
2019 HSC Tourism, Travel and Events Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

| Criteria | Marks |
|---|-------|
| <ul style="list-style-type: none"> • Demonstrates an understanding of how communication assists with providing quality customer service in a tourism, travel and/or events workplace | 2 |
| <ul style="list-style-type: none"> • Provides some relevant information about communication in the workplace | 1 |

Sample answer:

Communication, both verbal and written, ensures that customers are receiving accurate and clear information. By actively listening to customers, you establish their needs and are able to match preferences and expectations.

Question 16 (b)

| Criteria | Marks |
|--|-------|
| <ul style="list-style-type: none"> • Demonstrates a sound understanding of the importance of dealing sensitively with cultural groups when communicating in the tourism, travel or events industry • Provides a relevant example | 3 |
| <ul style="list-style-type: none"> • Demonstrates an understanding of cultural groups when communicating in the tourism, travel or events industry | 2 |
| <ul style="list-style-type: none"> • Shows some understanding of cultural awareness | 1 |

Sample answer:

It is important to deal sensitively with people from different cultures and understand their needs, so that all customers are treated with the same level of respect and specific needs are met. Recognising that Japanese customers prefer not to make eye contact.

Question 17

| Criteria | Marks |
|--|-------|
| <ul style="list-style-type: none"> • Identifies the purpose of the Privacy Act | 2 |
| <ul style="list-style-type: none"> • Provides some relevant information about the Privacy Act | 1 |

Sample answer:

The Privacy Act regulates how personal information is handled in organisations and government departments.

Question 18 (a)

| Criteria | Marks |
|--|-------|
| • Names TWO key bodies involved in WHS | 2 |
| • Names ONE key body involved in WHS | 1 |

Sample answer:

- SafeWork NSW
- SafeWork Australia

Question 18 (b)

| Criteria | Marks |
|---|-------|
| • Provides characteristics and features of the role of a key body involved in WHS | 2 |
| • Provides some relevant information | 1 |

Sample answer:

SafeWork NSW

Provides advice on WHS, investigates incidents and enforces WHS laws. They also provide support for training and education and they carry out workplace inspections.

Question 18 (c)

| Criteria | Marks |
|---|-------|
| • Suggests suitable ways for workers to participate in workplace safety | 2 |
| • Shows basic knowledge of workplace safety | 1 |

Sample answer:

Workers can participate by reporting hazards, becoming a member of a safety committee or ensuring their own safety.

Question 19 (a)

| Criteria | Marks |
|---|-------|
| <ul style="list-style-type: none"> Demonstrates a sound understanding of methods to gather customer feedback | 2 |
| <ul style="list-style-type: none"> Provides some relevant information | 1 |

Sample answer:

You can gather feedback by using surveys, either online or paper-based. Follow-up phone calls and emails after their travel can also gain feedback for the business.

Answers could include:

- Repeat customers
- Word of mouth
- Referrals
- Social media reports
- Increased sales.

Question 19 (b)

| Criteria | Marks |
|---|-------|
| <ul style="list-style-type: none"> Clearly relates customer service to business success Describes the benefits or consequences of customer service to a business May include a workplace example | 4 |
| <ul style="list-style-type: none"> Relates customer service to business success Outlines the benefits or consequences of customer service to a business May include a workplace example | 3 |
| <ul style="list-style-type: none"> Links customer service to business success | 2 |
| <ul style="list-style-type: none"> Provides some relevant information about customer service | 1 |

Sample answer:

Good customer service leads to a good reputation, which can lead to repeat business. This leads to increased sales and profit. Happy customers acknowledge and praise staff for quality customer service. The recognition of staff performance improves morale and leads to increased productivity. If customer service is not taken seriously, the business can suffer loss of profit and ultimately close.

