



2010
HIGHER SCHOOL CERTIFICATE
EXAMINATION

Tourism and Events

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen
- 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 ONE question from Questions 23–24
- 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** Which system provides secure restricted online access in the workplace?

 - (A) Extranet
 - (B) Internet
 - (C) Intranet
 - (D) Micenet

- 2** Which Act covers the requirement to reduce the use of non-renewable energy in the tourism and events industry?

 - (A) *Land Acquisition Act 1989*
 - (B) *Environmental Protection Act 1981*
 - (C) *Smoke-free Environment Act 2000* (NSW)
 - (D) *Protection of the Environment Operations Act 1997* (NSW)

- 3** Two computer reservation systems commonly used in the tourism industry are

 - (A) Galileo and Sabre.
 - (B) Galileo and Satellite.
 - (C) Amadeus and Origin.
 - (D) Amadeus and Traveltek.

- 4** What are two components of the communication cycle?

 - (A) Feedback and message
 - (B) Greeting and response
 - (C) Email quote and eye contact
 - (D) Friendly manner and appropriate tone

- 5** You are working as a stadium usher. You notice an unauthorised person entering a restricted area.

What is the most appropriate action to take?

- (A) Keep alert and watch the person.
- (B) Notify the staff in that section and call for police back up.
- (C) Radio call your supervisor immediately and alert all stadium staff.
- (D) Approach the person if you feel comfortable and memorise personal features.

- 6** Two tourist destinations located in the state of Victoria are

- (A) Bendigo and Port Campbell.
- (B) Renmark and Mt Buller.
- (C) Albany and Ballarat.
- (D) Echuca and Albury.

- 7** For which of the following work practices would you require an understanding of the correct office privacy policy?

- (A) Ordering brochures
- (B) Generating receipts
- (C) Updating client profiles
- (D) Producing e-newsletters

- 8** A customer contacts your office about a delay in the delivery of urgent travel documents.

Which of the following responses best illustrates empathy?

- (A) 'Unfortunately the delay has been caused by the operator. I am unable to help.'
- (B) 'I appreciate the urgency of the situation. I will follow up on this immediately.'
- (C) 'I am unfamiliar with the details. I will get my supervisor to contact you.'
- (D) 'The manager has the delivery details. As he is away I will send a copy.'

- 9** Why is it good practice to paraphrase what an inbound client tells you?
- (A) To gather a limited amount of information
 - (B) To see if the client has been listening to you
 - (C) To select appropriate information from the client
 - (D) To demonstrate to the client that you have been listening
- 10** What types of tourism impacts are ‘exclusive tourist zones’ and ‘seasonal employment’?
- (A) Social and industrial
 - (B) Social and economic
 - (C) Environmental and economic
 - (D) Environmental and industrial
- 11** Which of the following satisfies environmental compliance regulations?
- (A) Recycling plastic cutlery at events
 - (B) Using recycled water in venue facilities
 - (C) Keeping concert music below allowable decibel levels
 - (D) Encouraging people to take their rubbish home with them
- 12** A tour guide meets his new group with a firm handshake.
- To which group would this be the most appropriate form of greeting?
- (A) A business group from Japan
 - (B) A sporting group from Scotland
 - (C) A government delegation from Malaysia
 - (D) A cultural dance group from New Zealand
- 13** Which set of destinations is associated with Australia’s wine tourism industry?
- (A) Hunter Valley, Todd River, Goulburn
 - (B) Tamar Valley, Daintree River, Mudgee
 - (C) Clare Valley, Margaret River, Rutherglen
 - (D) Barossa Valley, Clarence River, Longreach

14 As an event organiser you are visiting the site of a new conference facility.

The most effective way to prepare for the visit is by

- (A) examining a site map.
- (B) distributing staff business cards.
- (C) following an inspection protocol.
- (D) creating an inspection checklist.

15 Which of the following is an example of the application of ergonomic principles?

- (A) Safety procedure training
- (B) Environmental awareness
- (C) Efficient workplace design
- (D) Workplace security compliance

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Centre Number

Section II

35 marks

Attempt Questions 16–21

Allow about 50 minutes for this section

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Student Number

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 16 (5 marks)

The reservations department of a large car rental company has a multicultural workforce. 5

Suggest how the supervisor can accommodate cultural differences and promote a positive work environment.

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Question 17 (8 marks)

Four sectors of the tourism industry are Attractions and Theme Parks, Retail Travel Agents, Tour Wholesalers, Meetings and Events.

- (a) What are the roles of each of these FOUR sectors? **4**

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- (b) By using appropriate examples, show the inter-relationships that exist between these FOUR sectors. **4**

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Question 18 (4 marks)

The following itinerary does not meet acceptable industry standards.

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<i>Duke Travel Agency</i>	
Itinerary for Mr & Mrs Kendall	
Day One	Depart Sydney at 6 o'clock on QF 233 from Sydney to WA. A limousine transfer will collect you upon your arrival and transfer you to your hotel. Afternoon free to refresh and relax.
O/N – Retro Hotel, West Perth	
Day Two	Be waiting in the hotel lobby for your 'Purpleline' City Sights Full Day Tour. This evening you will enjoy a special themed dinner with entertainment at the hotel.
Day Three	At leisure. May we suggest the following options: shopping, beachside tour or river cruise to mention a few.
Day Four	Early start today as you check out of your hotel and travel to Rottnest Island for the next fun filled 3 days.
O/N – Pelican Hotel (3 nights)	
Day Six	Launch transfer back to Perth, then coach to airport for your flight home to Sydney aboard QF 455 arriving Sydney at 5 o'clock. We trust you have had a most enjoyable holiday.

What amendments are required to make the itinerary conform to industry standards?

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Question 19 (5 marks)

Describe the most effective methods you could use to establish rapport with your clients.

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Centre Number

Section II (continued)

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Student Number

Question 20 (5 marks)

- (a) Identify TWO different classification systems used for filing in the tourism and events industry. 1

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- (b) Explain why two filing systems are needed. 4

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Question 21 (8 marks)

(a) Complete the following table.

	<i>Fraser Island</i>	<i>Hayman Island</i>	
	<ul style="list-style-type: none"> • <i>World Heritage listed rainforests, sand dunes and lakes</i> • <i>Basic, self-contained accommodation and camping facilities</i> 	<ul style="list-style-type: none"> • <i>Tropical island</i> • <i>Close to the Great Barrier Reef</i> • <i>Five star luxury resort</i> • <i>Penthouses and villas</i> 	
(i)	Types of client suited to this island		2
(ii)	Activities available on this island		2
(iii)	Gateway or closest access point to island from Qld mainland		2

(b) Outline the health and safety risks that are specific to far north Queensland. **2**

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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
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Question 22 (15 marks)

Analyse a range of strategies an ecotourism business could implement to minimise environmental impacts and to promote sustainable work practices.

Please turn over

Section IV

15 marks

Attempt ONE question from Questions 23–24

Allow about 25 minutes for this section

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

Question 23 — Events Stream (15 marks)

You are coordinating a council managed community festival in your local area.

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| (a) | Identify a variety of key stakeholders specific to council-managed community festivals. Provide examples to support your answer. | 5 |
| (b) | Analyse how the involvement of each of the key stakeholders could be mutually beneficial to the stakeholders and to the event itself. | 10 |

OR

Question 24 — Tourism Stream (15 marks)

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| (a) | Describe the product features detailed in a cruise brochure. | 5 |
| (b) | Analyse how you would use the brochure, together with a variety of selling techniques, when consulting with a prospective cruise client. | 10 |

End of paper