

## 2016 HSC Tourism, Travel and Events Marking Guidelines

### Section I

#### Multiple-choice Answer Key

Question	Answer
1	C
2	B
3	A
4	D
5	C
6	D
7	C
8	A
9	B
10	B
11	A
12	A
13	D
14	B
15	C

## Section II

### Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> <li>Clearly distinguishes between internal and external customers</li> <li>Provides an accurate example of each</li> </ul>	2
<ul style="list-style-type: none"> <li>Makes a distinction between internal and external customers</li> </ul> OR <ul style="list-style-type: none"> <li>Provides one example of either internal or external customers OR provides a basic example of each</li> </ul>	1

**Sample answer:**

Internal customers are those people in our organisation with whom we interact, such as our colleagues. External customers are those people outside our organisation with whom we interact, including paying or potential clients.

### Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> <li>Makes a clear judgement on the importance of teamwork in delivering optimal customer service</li> </ul>	3
<ul style="list-style-type: none"> <li>Makes a judgement on the importance of teamwork in providing customer service</li> </ul>	2
<ul style="list-style-type: none"> <li>Makes a general statement about teamwork</li> </ul> OR <ul style="list-style-type: none"> <li>Makes a general statement about customer service</li> </ul>	1

**Sample answer:**

Teamwork occurs when all members of a group or staff collectively contribute to the achievement of goals set by the team. Combined efforts by the team increase productivity levels and promote a positive workplace environment. The group dynamics are important and the business can benefit from the right mix of technical and interpersonal skills. Team spirit is inherent in a successful team where members encourage and support each other, working together to achieve their common goals. This results in happy employees and repeat customers.

**Question 17 (a)**

Criteria	Marks
• Correctly outlines the difference between <i>legal</i> and <i>ethical</i>	1

**Sample answer:**

‘Legal’ is complying with local, state and federal laws, whereas ‘ethical’ relates to what is considered to be morally correct.

**Question 17 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Correctly demonstrates an understanding of both legal and ethical issues</li> <li>• Provides relevant examples of each in relation to the tourism and travel or events industry</li> </ul>	3
<ul style="list-style-type: none"> <li>• Demonstrates an understanding of legal and ethical issues with a relevant example</li> </ul>	2
<ul style="list-style-type: none"> <li>• Shows a limited understanding of legal or ethical issues in the industry</li> </ul>	1

**Sample answer:**

The legal issues which could arise in the industry could relate to the interpretation of laws affecting consumer protection, privacy, WHS, negligence and EEO.

Ethical issues affecting the industry could include a misunderstanding of fees and charges for services, or the way products are advertised to the public, as well as overbooking or accepting kick-backs for recommending certain products.

**Question 18**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Correctly outlines a relevant and current issue affecting resource efficiency</li> <li>• Refers to specific example in the tourism and travel or events industry</li> </ul>	2
<ul style="list-style-type: none"> <li>• Generalises about resource efficiency</li> </ul> OR <ul style="list-style-type: none"> <li>• Briefly outlines a current environmental issue</li> </ul>	1

**Sample answer:**

Waste management in hotels; washing linen only when guests leave or request replacement, this saves water and electricity.

**Answers could include:**

Tour operators; minimise printing of brochures only available for downloading online for clients, this saves paper and printing costs which benefits the environment.

Events; waste kept to a minimum by recycling and use of biodegradable materials, and noise pollution reduced through adopting curfews.

**Question 19 (a)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Outlines the importance of identifying safety concerns in this workplace (reef cruise) OR identifies reporting</li> </ul>	2
<ul style="list-style-type: none"> <li>• Generalised statement regarding safety</li> </ul>	1

**Sample answer:**

It is important to identify and report any potential risk or unsafe practice in order to avoid accidents or injuries in the workplace. Reporting any concerns can assist with eliminating the risk or preventing such incidents.

**Question 19 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Accurately refers to a range of cost implications in the failure to conduct a risk minimisation assessment of this business</li> <li>• Demonstrates understanding using specific examples related to the reef cruise</li> <li>• Makes reference to organisational, economic, social and environmental costs</li> <li>• Provides relevant terminology of costs</li> </ul>	4
<ul style="list-style-type: none"> <li>• Accurately refers to the costs of failure to conduct a risk minimisation assessment of this business</li> </ul>	3
<ul style="list-style-type: none"> <li>• Outlines the cost of failure to conduct a risk minimisation assessment</li> </ul>	2
<ul style="list-style-type: none"> <li>• Provides some relevant information on safety</li> </ul>	1

**Sample answer:**

Potential hazards to employees and customers on a reef cruise could result in accident or injury for anyone onboard. Safety on a boat is paramount as the working environment is dangerous.

