

2018 HSC Tourism, Travel and Events Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
<ul style="list-style-type: none"> Correctly describes TWO specific strategies that would ensure environmental sustainability 	2
<ul style="list-style-type: none"> Correctly describes ONE specific strategy that would ensure environmental sustainability OR <ul style="list-style-type: none"> Identifies TWO strategies 	1

Sample answer:

Strategy 1 – Use renewable resources for building (eg timber, bamboo)

Strategy 2 – Building design plan that maximises energy efficiency for lighting/cooling and heating.

Question 16 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides a clear and detailed explanation of ‘resource efficiency’ and how it relates to resource use in the daily operation of the resort 	3
<ul style="list-style-type: none"> Provides a clear explanation of ‘resource efficiency’ and how it relates to resource use 	2
<ul style="list-style-type: none"> Makes a general statement about resource use 	1

Sample answer:

Resource efficiency refers to the use of resources in a sustainable way. Examples of resource efficiency in daily operations are monitoring electricity usage with motion sensors and timers to automatically switch off power; recycling greywater for use in the garden; use of battery-operated buggies to transfer guests and staff around the resort.

Question 17 (a)

Criteria	Marks
<ul style="list-style-type: none"> Clearly provides a relevant example of how staff on a cruise ship meet the needs of passengers 	1

Sample answer:

Responding to a passenger’s inquiry for a shore tour and destination information and recommendations for activities by providing a range of brochures and personal recommendations.

Answers could include:

- Ensuring passengers with disabilities are provided with a suitably equipped cabin and provided with the assistance they need.
- Making bookings and reservations for local shore excursions, activities and restaurants when asked by passengers for assistance.

Question 17 (b)

Criteria	Marks
<ul style="list-style-type: none"> Clearly provides TWO relevant examples of customer service problems which could occur on the cruise Suggests a suitable solution for each problem 	4
<ul style="list-style-type: none"> Provides TWO examples of customer service problems which could occur Suggests a suitable solution to one problem 	3
<ul style="list-style-type: none"> Provides at least ONE relevant example of a customer service problem which could occur Suggests a solution to the problem 	2
<ul style="list-style-type: none"> Provides an example of a problem 	1

Sample answer:

- Problem:* Cabin not available at check-in time
Solution: Allocate a temporary cabin where the passenger(s) may relax until their cabin is available, offer a beverage at the bar and take bags to the cabin for the passenger when ready.
- Problem:* Power failure in the theatre/entertainment area
Response: Provide recommendations of alternative activities and check with the duty supervisor on how passengers might be compensated for the inconvenience.

Answers could include:

- Problem:* Noisy passengers in adjoining cabin
Solution: Apologise. Discuss the complaint with the noisy passengers and the noise policy/conditions on board.

Question 18 (a)

Criteria	Marks
• Correctly outlines the procedure to follow to ensure workplace safety	2
• Identifies a workplace safety procedure	1

Sample answer:

The attendant should place a warning sign and barricade near the broken handrail to isolate the hazard, then record details of the hazard and notify the relevant staff member to organise its repair.

Question 18 (b)

Criteria	Marks
• Clearly details the importance of a risk assessment in reducing risk • Refers to implications	3
• Details the importance of a risk assessment in reducing risk	2
• Makes a general comment about risk assessment	1

Sample answer:

A risk assessment reduces possible human, social and organisation costs that result from accidents and injury. By eliminating the risk associated with an activity or minimising through substitution or modification, risk is reduced.

Question 19 (a)

Criteria	Marks
• Identifies cross-cultural barriers to effective communication	2
• Makes a general statement about barriers to communication	1

Sample answer:

- Verbal communication, language barriers
- Social and cultural differences
- Non-verbal body language.

Question 19 (b)

Criteria	Marks
• Provides TWO suitable examples of how a tour operator could customise products to a Chinese market	2
• Provides ONE example suitable to Chinese market	1

Sample answer:

A tour operator could train staff in cultural differences and include Chinese language brochures and signage on their equipment.

Answers could include:

Employ multilingual staff.

Question 19 (c)

Criteria	Marks
• Clearly explains the benefits of researching preferences and characteristics of inbound tourists	3
• Provides some information about benefits of researching preferences and/or characteristics of inbound tourists	2
• Makes a general comment about preferences/characteristics of inbound tourists	1

Sample answer:

Researching the preferences and characteristics of the target market provides details for all sectors of Australia's tourism industry, enabling them to provide products and services suitable to the inbound tourist. When the various sectors understand the preferences and characteristics of their customers, they are able to target the right products and therefore increase sales. For example, hotels offering popular movies or meals that customers like.