Question 20 (a)

| Criteria | Marks |
|--|-------|
| • Outlines ONE advantage and ONE disadvantage | 2 |
| • Outlines ONE advantage or ONE disadvantage of part-time employment | 1 |

Sample answer:

Advantage

More staff employed part-time gives a greater pool of people to draw upon in times of sickness and holidays

Disadvantage

Lack of teamwork and/or communication.

Question 20 (b)

| Criteria | Marks |
|---|-------|
| • Provides effective strategies an employee may use for career progression within a specific sector | 3 |
| • Provides a strategy that an employee may use for career progression | 2 |
| • Provides some relevant information about career progression | 1 |

Sample answer:

An employee can maximise career progression by exploring opportunities to increase knowledge and skills. Further education may be taken to move to supervisor or manager level as well as participating in families and other in-house training eg WHS. A positive approach to work ethics, being punctual and having good presentation can lead to promotion.

Question 21

| Criteria | Marks |
|--|-------|
| <ul style="list-style-type: none"> Provides specific details on the gateways and transport networks of the region Describes climate and seasonal factors of the region Accurately identifies a range of towns and tourist areas in the region Includes local facilities, attractions and entertainment | 6 |
| <ul style="list-style-type: none"> Provides details on the gateways and transport networks of the region Identifies climate and/or seasonal factors of the region Accurately identifies a range of towns and tourist areas in the region Includes local facilities, attractions and/or entertainment | 4–5 |
| <ul style="list-style-type: none"> Provides details of transport in a region of NSW Mentions climate and/or seasonal factors of a region of NSW Identifies some towns and/or tourist areas in a region of NSW May include local facilities, attractions and/or entertainment | 2–3 |
| <ul style="list-style-type: none"> Provides some basic knowledge of a region | 1 |

Sample answer:

Region: *Outback NSW*

Gateways and transport networks

- Dubbo 1 hour flight from nearest capital city – Sydney – airlines include: Qantaslink, and Rex. 5 hours drive from Sydney, various coach services including: Greyhound, 7-hour train-ride XPT departing Central Station – Dubbo
- Broken Hill – access by air (REX) rail or coach/drive. Flight takes 2–3 hours, rail overnight or all days coach/drive – takes up to 20 hours
- Parkes – access by air (REX) rail or coach/drive. Flight takes approximately 1 hour from Sydney, rail 4 hours

Climate and seasonal factors

- Very hot and dry in summer, winter gets quite cold, reaching minus (all outback NSW towns)

Major towns and tourist areas

- Dubbo, Broken Hill, Parkes

Local facilities, attractions and entertainment

- Dubbo – attractions include Taronga Western Plains Zoo, Old Dubbo Gaol, swimming pool and water slide, a range of restaurants and cafes
- Broken Hill – attractions include BHP mines, sculptures, Flying Doctor Base, Silverton, historical hotels, clubs, cafes
- Parkes – attractions include Elvis Festival, Picnic Races and various accommodation. Tourists can visit the ABBA festival in nearby Trundle

Answers could include:

Region: *NSW North Coast*

Gateways and transport networks

- Coffs Harbour, Byron Bay. Flights by major airlines Qantas, Virgin, regional airlines, 6 hours from Sydney by road and rail or 1.5 hour flight

Climate and seasonal factors

- Sub tropical climate with an average temperature of 27 degrees

Major towns and tourist areas

- Coffs Harbour, Byron Bay

Local facilities, attractions and entertainment

- Attractions include the Big Banana, Byron Bay Markets, music festivals including Bluesfest, The Falls Festival, surfing beaches: Byron, Coffs, Sawtell, Byron lighthouse, dolphin and whale tours.