Accidents and injuries result in costs to the organisation such as loss of business, as well as human and social costs experienced by those involved in the accident. If the reef cruise was to have an accident at sea in which lives were lost or people were injured, the tour operator would lose future customers. The organisational costs could include time lost investigating the accident and retraining replacement staff. Human costs could include loss of income to those injured while off work.

**Question 20 (a)**

Criteria	Marks
• Correctly identifies a range of sources for obtaining information about Australian tourism regions, destinations and products	2
• Identifies some sources of information	1

**Sample answer:**

Jessie could obtain accurate information from any of the following sources: the internet, brochures, state and territory tourism websites and Computer Reservations System (CRS).

**Question 20 (b)**

Criteria	Marks
• Provides accurate health and safety advice specific to Tropical North Queensland	3
• Provides general health and safety advice	2
• Lists a health or safety concern	1

**Sample answer:**

When travelling to TNQ clients should be advised about

- cyclone season (Nov–Apr)
- stingers and crocodiles in the water
- the need for sunscreen, hat and relevant sun-safe attire
- personal safety while camping, boating or swimming in local areas
- awareness of local cultures.

**Question 21 (a)**

Criteria	Marks
• Correctly describes the tourist appeal of South West Western Australia including geographical features and destinations	3
• Describes some tourist appeal of South West Western Australia	2
• Makes general comments on Western Australia	1

**Sample answer:**

South West Western Australia is a hub of activity, easily accessible from Perth, approximately four hours drive, with wineries, farm stays, caves, surfing beaches, dense forests and native wildlife and wildflowers. Geographically, the region is bordered by the Indian Ocean and the Southern Ocean and incorporates the Margaret River, Geopraphe Bay, Vasse River.

**Question 21 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Makes accurate reference to climatic seasons and transport options</li> <li>Recommends a range of suitable tourist attractions and products suitable to client type</li> </ul>	5
<ul style="list-style-type: none"> <li>Makes reference to climatic seasons and transport options</li> <li>Recommends some tourist attractions and products suitable to client type</li> </ul>	4
<ul style="list-style-type: none"> <li>Makes reference to climatic seasons OR transport options in South Western Australia</li> <li>Recommends tourism attractions or products in South Western Australia</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Makes general comments on South Western Australia</li> </ul>	1

**Sample answer:**

The climate is hot in summer, Dec–Feb average day temp max 32 at night 16. During winter Jun–Aug max 19 day 11 at night, with higher rainfall in winter.

Mediterranean climate ideal for growing grapes.

Suggested attractions for a retired couple would include:

- Wineries eg Margaret River Winery, Leeuwin Estate Winery
- Busselton Jetty (longest wooden jetty in southern hemisphere)
- Underwater aquarium
- Dolphins at Bunbury
- Various national parks
- HMAS Swan shipwreck
- The Mammoth Cave
- Wave Rock.

Suggested transport options:

- Direct flights to Perth from major capital cities
- Rail
- Car hire from Perth four hours drive south
- Either transport to this region or within this region.

## Section III

### Question 22

Criteria	Marks
<ul style="list-style-type: none"> <li>• Demonstrates a comprehensive understanding of current environmental issues</li> <li>• Correctly identifies an extensive range of strategies used in the planning of the lodge</li> <li>• Exhibits an understanding of ecotourism</li> <li>• Accurately communicates ideas and information in a well-structured and cohesive response including appropriate examples</li> </ul>	13–15
<ul style="list-style-type: none"> <li>• Demonstrates a sound understanding of environmental issues</li> <li>• Correctly identifies a range of strategies used in the planning of the lodge</li> <li>• Exhibits some understanding of ecotourism</li> <li>• Communicates ideas and information in a well-structured and cohesive response including appropriate examples</li> </ul>	10–12
<ul style="list-style-type: none"> <li>• Demonstrates a basic understanding of environmental issues</li> <li>• Identifies some strategies used in the planning of the lodge</li> <li>• Communicates ideas and information in a cohesive response including appropriate examples</li> </ul>	7–9
<ul style="list-style-type: none"> <li>• Demonstrates a limited understanding of environmental issues</li> <li>• Identifies some strategies used in the planning of the lodge</li> <li>• May provide examples</li> </ul>	4–6
<ul style="list-style-type: none"> <li>• Provides some general information about the environment</li> <li>• May provide examples</li> </ul>	1–3

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

Ecotourism is ecologically sustainable tourism with a primary focus on experiencing natural areas. It fosters environmental and cultural understanding, appreciation and conservation.