Question 20 (a)

Criteria	Marks
<ul style="list-style-type: none"> Correctly outlines TWO research methods to update their knowledge of Australian destinations and products 	2
<ul style="list-style-type: none"> Outlines ONE research method to update their knowledge of Australian destinations and products 	1

Sample answer:

- Subscribing to industry magazines with information about tours, accommodation options.
- Attending product launches organised by carriers, tour operators and other suppliers.

Answers could include:

Networking with other industry employees at association functions.

Question 20 (b)

Criteria	Marks
<ul style="list-style-type: none"> Correctly locates a destination within the Whitsundays suitable for families Provides a clear description of the appeal of the destination for a family with young children and suggests suitable product examples 	6
<ul style="list-style-type: none"> Locates a destination within the Whitsundays Provides a description of the appeal of the destination suitable for a family with young children 	4–5
<ul style="list-style-type: none"> Locates a destination within Queensland Describes the appeal of the destination for a family 	2–3
<ul style="list-style-type: none"> Comments on a suitable destination for a family 	1

Sample answer:

Hamilton Island in the Whitsundays is a family friendly island that offers packages and a range of accommodation options for families where children 12 years and under stay and eat free. Kids club is available at most hotels and there is a diverse range of eating options.

Hamilton Island offers a range of activities suitable for both adults and young children eg the wildlife park adventure, snorkelling tours, Whitehaven Beach tour, jet skiing, golf buggy hire, hiking up Passage Peak, sailing boats and fishing adventures.

Hamilton Island is accessible via direct flights from all major capital cities and a daily ferry service from Airlie Beach.

Section III

Question 21

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive knowledge and understanding of a range of technologies used within the tourism and travel industry • Accurately explains in detail the effect these technologies have had on workplace practices • Refers to a range of industry sectors 	13–15
<ul style="list-style-type: none"> • Demonstrates a thorough knowledge and understanding of a range of technologies used within the tourism and travel industry • Explains the effect these technologies have had on workplace practices • Refers to a number of industry sectors 	10–12
<ul style="list-style-type: none"> • Demonstrates a sound knowledge and understanding of technologies used within the tourism and travel industry • Outlines the effect these technologies have had on workplace practices • Refers to at least TWO industry sectors 	7–9
<ul style="list-style-type: none"> • Demonstrates a basic knowledge and understanding of technologies used within the tourism and travel industry • Outlines the effect of technology • May refer to an industry sector 	4–6
<ul style="list-style-type: none"> • Makes a general comment about the use of technology in the tourism and travel workplace 	1–3

Answers could include:

- Accommodation – using online booking platforms and review sites to select and book their accommodation, customers can see reviews from past guests. This has made it more competitive for hotels competing for customers. As a result prices may be reduced and/or service may be improved. Hotels may offer bonuses to customers to gain loyalty.
- Travel – customers are now booking travel online and checking in to flights using e-check in. This has resulted in a restructure of the airline industry with more self-service functions. This means fewer employees and less personal service for customers. Travel agencies have had to rethink how they operate as people choose to book online.
- Technology has streamlined the communication process when travelling as information regarding flights departures/arrivals can be instantly forwarded and updated. Businesses create apps that help customers stay updated on their travel, or to search for the best route to travel.
- Use of travel cards, cards for transport, instant payment facilities.
- Ride sharing companies have changed the way tourists move within their destination. This has affected modes of transport ie taxis/buses/trains.
- Attractions – development of virtual attractions, use of smartphone apps/GPS navigational assistance for outdoor adventure, online instant ticket bookings.
- Tour guiding – information on the site can be researched and stored on smartphone, login on smartphone to access information relevant to tour.
- Theme parks – online bookings, social media used for marketing.

Section IV

Question 22 (a)

Criteria	Marks
<ul style="list-style-type: none"> Clearly outlines the major categories of tourism and travel products and services Provides a detailed range of relevant products and services for each category 	4
<ul style="list-style-type: none"> Outlines the major categories of tourism and travel products and services Provides relevant products and services for each category 	3
<ul style="list-style-type: none"> Identifies at least TWO categories of tourism and travel products and services 	2
<ul style="list-style-type: none"> Makes a general comment about tourism and travel products and services 	1

Sample answer:

Major categories of products and services include transportation to and within the destination; bus, train, boat, car hire or airline travel, including transfers. Accommodation includes a variety of types: hotels or resorts with various star ratings, motels, caravan parks, camping, Airbnb or apartments. Tour products and tour guides at a range of attractions and sites require bookings and sales.

Answers could include:

- Meals
- Entertainment
- Cruises
- Travel insurance
- Activities
- Currency and banking services
- Visa/passport.

