



2012 HSC Tourism and Events 'Sample Answers'

When examination committees develop questions for the examination, they may write 'sample answers' or, in the case of some questions, 'answers could include'. The committees do this to ensure that the questions will effectively assess students' knowledge and skills.

This material is also provided to the Supervisor of Marking, to give some guidance about the nature and scope of the responses the committee expected students would produce. How sample answers are used at marking centres varies. Sample answers may be used extensively and even modified at the marking centre OR they may be considered only briefly at the beginning of marking. In a few cases, the sample answers may not be used at all at marking.

The Board publishes this information to assist in understanding how the marking guidelines were implemented.

The 'sample answers' or similar advice contained in this document 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 (a)

Sample answer:

<i>State</i>	<i>Capital city</i>	<i>Approximate direct flying time from Sydney to capital city</i>	<i>Climate in capital city in July</i>
Victoria	Melbourne	1 hour to 1 hour 30 minutes	Cold days and nights
Western Australia	Perth	4 hours to 5 hours	Wet, mild – cooler temps

Question 16 (b)

Sample answer:

<i>Name of river selected from list</i>	<i>State/territory in which it is located</i>	<i>One city which is located on this river</i>	<i>Two attractions of this region</i>	<i>An event which occurs in this state/territory each year</i>
Derwent	Tasmania	Hobart	Port Arthur Cascade Brewery Cadbury Chocolate Factory Mount Wellington	Sydney to Hobart Yacht Race V8 Supercars Festival
Todd	Northern Territory	Alice Springs	Anzac Hill Alice Springs Desert Park Alice Springs Telegraph Station MacDonnell Ranges School of the Air Royal Flying Doctors Museum	Henley on Todd Regatta Lasseters Camel Cup Todd Mall Markets Darwin Night Markets
Torrens	SA	Adelaide	Barossa and McLaren Vale wineries Adelaide 200	Fringe Festival Clipsal 500 Adelaide Show
Swan	WA	Perth	Swan River Cruise Fremantle Kings Park Houghtons and Sandalford Wineries	Wildflower Festival Hopman Cup (tennis)

Question 17 (a)***Sample answer:*****TRAVEL NOW**

123 White Street Sydney NSW 2000

Tel 7312 8765 Fax 7312 5678

Lic No 2TA000111 ABN 12-345-678-901

Date: 02 November 2012

Mr J. Lindsay
17 Smith Street
Hilltown NSW 2999

Dear Mr Lindsay

This is to advise that your travel documents are finalised and ready for your collection from our office at your earliest convenience.

We trust all is in order and wish you a pleasant trip. Should you require any further assistance in the future please do not hesitate to contact us.

Yours sincerely

(Pat Riley signature inserted here)

Pat Riley
(Travel Consultant)

Question 17 (b)***Answers could include:***

- Courier – Fast/same day/secure/person receiving documents needs to sign on receipt
- Person to person – most secure
- Certified mail – secure/person receiving document needs to sign on receipt.

Question 18***Sample answer:***

The construction of the accommodation could consider the natural formation of the land and use this to assist in construction. eg: use the sun direction, the natural breezes. The building (recycled) materials can be sourced from suppliers which are eco-friendly, and solar panels could be installed. Special attention should be paid to minimising the damage to flora and fauna during construction.

Once established, the property could source their catering needs within their local area. This would reduce the transport impacts. Staff could be encouraged to recycle kitchen waste in composting and growing their own herbs and small vegetables. Laundry and use of water and soaps could be reduced by having signs in the rooms asking guests to consider the environment before their linen is replaced. Key swipe cards mean that rooms do not have TV and lights running when guests are not present. Sensor lights in hallways and car parks would reduce power use. Water could be conserved through half flush toilets and collected in water tanks. In the lodge office, practices such as recycling paper, purchasing environmentally friendly goods and turning off computers at the end of each day would all assist in this development, meeting the needs for environmentally sustainable work practices.

The planning process must comply with relevant federal, state or local laws and regulations, eg *Protection of the Environment Operations Act (1997) NSW*.

Question 19***Sample answer:***

Inbound groups from North America have a high expectation of customer service. In their home countries service clientele receive a low rate of pay and tips are common which means that service staff pay particular attention to customer service in order to receive a good tip. People particularly from USA are very proud of their country and like others to know where their country of origin is. They are very well versed about their own country but can be unfamiliar with other parts of the world. However, they are very interested in Indigenous culture and the unique art works. They have had some contact and information about the indigenous people of North America.

Some general needs of North American inbound travellers is that they prefer to travel in comfort and prefer to stay in chain hotels that they are familiar with. Chains such as the Hilton, Sheraton and Radisson for example. When day touring, they like the comfort of an air-conditioned luxury coach and regular access to clean bathrooms. They like to tour in large groups which have portage and concierge services. In terms of meals, they are used to large servings, having water served at the beginning of each meal and ice in their drinks. Identifying group needs by stereotyping can assist tour operators in putting together itineraries and selecting products which will enhance customer satisfaction.

For these groups, assurance that their safety and security is vital. This is important to the tour operator, especially when travelling to sites outside main cities or towns.

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

Swim safely between the flags. Not at night.