Current environmental issues:

conservation, pollution, recycling, resource use and efficiency (water, energy), sustainability, waste management, bushfires January 2016.

Ensure there is a nature-based focus; ecologically sensitive habitats:

- low visual impact, accommodation in a natural area, minimal land clearing/destruction in the build, use of sustainable materials in the build
- passive solar architecture, maximise natural environment particularly sunlight, to reduce artificial heating/cooling
- renewable electricity, use of solar power, low energy rating on all appliances, ethanol burning fireplaces
- recycle grey water, dual flush toilets, water saving showerheads, worm farm waste management.

**Section IV****Question 23 (a)**

<b>Criteria</b>	<b>Marks</b>
• Correctly identifies and explains an extensive range of relevant industry terminology and abbreviations used in Source A	4
• Correctly identifies a range of relevant industry terminology and abbreviations	3
• Correctly identifies industry terminology or abbreviations	2
• Provides limited abbreviations	1

***Sample answer:***

Industry terminology and abbreviations can include:

- 24 hour clock
- ExCh – extra child
- ExAd – extra adult
- WE – weekend
- MW – midweek
- n/a – not available or not applicable
- Incl – inclusive
- Max – maximum
- Twin – twin share 2 people.

**Question 23 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>Provides a clear and accurate itinerary suitable for client type</li> <li>Itinerary is appropriately formatted including dates</li> <li>Includes a range of activities and recommends products and services</li> </ul>	6
<ul style="list-style-type: none"> <li>Provides a suitable itinerary for client type</li> <li>Itinerary uses basic format</li> <li>Includes a range of activities and/or products and services</li> </ul>	4–5
<ul style="list-style-type: none"> <li>Provides basic itinerary</li> </ul> AND <ul style="list-style-type: none"> <li>Includes a list of activities</li> </ul>	2–3
<ul style="list-style-type: none"> <li>Identifies some activities</li> </ul>	1

**Sample answer:**

<b>Sample Itinerary for School Ski Trip</b>
<p><b>DAY 1</b>            06:00 Coach to Perisher            12:00 Arrive at Alpine Slopes Lodge            12:30 Lunch            13:30 Collect ski hire, lift passes            15:00 Ski lesson for beginners            18:00 Dinner</p> <p><b>DAY 2</b>            07:00 Breakfast            09:00 Chairlift ride to top of mountain            10:00 Skiing session            12:30 Lunch            14:00 Snowboarding lesson            15:30 Optional - Cross country skiing                Or                Free time – sauna, plunge pool            18:00 Dinner</p> <p><b>DAY 3</b>            07:00 Breakfast            09:00 Skiing session                Or                Mountain bike riding            12:30 Lunch            13:30 Coach departs</p>

**Answers could include:**

Ski lessons, snowboarding lessons, chairlift rides, thrilling mountain bike adventures, sauna, plunge pool.

Transport options, coach travel, toboggan rides.

Suggested meals for lunch and dinner.

Products could include ski hire, clothing hire, lift passes.

**Question 23 (c)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Presents a well-structured quotation which demonstrates an excellent understanding of the requirements of the client:               <ul style="list-style-type: none"> <li>– Clearly identifies correct dates for travel</li> <li>– Selects correct accommodation to give best possible price</li> <li>– Extracts and correctly interprets relevant information from the given scenario</li> <li>– Includes booking and cancellation conditions and inclusions</li> <li>– Accurately calculates the required amounts: cost of each component and average price per student</li> </ul> </li> </ul>	10
<ul style="list-style-type: none"> <li>• Presents a structured quotation which demonstrates a sound understanding of the requirements of the client:               <ul style="list-style-type: none"> <li>– Identifies correct dates for travel</li> <li>– Selects correct accommodation to give best possible price</li> <li>– Extracts relevant information from the given scenario</li> <li>– Includes booking and cancellation conditions and inclusions</li> <li>– Accurately calculates the required amounts: cost of each component and average price per student</li> </ul> </li> </ul>	8–9
<ul style="list-style-type: none"> <li>• Presents a quotation which demonstrates a satisfactory understanding of the requirements of the client:               <ul style="list-style-type: none"> <li>– Identifies correct dates for travel</li> <li>– Selects correct accommodation to give best possible price or option calculated correctly</li> <li>– Extracts some relevant information from the given scenario</li> <li>– Includes booking and cancellation conditions and inclusions</li> <li>– Calculates a cost for each component</li> </ul> </li> </ul>	6–7
<ul style="list-style-type: none"> <li>• Presents a quotation which demonstrates a basic understanding of the requirements of the client:               <ul style="list-style-type: none"> <li>– Extracts some relevant information from the given scenario</li> <li>– Includes some calculations</li> </ul> </li> </ul>	4–5
<ul style="list-style-type: none"> <li>• Presents some information and/or calculations which are relevant to the quotation</li> </ul>	2–3
<ul style="list-style-type: none"> <li>• Provides some relevant information</li> </ul>	1

**Answers could include:**

Quote should be well laid out, easy to read, include terms and conditions, contain inclusions, payment requirements if accepted.