Section III

Question 22

| Criteria | Marks |
|--|-------|
| <ul style="list-style-type: none"> • Demonstrates extensive knowledge and understanding of sustainable tourism • Provides details of effective strategies for business and government • Clearly explains the balance between environmental impacts and economic benefits • Includes appropriate industry terminology in well-structured response | 13–15 |
| <ul style="list-style-type: none"> • Demonstrates thorough knowledge and understanding of sustainable tourism • Provides effective strategies for business and government • Explains the balance between environmental impacts and economic benefits • Includes some industry terminology in well-structured response | 10–12 |
| <ul style="list-style-type: none"> • Demonstrates sound knowledge and understanding of sustainable tourism • Provides strategies for business and/or government • Outlines the balance between environmental impacts and economic benefits • Includes some industry terminology in a basic response | 7–9 |
| <ul style="list-style-type: none"> • Demonstrates a basic knowledge and understanding of sustainable tourism • Provides at least one strategy for business and/or government • Outlines environmental impacts and/or economic benefits | 4–6 |
| <ul style="list-style-type: none"> • Demonstrates a limited knowledge and understanding of sustainable tourism • May provide some strategies for business and/or government | 1–3 |

Answers could include:

- Promoting the vulnerability of certain threatened destinations can help raise awareness of climate variation and promote conservation efforts.
- Responsible wildlife tourism plays an important role in encouraging people to look after rather than degrade the natural environment.
- By making animals more valuable when they are alive, it is possible to encourage poachers and governments to stop hunting. Find an alternative way to profit from them.
- Using tourism at local council level to change public views.
- The government increases rangers to monitor pollution levels from fishing boats, impacts of oil spills etc in and around the reef.
- GBRMPA regulates zoning and recreational activities throughout the reef, limiting and controlling tourist numbers.

Section IV

Question 23 (a)

| Criteria | Marks |
|--|-------|
| <ul style="list-style-type: none"> • Demonstrates an understanding of how to build rapport • Provides clear strategies to determine needs, preferences and cultural expectations of this group | 4 |
| <ul style="list-style-type: none"> • Demonstrates an understanding of rapport • Suggests a strategy to determine needs of this group | 3 |
| <ul style="list-style-type: none"> • Shows some understanding of rapport or customer needs • May provide an example | 2 |
| <ul style="list-style-type: none"> • Provides some relevant information | 1 |

Sample answer:

British backpackers speak English, which makes communicating easier. They are generally relaxed and open with expressing their needs. Establishing rapport to gain their trust could involve relating one's own experiences relevant to backpacking or travel in the UK. This would assist with making a connection. Active listening and offering appropriate suggestions eg ask open ended, reflective questions and recognise non-verbal signs to find out exactly what the customer wants.

Question 23 (b)

| Criteria | Marks |
|--|-------|
| <ul style="list-style-type: none"> • Suggests appropriate product options for backpackers making reference to customer profile • Provides products from a range of sectors • Communicates ideas using relevant industry terminology | 6 |
| <ul style="list-style-type: none"> • Suggests appropriate product options for backpackers • Provides products from some sectors • Communicates ideas using some industry terminology | 4–5 |
| <ul style="list-style-type: none"> • Suggests product options for backpackers • Provides products from at least TWO sectors | 2–3 |
| <ul style="list-style-type: none"> • Makes reference to a product and/or sector | 1 |

Sample answer:

Products recommended for these clients include:

- Accommodation – different styles from hostels, basic YHA, hotels, cabins, share accommodation, eco-lodges, camping
- Travel – how to get from place to place: hire car, bus pass, rail pass, cheap flights where available eg Jetstar, Tiger Air
- Attractions – appropriate special group entry to experiences matching their requests – ie to eco attractions, rainforest walks, National Parks passes. Suggest some risk-taking events such as bungy jumping.
- Info services – visitor centres to get free maps of areas and special interest attractions
- Tour guiding – arrange local Indigenous guides where possible, specialist guides for eco visits ie GBR, Kakadu and Uluru
- Suggest package deals which detail inclusions
- Offer breaks in travel for down time as three months is a long time for travel.