- Health risks
 - marine bites and stings
 - dangerous animals, eg sharks, crocodiles, poisonous spiders and snakes
 - stranded in the outback – dehydration – action to take
- Weather threats or disasters
 - extreme weather such as cyclones, rain, storms, floods
 - bush fires
 - natural disasters
 - intense sun/sunburn

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

- Tour wholesalers marketing a particular region
- Key tourist organisations for a particular region, state eg local tourist authorities, visitor information centres, state/territory and federal tourism authorities such as Tourism NSW, Tourism Australia
- Federal and state/territory health departments
- Federal and local police authorities
- State/territory emergency departments
- Media – news/radio/websites, eg Smartraveller
- Travel insurance websites (eg. covermore)
- Industry publications
- Brochures
- Circulations
- Guidebook links

Question 21***Answers could include:***

When the Australian dollar is high:

- Australians travel overseas more, especially to the USA, Asia
- Inbound tourism numbers are reduced because Australia is a more expensive destination
- Fewer services available, for example, some accommodation properties, car hire companies forced to close/shut down due to reduced inbound tourist numbers
- Fewer employment opportunities here in Australia
- Australian dollars may leave the country
- Multiplier effect
- Effect on Australia's Gross Domestic Product (GDP)
- Domestic travel decreases (reduction in multiplier effect)

When the Australian dollar is low:

- Increase of inbound tourists → increase in spending → increase in multiplier effect
- Increase domestic travel (locals and tourists)
- Inbound tourists stay longer

Section III

Question 22

Answers could include:

Economic

- Provides the city's (country's) government with additional revenue
- Boosted economy – increased Gross Domestic Product (GDP)
- Generates money in additional industry sales
- Hotel accommodation – occupancy rate
- Multiplier effect – when money is passed from one business to the next as each provider supplies a different service or product to meet the initial demand from the visitor.
Examples: Increased purchase of supplies for restaurants, visitors spend in retail, electrical, plumbing and other trades benefitted, laundry services, equipment suppliers etc.
- Increased revenue to outer suburbs as well as regional areas because of different sporting events held at various venues
- Created thousands of additional full-time and part-time jobs
- Ticket sales result in money to the economy
- Additional money due to the 'Flow-on' effect when visitors stay on after the event
- Longer-term tourism also benefits after the event has finished
- Huge events like a world event have an effect on the taxpayers in that it costs a lot of money to stage, over a very short time span

Social

- Hundreds of teams compete from around the world, therefore there is a mix of many different cultures which promotes cross-cultural understanding with very little racism
- Security is a big issue – crowd control due to the hundreds of thousands of visitors, terrorism issues also need to be addressed
- Security checks for staff is a time-consuming and expensive exercise
- Some bad behaviour occurs causing inconvenience to the locals
- Safety, WHS, first aid have to be addressed
- Risk management, both financial and safety need to be planned
- Emergency planning and procedures need to be put in place
- Cultural and Heritage tourism benefit because tourists also visit museums, art galleries, theatres, historic properties
- The economic benefits such as increased business activity, employment opportunities and improvement to facilities and infrastructure can also be classed as *social* benefits as they help to improve the quality of life in local communities
- Community pride is reinforced

Environmental

- Damage to the environment is a major concern, for example, with increased visitor numbers pollution is an important issue
- Noise pollution – noise generated by sound equipment such as loudspeakers and amplifiers
- Air pollution
- More bus and train transport is required, putting a strain on existing systems

- Waste management proves a huge issue – large visitor numbers mean that rubbish removal, sewage and sanitation need additional services
- Other ‘green’ initiatives can be implemented – environmentally friendly cleaning products used, reducing the frequency of changing and washing linen used by hotel guests
- Radio and television broadcasts to a global cumulative audience of billions prove a mammoth task
- Many extra amenities and infrastructure required putting a strain on human resources and financial resources

Section IV

Question 23 (a)

Answers could include:

Legal obligations, product validity, cancellation and amendment procedures, fees and charges, inclusions and exclusions, etc.

Shows professionalism, product and agent reliability, avoids misunderstandings and ambiguity.

Question 23 (b)

Answers could include:

Brochures, flyers, electronic mail using databases of clients, loyalty program, up-to-date product library, newsletters to customer groups which have been added to mailing lists. Explains some of these. Addresses the importance of regular communication with customers.

Question 23 (c)

Answers could include:

Questioning techniques to establish rapport and client preferences, focusing clients on specific products or services to achieve the best sales results, consultative selling using product features and benefits, up selling to higher product level to benefit both customer and business, add-on and complementary selling to suit client needs, top-down – describing benefits of higher-level products first, selling inclusive products to meet customer satisfaction, preferred products.

The aim of all these options is to retain the customer for repeat business so that the new business remains sustainable.

Question 24 (a)***Answers could include:***

Attendee details:

- Name
- Status
- Position
- Contact details
- Medical information
- Special seating requests
- Special needs access/assistance
- Transport arrangements or requirements for arrival and departure
- Booking conditions
- Cancellation and amendment fees
- Payment details: deposit and final payment status
- Number of guests attending
- Academic achievements

Question 24 (b)***Answers could include:***

Materials/information to be provided to staff, guests and participants include:

- Guest/delegate/participant list
- Awards ceremony program
- Speakers' papers or program
- Name tags
- Venue map/directional information
- Sponsors' marketing items
- Radio calls
- Event order
- Run sheet
- Contact list of venue/staff/suppliers
- Emergency contacts
- Safety – evacuation information signage
- Protocol
- Seating plan/list/layout
- EOM
- Checklists
- Policy and procedures

Question 24 (c)

Answers could include:

Legal obligations may include:

- public liability
- duty of care
- licensing – under-age drinking/RSA
- risk management
- WHS
- copyright
- Anti-Discrimination Act

Ethical industry practices may relate to:

- procedures for payment of commissions
- bookings at venues
- confidentiality
- overbooking
- subcontracting
- pricing
- accountability of judging using a criteria
- declared sponsors