on mistakes and continue working on the positives, it allows the company to get an understanding from the external customers point of view. Methods they may use are online questionnaires, a feedback box in their office for customers to write positive or negative experiences. A 5 star rating system online, and if the customer rates it less than 5, they can type possible improvements which could help.

Question 18 (3 marks)

What impact have emerging technologies such as social media had on the tourism, travel and events industry? 3

Emerging technologies such as the Internet and social media sites have had a significant impact on the tourism industry. This is evident as customers who have travelled have the ability to share photos, share experiences and write reviews virtually online for other potential customers to see. This can be shared through websites such as Facebook, Instagram and Trip Advisor.

Please turn over

Question 19 (8 marks)

- (a) Define *compliance* and provide ONE example of this within the tourism, travel and events industry. 2

Compliance is agreeing to certain terms and conditions, an agreement. An example is insurance, you have to comply with their terms and conditions, another is the cancellation fee, customers have to comply with the terms and conditions if they choose to cancel.

- (b) Describe a range of strategies and procedures that should be followed to ensure your tourism and travel or events workplace operates in an environmentally sustainable manner. Include examples in your response. 6

Both employers and employees must make sure they comply with environmentally safe procedures and practices, complying with the EPA legislation. This can be sustained through educating staff on how to achieve environmentally sustainable practices, hence allowing them to educate their customers spreading awareness. Another strategy is making sure there are both rubbish and recycling bins available. Having water restricted taps in the bathroom and using glasses or mugs instead of plastic bottles or cups. All this can ensure the workplace works in an environmentally sustainable manner.

- complying with environmentally safe procedures and practices
- educating the staff on how to provide environmentally sustainable practices allowing them to educate the customers
- ensure that in the workplace are both rubbish and recycling bins
- comply with the EPA
- Have the water restricted taps in the bathroom, turn off after a certain time

Question 20 (6 marks)

- (a) Correctly identify the shaded tourism regions shown on the map, and name ONE attraction within each. 2



Region	Name	Attraction
1.	Western Australia	Kimberleys
2.	Tropic Queensland	Daintree Rainforest

Question 20 continues on page 14

Question 20 (continued)

- (b) A client has come into your travel agency to book a two week family holiday. The client has two children under twelve years of age, is looking for an outdoor focus, enjoys water sports, and wants to limit time spent travelling. 4

You suggest one of the Whitsunday Islands. Justify your choice. *Hamilton Island, Hamilton Island. Because the island has 2 great places of accommodation that focus on family holidays. It is family friendly as there are activities such as bowling and kids club which are an great location to be close to the parents but to also give the parents peace and quiet. As the island is not overly large it is easy to access even by golf cart. There are great activities such as snorkelling at every location at Hamilton Islands so there is no need to travel in order to be able to see wildlife. Anywhere at any time you can access the water which is right on the accommodation which makes travel as it's available. A great*

Question 21 (4 marks)

- Name ONE tourism, travel and events industry accreditation scheme and outline the business benefits of participation. 4

Eco tourism
Eco Tourism is a scheme in which a business can be accredited. Ecotourism is an organisation that ensure companies and business are doing everything possible for their company that ensure environmental sustainability such as implementing pure water and waste audits, using proper recycling, using the right eco-friendly package and products. If a business is checked and cleared by Ecotourism. All who make sure everything that is eco-friendly that can be done is being done then they receive a stamp and logo and certificate of approval which goes on display on the business, website, package or in store showing customer that they are environmentally friendly which in present day is something that people considered when choosing business. Accreditation of Ecotourism must be upheld and is very important for many business, companies.