Question 23 (c)

| Criteria | Marks |
|---|-------|
| <ul style="list-style-type: none"> Comprehensively explains product features and benefits relevant to these customers Demonstrates knowledge and understanding of selling techniques, specifically upselling and add-ons Communicates using relevant workplace examples and industry terminology | 9–10 |
| <ul style="list-style-type: none"> Clearly explains product features and benefits Shows some knowledge of selling techniques, specifically upselling and add-ons Communicates using relevant examples, may include terminology | 7–8 |
| <ul style="list-style-type: none"> Explains product features and benefits Shows some knowledge of selling techniques Communicates using relevant examples | 5–6 |
| <ul style="list-style-type: none"> Identifies product features and/or benefits May include selling techniques <p>OR</p> <ul style="list-style-type: none"> Provides an example of an add-on and/or upsell | 3–4 |
| <ul style="list-style-type: none"> Provides some relevant information about products and/or features | 1–2 |

Answers could include:

- Offers extra products eg Insurance, attraction pass/theme park pass, GBR Cruise, upgrade accommodation where possible when specials available
- Explains how these add-ons or upselling benefit the customers and the business
- Customers with travel insurance are protected from flight delays, loss of luggage or medical emergency. Travel insurance provides additional commission for the travel agent and increase in total sales.

Question 24 (a)

| Criteria | Marks |
|---|-------|
| <ul style="list-style-type: none"> Identifies at least THREE different types of major events in NSW, with examples | 4 |
| <ul style="list-style-type: none"> Identifies TWO different types of major events in NSW, with examples | 3 |
| <ul style="list-style-type: none"> Identifies TWO types of events in NSW OR | 2 |
| <ul style="list-style-type: none"> Identifies ONE type of event with an example | 1 |

Sample answer:

Types of major events in NSW can include hallmark events, sporting events, festivals, exhibitions and cultural events.

Examples:

- Royal Easter Show, Sydney April
- Elvis Festival, Parkes January
- Bathurst 500 Car Racing, October
- Mardi Gras, Sydney Feb/Mar
- Autumn or Spring Racing Carnivals

Question 24 (b)

| Criteria | Marks |
|--|-------|
| <ul style="list-style-type: none"> Provides an accurate description of the attendees at the two events Details clearly the impact of each event on the local community | 6 |
| <ul style="list-style-type: none"> Provides a general description of the attendees at the two events Outlines the impact of each event on the local community | 4–5 |
| <ul style="list-style-type: none"> Provides a general description of the attendees at the two events Mentions an impact of at least ONE of the events on the local community | 2–3 |
| <ul style="list-style-type: none"> Makes a general comment about one event OR | 1 |
| <ul style="list-style-type: none"> Mentions an impact on community | |

Sample answer:

Elvis Festival in Parkes, January

- Characteristics of attendees – Elvis fans, rock and roll music lovers who like to dress up, and impersonators
- Impact on the community – crowds, noise, unwanted media attention, casual jobs, destination exposure, boost to the local economy, improved local infrastructure

Mardi Gras in Sydney, February/March

- Characteristics of attendees – Members of the LGBTI community, party goers, dressing up and dancing on floats throughout Oxford Street, Sydney.
- Impact on the community – High number of international visitors fly into Sydney, increasing sales for airlines, local accommodation bookings, sales for local business and tourism hot spots. Noise, crowds and media attention.

Question 24 (c)

| Criteria | Marks |
|---|-------|
| <ul style="list-style-type: none"> • Demonstrates a comprehensive knowledge and understanding of the development of event technologies • Makes evident the benefits of technological advancements to both participants and organisers of the event • Provides a range of relevant examples | 9–10 |
| <ul style="list-style-type: none"> • Demonstrates a sound knowledge and understanding of the development of event technologies • Makes evident the benefits of technological advancements to both participants and organisers of the event • Provides relevant examples | 7–8 |
| <ul style="list-style-type: none"> • Demonstrates a basic knowledge and understanding of event technologies • Makes evident the benefits of technology changes • Provides relevant examples | 5–6 |
| <ul style="list-style-type: none"> • Demonstrates a limited knowledge and understanding of event technologies • Refers to the benefits of technology changes OR • Provides a relevant example | 3–4 |
| <ul style="list-style-type: none"> • Refers to the benefits of technology OR • Provides a relevant example | 1–2 |

Sample answer:

New operating systems which run the latest software.

