



## **2010 HSC Tourism and Events Sample Answers**

This document contains ‘sample answers’, or, in the case of some questions, ‘answers could include’. These are developed by the examination committee for two purposes. The committee does this:

- (a) as part of the development of the examination paper to ensure the questions will effectively assess students’ knowledge and skills, and
- (b) in order to provide some advice to the Supervisor of Marking about the nature and scope of the responses expected of students.

The ‘sample answers’ or similar advice are not intended to be exemplary or even complete answers or responses. As they are part of the examination committee’s ‘working document’, they may contain typographical errors, omissions, or only some of the possible correct answers.

## Section II

### Question 16

***Answers could include:***

Lead by example, communicate the benefits of a multicultural workplace such as by roster relief to make the workplace interesting, encourage a different way of doing things, promote new skills and learning. Promotion can be fostered through cultural training, cultural days being celebrated, special morning teas. Encourage staff to use their language and cultural skills within the team environment, and to assist with bookings/ phone enquiries.

### Question 17 (a)

***Sample answer/Answers could include:***

Attractions and Theme Parks: To provide activities, fun and enjoyment for tourists at a destination.

Tour Wholesalers: to sell components of packages for example, accommodation, tours, transport for use by RTA and Tour operators

Retail Travel Agents: to promote and distribute travel related information

Meetings and Events: to plan, co-ordinate and evaluate events for a variety of purposes.

### Question 17 (b)

***Sample answer:***

Services provided by each sector are used by other sectors to promote a complete experience

Retail Travel Agents promote packages to events, which include services provided by wholesalers and attractions. For example, Qantas Holiday package to Melbourne Cup sold by RTA (costs and benefits would be shared between these four sectors)

Answer may also include that the inter relationship may also extend to other industries such as hospitality and retail.

**Question 18*****Answers could include:***

Itinerary needs the following amendments:

- Dates
- Times should be written as am or pm
- Number of nights staying at the Retro Hotel
- Departure time from Perth
- Day Six should be amended to Day Seven
- Times of transfers
- Clarification of the transport method to Rottrest Island
- Should state the city of the plane's arrival, not the state

**Question 19*****Answers could include:***

A description of how a range of the following can help establish rapport with clients

- Listening skills
- Empathy
- Professionalism
- Keep client updated/ informed
- Remember client details – likes/dislikes
- Write client details on file
- Call clients by name
- Open body language
- Send welcome home cards
- Responsive to requests
- Positive body language
- Understand needs and expectations
- Positive attitude
- Code of conduct/ ethical behaviour
- Friendly courteous manner
- Appropriate language

**Question 20 (a)*****Answers could include:***

- Numerical
- Alphabetical
- Geographical
- Key word
- Chronological
- Subject

**Question 20 (b)*****Answers could include:***

Explanation of the benefits of having two systems for different purposes and cross-referencing

Numerical – accounts, invoices and receipts

Alphabetical – client details, files, suppliers

Key word – procedures, manuals, inter office communication, reports, petty cash

Geographical – brochures, destinational information, wholesalers

Chronological – client file, events, calendars, to do lists, diary

Subject – more specific reports ....OHS reports

**Question 21 (a) (i)*****Answers could include:***

Fraser – Families, adventurers, inbound backpackers,

Hayman – Couples, Honeymooners, inbound, higher income earners

**Question 21 (a) (ii)*****Sample answer/Answers could include:***

Fraser – sand island, Wildlife, 4WD

Camping, Kingfisher Bay – Eco resort, self-contained accommodation.