Question 22 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Correctly and accurately describes the important elements to be included in a quotation • Demonstrates a comprehensive knowledge and understanding of the importance of accuracy in preparing a quotation • Explicitly refers to the terms and conditions of a quotation 	6
<ul style="list-style-type: none"> • Describes important elements to be included in a quotation • Demonstrates a sound knowledge and understanding of the importance of accuracy in preparing a quotation • Refers to the terms and conditions of a quotation 	4–5
<ul style="list-style-type: none"> • Identifies elements to be included in a quotation • May mention the importance of accuracy in preparing a quotation • May refer to terms and conditions 	2–3
<ul style="list-style-type: none"> • Makes a general comment about preparing a quotation 	1

Sample answer:

The quotation should be prepared using the appropriate format. Any products and services should be included with itemised segments and/or options with pricing. When pricing the quote numerical calculations should be accurate with any necessary currency conversions.

The terms and conditions should be explicitly stated with current date and expiry date shown. The general conditions of sale should be clear and well explained with prices subject to change. Any inclusions and exclusions should be explicitly stated.

Details of how the customer is to make payment should be included along with details of a cooling off period.

Question 22 (c)

Criteria	Marks
<ul style="list-style-type: none"> Provides a comprehensive explanation of complying with applicable legislation when selling tourism and travel products and services Demonstrates knowledge using an extensive range of tourism and travel related products and services Accurately refers to applicable legislation 	9–10
<ul style="list-style-type: none"> Provides a sound explanation of complying with applicable legislation when selling tourism and travel products and services Demonstrates knowledge using a range of tourism and travel related products and services Refers to applicable legislation 	7–8
<ul style="list-style-type: none"> Provides a basic explanation complying with applicable legislation when selling tourism and travel products and services Demonstrates knowledge using products and services May refer to applicable legislation 	5–6
<ul style="list-style-type: none"> Provides a limited explanation of selling tourism and travel products and services in accordance with law May identify products and services May refer to applicable legislation 	3–4
<ul style="list-style-type: none"> Makes a general comment about selling products and services 	1–2

Answers could include:

In selling tourism and travel products and services in compliance with legislative requirements a range of terms and conditions of a booking should be made clear to the customer. Under Australian consumer law, a contract for the sale of goods must explicitly state the conditions of sale.

When a law is breached, a penalty may be imposed or court proceedings commenced. Australian consumer law exists to protect both the consumer and the business.

When making a booking for travel, a customer can complain if the terms and conditions are not explained or explicitly stated in writing. If a consumer had to cancel their booking, the terms and conditions of sale would ensure that both parties were aware of any penalty. Cancellations incur a penalty as a company cannot afford to lose revenue.

Online bookings and information must adhere to copyright legislation and relevant privacy laws. When a customer is providing their personal details and banking information, there is a requirement for that information to remain private. A company may not pass on or sell that information. There are ethical issues also associated with the privacy of discussing customers' personal details.

No misleading or deceptive information (including outdated brochures with incorrect prices or information).

Question 23 (a)

Criteria	Marks
• Provides a clear comparison of the roles of the event management company and the contractors for this event	4
• Compares the roles of the event management company and the contractors	3
• Identifies the role of either the event management company or the contractors	2
• Makes a comment about staging this event	1

Sample answer:

The role of the event management company is to design, plan, organise and coordinate the overall festival. This includes developing an event concept, venue selection, legal and regulatory compliance (eg WHS, responsible service of alcohol).

The role of contractors at the festival differs as it is to provide equipment and specialist services for their individual component of the festival eg catering. Contractors include the performers and providers of the local area’s food and wine.

Contractors’ role and event management company’s role are similar as both also include compliance with regulatory and legislative requirements.

Answers could include:

For the event management company: marketing and promotion, risk management, staging, staffing (event team and volunteers), contracting suppliers (eg performers, catering, cleaning, lighting/sound specialists, security) crowd management, waste management, etc.

Contractors may also include cleaning, other catering, sound, lighting, security, etc. Includes provision of consumables (eg food and wine) and equipment; trained staff and expertise; provision of services as scheduled; safety and security of employees; meeting current licence/permit requirements (eg responsible service of alcohol competency of any staff serving alcohol) and insurance.

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Accurately describes in detail all six phases involved in staging this event • Demonstrates a comprehensive knowledge and understanding of the phases in event staging 	6
<ul style="list-style-type: none"> • Describes all six phases involved in staging this event • Demonstrates a sound knowledge and understanding of the phases in event staging 	4–5
<ul style="list-style-type: none"> • Describes some phases involved in staging this event • Demonstrates a basic knowledge and understanding of the phases in event staging 	2–3
<ul style="list-style-type: none"> • Makes a general comment about staging this event 	1

Sample answer:

There are six phases involved in staging this event:

1. Concept development – This is the first phase. The event management company develops the creative idea for the festival and determines the practical components needed to stage the festival. This includes establishing the purpose and theme of the festival, selecting a suitable venue, timing of the festival, contractors required, staff and volunteer requirements, layout of the festival site and logistics.
2. Briefings – This is the second phase of event staging. All those involved in the staging of the event are informed of the details of the festival and the responsibilities of each group involved (ie the event team, contractors, volunteers). Briefings include details for bump-in and bump-out; accreditation of those working at the festival; communication methods during the event; policies and procedures (eg for security, waste management, crowd control); the running schedule etc.
3. Set-up – The third phase of event staging is known as bump-in. This phase involves the physical construction, installation and set-up of all equipment and infrastructure. It includes the delivery of equipment and staging; sound and lighting checks; installation of signage and facilities etc.
4. Operation – This phase is the actual conduct of the festival. It commences with the arrival of attendees and ends when the attendees leave. It involves constant monitoring and control of all festival activities, ensuring that the running sheet is followed and the safety and security of attendees, contractors and staff is maintained. Crowd management is an important part of this phase.
5. Break-down – This phase is known as bump-out. It involves the physical deconstruction and removal of all equipment and staging infrastructure as well as clean-up of the site and removal of waste.
6. Debriefing – the final phase of event staging involves discussion and feedback among event management company employees, contractors, venue/site management staff and the council about the successful aspects of the festival, areas of the festival requiring improvement and other issues.

Question 23 (c)

Criteria	Marks
<ul style="list-style-type: none"> • Comprehensively explains a range of requirements and resources for staging this event • Demonstrates a comprehensive knowledge and understanding of staging this event • Provides specific details for consideration 	9–10
<ul style="list-style-type: none"> • Explains a range of requirements and resources for staging this event • Demonstrates a thorough knowledge and understanding of staging this event 	7–8
<ul style="list-style-type: none"> • Outlines the requirements and resources for staging this event • Demonstrates a sound knowledge and understanding of staging this event 	5–6
<ul style="list-style-type: none"> • Identifies the requirements for staging events • Demonstrates a basic knowledge and understanding of event staging 	3–4
<ul style="list-style-type: none"> • Limited response that makes a general comment about event staging • May mention requirements for staging 	1–2

Answers could include:

- Catering – the council has a tender to showcase the region’s food and wine. There is a requirement for the event management company to ensure the vendors involved supply and serve a variety of the region’s local produce. The requirements to be considered by the event management company about catering include:
 - location and spacing of food and beverage stalls/outlets
 - seating and space for attendees to eat
 - food safety and storage and food handling regulatory requirements
 - safe and secure storage of alcohol and other legislative requirements for serving alcohol (eg appropriately trained employees and signage)
 - how to organise and manage queuing for food and drink
 - safe and reliable supply of gas and electricity for cooking
 - provision of water and plumbing
 - waste collection and removal.
- Performers/talent
- Security
- Technical and production services (sound, lighting, stage design)
- Displays/stands/signage.

2018 HSC Tourism, Travel and Events Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	Australian destinations — information on Australian regions, destinations and products – page 21
2	1	Safety — incidents, accidents and emergencies – page 27
3	1	Working with customers — customers – page 42
4	1	Working in the industry — information on the industry – page 34
5	1	Sustainability — environment – page 30
6	1	Safety — WHS consultation and participation – page 25
7	1	Working with customers — customer complaints and feedback – page 44
8	1	Working in the industry — working in the industry – page 35
9	1	Sustainability — environmentally sustainable work practices – page 32
10	1	Working in the industry — employment – page 36
11	1	Australian destinations — Australian tourism regions and destinations – page 22
12	1	Sustainability — environment – page 30
13	1	Working with customers — quality customer service – page 42
14	1	Safety — WHS compliance – page 24
15	1	Australian destinations — Australian tourism regions and destinations – page 22

Section II

Question	Marks	HSC content – focus area
16 (a)	2	Sustainability — environment – page 30
16 (b)	3	Sustainability — resources – page 31
17 (a)	1	Working in the industry — tourism and travel industry worker – pages 37–38
17 (b)	4	Working in the industry — tourism and travel industry worker – pages 37–38
18 (a)	2	Safety — risk management – page 26
18 (b)	3	Safety — risk management – page 26
19 (a)	2	Working with customers — customers – page 42
19 (b)	2	Working with customers — customers – page 42
19 (c)	3	Working with customers — quality customer service – page 42
20 (a)	2	Australian destinations — information on Australian tourism regions, destinations and products – page 21
20 (b)	6	Australian destinations — Australian tourism regions and destinations – page 22

Section III

Question	Marks	HSC content – focus area
21	15	Working in the industry — nature of the industry – page 34, technology – page 38

Section IV

Question	Marks	HSC content – focus area
22 (a)	4	Tourism and Travel — tourism and travel products and services – page 47
22 (b)	6	Tourism and Travel — quotations – pages 49–50
22 (c)	10	Tourism and Travel — selling tourism and travel products and services pages 47–48
23 (a)	4	Events — event staging – page 54
23 (b)	6	Events — event staging – page 54
23 (c)	10	Events — event staging – page 55