Software programs used by event management companies (eg Ivy Events, Event Pro, Event Brite) ensure accurate customer information is recorded, secure payments can be made. Updated information on events is available and amendments can be made. Ongoing reports from this technology help to finalise registration numbers, monitor event numbers to allocate staffing, food for catering, security, equipment, ticketing, staging requirements and emerging issues.

Those who benefit include event organisers as the inbuilt calendar and organisation of such software programs ensure effective time management and make sure nothing is overlooked. The technologies also allow them to gather important marketing information from participants. Administration components eg catering, contractors and venue have more accurate numbers and information, which avoids waste and ensures smooth registrations. Participants benefit from a seamless online registration, they can book everything using apps and can easily locate places at the event.

2019 HSC Tourism, Travel and Events Mapping Grid

Section I

| Question | Marks | HSC content – focus area |
|----------|-------|---|
| 1 | 1 | Safety — safe work procedures and practices – page 26 |
| 2 | 1 | Working in the industry — nature of the industry – page 34 |
| 3 | 1 | Working with customers — customers – page 42 |
| 4 | 1 | Australian destinations — Australian tourism regions and destinations – page 22 |
| 5 | 1 | Safety — WHS compliance – page 25 |
| 6 | 1 | Sustainability — environmental hazard identification and risk control – page 30 — environmental compliance – page 31 |
| 7 | 1 | Australian destinations — Australian tourism destinations and regions – page 22 |
| 8 | 1 | Working with customers — workplace policies and procedures for customer interactions – page 43 |
| 9 | 1 | Working in the industry — misunderstandings and conflict – page 39 |
| 10 | 1 | Safety — WHS – page 24 |
| 11 | 1 | Sustainability — environmental compliance – page 31 |
| 12 | 1 | Australian destinations — Australian tourism destinations and regions – page 22 |
| 13 | 1 | Sustainability — environment – page 30 |
| 14 | 1 | Working in the industry — work practices – page 38 |
| 15 | 1 | Working in the industry — information on the industry – page 34 |

Section II

| Question | Marks | HSC content – focus area |
|----------|-------|---|
| 16 (a) | 2 | Working with customers — quality customer service – page 42 |
| 16 (b) | 3 | Working with customers — customers – page 41 |
| 17 | 2 | Working in the industry — working in the industry – page 35 |
| 18 (a) | 2 | Safety — WHS – page 24 |
| 18 (b) | 2 | Safety — WHS – page 24 |
| 18 (c) | 2 | Safety — WHS consultation and participation – page 25 |
| 19 (a) | 2 | Working with customers — customer feedback – page 43 |
| 19 (b) | 4 | Working with customers — quality customer service – page 43 |
| 20 (a) | 2 | Working in the industry — employment – page 36 |
| 20 (b) | 3 | Working in the industry — employment – page 36 |
| 21 | 6 | Australian destinations — Australian tourism regions and destinations – pages 21–22 |

Section III

| Question | Marks | HSC content – focus area |
|-----------------|--------------|--|
| 22 | 15 | Sustainability — environment – pages 30–31 |

Section IV

| Question | Marks | HSC content – focus area |
|-----------------|--------------|---|
| 23 (a) | 4 | Tourism and travel — selling tourism and travel products and services – pages 48–49 |
| 23 (b) | 6 | Tourism and travel — selling tourism and travel products and services – pages 48–49 |
| 23 (c) | 10 | Tourism and travel — selling tourism and travel products and services – pages 48–49 |
| 24 (a) | 4 | Events — events industry – page 53 |
| 24 (b) | 6 | Events — events industry – page 53 |
| 24 (c) | 10 | Events — registrations – page 53 |