Eurong Lodge – Basic resort

4WD on beach

Walking tours/ enviro-educational tours

Lake tours

Hervey Bay, Maryborough

Hayman – Whitsunday Island group, 5 star apartment, penthouse and villas

Reef tours

Snorkelling/Scuba tours

Water activities – Para sailing

Proserpine, Airlie Beach, Shute Harbour

### **Question 21 (b)**

*Sample answer/Answers could include:*

Knowledge of any health or safety risks prevalent at the destination including:

- Health risks
  - marine bites/stings
  - dangerous animals, eg sharks, crocodiles, dingos, spiders, snakes, mosquitos
- Weather threats or disasters
  - extreme weather such as cyclones, rain, storms, floods, humidity
  - tropical health, dengue fever, Ross River fever
  - intense sun
  - tsunami
  - accidents involving 4WD
- Rainforest isolation/becoming lost

## **Section III**

### **Question 22**

*Sample answer/Answers could include:*

Definition of ecotourism: Tourism which is concerned with maintaining the natural and cultural integrity of certain tourism areas. It attempts to provide a link between the economic development of tourism and the conservation and protection of natural areas.

Strategies could include:

- Efficient use of energy and resources
- Opportunities for the use of alternative forms of energy
- Use of renewable, recyclable, re useable and recoverable resources
- Avoidance or minimisation strategies such as purchasing sustainable products, regular maintenance of tools and equipment, identifying, reporting and rectifying equipment faults, use of bio degradable/ non-toxic materials.
- Waste minimisation/ accurate measurements and calculations, recycling and using recyclable products
- Removal and disposal of non-reusable materials in a responsible manner
- Knowledge of workplace organisational policies and procedures for waste disposal
- Tourism workplace – purchase of carbon credits, flights which are carbon neutral, reducing luggage weights and linen washing in hotels, use of biodegradable products in hotels, promote the reduction in shower times, use energy efficient fridges and equipment, jugs of water instead of bottled water where appropriate
- Small group travel – minimises footprint
- Training staff on their responsibilities in a sustainable work practices

## Section IV

### Question 23 (a)

#### *Answers could include:*

host organisation/ local government /host community/sponsors /media /participants /spectators / audience/event staff/team; others could include: police and emergency services

Examples:

Host Community – Township/region where the event is to be held

### Question 23 (b)

#### *Sample answer/Answers could include:*

**Host Organisation/ Local Government** – Creates awareness on a particular issue relevant to the local community. Offers return benefit to local residents, such as a positive role in the community, increases their profile within the area

**Host Community** – They could benefit from increased awareness of the area, and facilities could receive more custom. Events are catalysts for tourism and create a multiplier effect. The area becomes known and provides a context for the event

**Sponsors** – increases brand awareness, creates a positive public image, exposure, allows greater product placement, reaches a broader target audience. Reward for staff and clients

**Media** – provides content for advertising and editorial, payment for advertising

**Participants** – provides an opportunity to showcase skills and abilities, opportunity for future work through recommendations, increases experience and knowledge, encourages networking with other participants, scope for reward and recognition, provides payment/ fees

**Spectators / Audience** – awareness for a cause/ issue, increases community cohesiveness, provides entertainment at a local and convenient venue

**Event Staff/team** – opportunities to showcase abilities, gain experience, learn new skills, provides payment / fees,

Other could include: police and emergency services

### **Question 24 (a)**

#### ***Answers could include:***

- Choice of itinerary
- Choice of ship
- Inclusions – all inclusive
- Choice of accommodation type (cabins)
- Pictures / ship layout
- Passport information
- Sailing dates and ports
- Special deals (four share)
- Dining times
- Currency and cruise credit
- Shore excursions and extras
- Deposit needed
- Payment schedules
- Cancellation fees
- Fare box
- Sell pages: history of company / reputation
- Facilities on board

### **Question 24 (b)**

#### ***Sample answer/Answers could include:***

- Features and benefits of product as in brochure
- Closing the sale
- Extra information: what to pack/ climate etc
- Identification of customers needs (needs analysis)
- Building relationships
- Focusing customers on specific products/services
- Knowledge of products and services
- Up selling/ top down/ offering alternatives/ suggestive selling
- Using special deals to gain business
- Selling tools such as DVDs, CD Roms, 360° view footage, photography, testimonials from previous clients
- Reinforcement through discussion of agent's experiences