Midweek Saver between 24 – 28 July (any 2 nights)  
 20 students (4 per room)  
 5 × Chalet Spa (sleeps 4) @ \$655 (495 + 160)  
 \$3,275 × 2 nights                    **\$6,550**

2 teachers (2 per room)  
 1 × Alpine Spa (sleeps 2) @ \$395  
 \$395 × 2 nights                    **\$790**

**\$6550 + 790**

**Total        \$7,340**

Average price per student \$327.50 (20 pax)

Including breakfast daily. Price does not include ski hire, lift passes, lunch or dinner

**Question 24 (a)**

Criteria	Marks
• Provides a detailed description of a range of features of this event type	4
• Provides a range of features of this event type	3
• Identifies basic features of this type of event	2
• Provides some information on events	1

**Sample answer:**

Typical features of this type of event include:

- Program
- Costs
- Inclusions.

The program for this event details the various musicians/bands performing at the Music Festival. It is important to contract these bands prior to producing the program.

Costs could include staffing costs, various contractors, performers, marketing and promotional costs, ticketing costs.

Inclusions for this type of event may be concert entry, wristband, complimentary water bottle.

**Answers could include:**

- Schedule
- Format
- Running order/run sheet.

**Question 24 (b)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Correctly identifies an extensive range of information required for registering attendees at this event</li> <li>• Provides a detailed range of emerging issues, trends or problems associated with this type of event</li> </ul>	6
<ul style="list-style-type: none"> <li>• Identifies a range of information required for registering attendees at this event</li> <li>• Provides a range of emerging issues, trends or problems associated with this type of event</li> </ul>	4–5
<ul style="list-style-type: none"> <li>• Identifies some basic information required for registering attendees</li> <li>• Provides some emerging issues, trends or problems associated with events</li> </ul>	2–3
<ul style="list-style-type: none"> <li>• Limited understanding of event processes</li> </ul>	1

**Answers could include:**

To accurately process and monitor registrations the following documentation and information is required:

- Personal details
- Address
- Email
- Age/gender
- Dietary requirements
- Medical requirements
- Payment details
- Proof of identity.

Problems can arise with identifying and collecting missing customer information, chasing payments.

Scanners could malfunction, technical issues could occur either in the lead up to the festival or on the day.

Weather impacting the success and attendance at event.

Cancellation of performers/bands.

Safety issues such as staging collapse, stampede and crowd control, drug use.

Current trends include the use of technology and SMS to update attendees and live crowd polling for marketing purposes.

**Question 24 (c)**

Criteria	Marks
<ul style="list-style-type: none"> <li>• Demonstrates a comprehensive understanding of the staging requirements and resources for the music festival</li> <li>• Suggests a range of relevant safe work practices and contingency plans for staging this event</li> <li>• Exhibits an understanding of staging a music festival in a well-structured response</li> </ul>	10
<ul style="list-style-type: none"> <li>• Demonstrates a sound understanding of the staging requirements and resources for the music festival</li> <li>• Suggests relevant safe work practices and contingency plans for staging this event</li> <li>• Exhibits an understanding of staging a music festival</li> </ul>	8–9
<ul style="list-style-type: none"> <li>• Demonstrates a general understanding of the staging requirements and resources for the music festival</li> <li>• Suggests safe work practices and contingency plans for staging this event</li> </ul>	6–7
<ul style="list-style-type: none"> <li>• Demonstrates a basic understanding of the staging requirements for the music festival</li> <li>• Suggests safe work practices and/or contingency plans for staging this event</li> </ul>	4–5
<ul style="list-style-type: none"> <li>• Demonstrates a limited understanding of staging requirements</li> <li>• Suggests a safe work practice and/or a contingency plan</li> </ul>	2–3
<ul style="list-style-type: none"> <li>• Provides some information on staging events</li> </ul>	1

**Answers could include:**

Event staging requirements and resources for this event include:

- Catering
- Security
- Performers/bands
- Technical equipment
- Lighting
- Audio Visual
- Sound
- Production services
- Layout and styling of the venue
- Display stands and signage
- Contractors.

To ensure safe work practices are implemented during the staging process, all staff and contractors must be inducted/briefed on the various safety requirements that should be followed. Risk assessment should be conducted to identify any potential hazards and putting preventative measures in place.

Appropriate signage should be used to identify high risk areas, hazard warning signs, electrical cords taped securely, barricades to section the crowd.

Catering – food and alcohol should comply with relevant legislation, wristbands for over 18 years, RSA for staff, food health and safety conditions apply, adequate refrigeration for food preparation areas.

Security – correct ratios of staff to attendees, ensuring back stage off limits to the public, designated lanyards allowing access to relevant people.

Performers/Bands – ensuring safety of performers on stage and emergency procedures are clearly disseminated to all, protection from unruly crowd members.

Technical equipment – technical hitches or equipment breakdown.

Contractors – relevant licences, tag and test equipment.

## 2016 HSC Tourism, Travel and Events Mapping Grid

### Section I

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
1	1	Working with customers — customer – page 46	X		X				X	
2	1	Working in the industry — cultural diversity – page 42	X		X				X	
3	1	Working in the industry — work practices – page 41				X			X	X
4	1	Australian destinations — major gateways and transport networks – page 22	X						X	X
5	1	Sustainability — environmentally sustainable work practices – page 33			X				X	
6	1	Working with customers — customer enquiries – page 47	X		X		X		X	
7	1	Australian destinations — provision of information and advice – page 22	X						X	X
8	1	Safety — WHS consultation and participation – page 26	X	X	X		X		X	
9	1	Working in the industry — working in industry – page 38	X	X	X	X			X	X
10	1	Sustainability — environmental compliance – page 33	X	X	X	X	X			
11	1	Working in the industry — misunderstandings and conflict – page 43	X	X	X	X		X	X	X
12	1	Australian destinations — regions and destinations – page 22							X	
13	1	Safety — Risk management — page 27	X	X	X		X		X	
14	1	Working in the industry — application of legislative requirements – page 38–40			X				X	
15	1	Australian destinations — regions and destinations – page 22							X	X

## Section II

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
16 (a)	2	Working with customers — customers – types of customers – page 46	X				X		X	
16 (b)	3	Working with customers — quality customer service – page 47 Working with others — working with others – page 42	X	X			X		X	
17 (a)	1	Working in the industry — working in the industry – page 39	X	X	X	X			X	X
17 (b)	3	Working in the industry — working in the industry – page 39	X	X	X	X			X	X
18	2	Sustainability — environment – identify opportunities for improved resource efficiency affecting the tourism and travel or events industry – page 32	X	X	X	X	X			
19 (a)	2	Safety — WHS consultation and participation – page 26	X	X	X		X		X	
19 (b)	4	Safety — work health and safety – page 25, 27	X	X	X		X		X	
20 (a)	2	Australian destinations — information on Australian tourism regions, destinations and products – page 21	X						X	X
20 (b)	3	Australian destinations — Australian tourism regions and destinations – page 22	X						X	X
21 (a)	3	Australian destinations — Australian tourism regions and destinations – page 21, 22 – for each of these capital cities and regions – geographical features – page 22 – tourism products – page 22	X						X	X
21 (b)	5	Australian destinations — Australian tourism regions and destinations – page 21, 22 – for each of these capital cities and regions – geographical features – page 22 – tourism products – page 22	X						X	X

**Section III**

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
22	15	Sustainability — Environment – current environmental issues affecting the tourism and travel or events industry – page 32	X	X	X	X	X			

**Section IV**

Question	Marks	HSC content – focus area	Employability skills (Please put an X where appropriate)							
			Communication	Teamwork	Problem-solving	Initiative and enterprise	Planning and organising	Self-management	Learning	Technology
23 (a)	4	TOURISM STREAM Tourism and travel products and services — industry terminology and abbreviations commonly used in the provision of tourism and travel products and services – page 52	X			X	X		X	X
23 (b)	6	Selling tourism and travel products and services — types of sales including product and/or service package – page 53	X			X	X		X	X
23 (c)	10	Quotations – the quotation – page 54 – pricing quotations – page 54 – numerical calculations common to the tourism and travel workplace – page 54	X			X	X		X	X
24 (a)	4	EVENTS STREAM Events industry — typical features of event types – page 59	X	X	X		X			X
24 (b)	6	Event registrations — monitor registrations – page 60	X	X	X		X			X
24 (c)	10	Event staging — event staging requirements and resources – page 61 – safe and environmentally friendly work practices – page 61	X	X	X		X			X