



NSW Education Standards Authority

**2019** HIGHER SCHOOL CERTIFICATE EXAMINATION

# Tourism, Travel and Events

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**General  
Instructions**

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black pen
- Calculators approved by NESA may be used
- Write your Centre Number and Student Number at the top of pages 9 and 11

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**Total marks:  
80****Section I – 15 marks** (pages 2–5)

- Attempt Questions 1–15
- Allow about 20 minutes for this section

**Section II – 30 marks** (pages 9–13)

- Attempt Questions 16–21
- Allow about 50 minutes for this section

**Section III – 15 marks** (page 15)

- Attempt Question 22
- Allow about 25 minutes for this section

**Section IV – 20 marks** (page 16)

- Attempt either Question 23 or Question 24
- Allow about 25 minutes for this section

## Section I

**15 marks**

**Attempt Questions 1–15**

**Allow about 20 minutes for this section**

Use the multiple-choice answer sheet for Questions 1–15.

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- 1** When is the best time to communicate safe work practices to a new staff member?

  - A. When handing out PPE
  - B. When conducting a risk assessment
  - C. When providing orientation training
  - D. When dealing with breaches of security
  
- 2** Which organisation primarily represents the accommodation sector in the tourism industry?

  - A. AFTA
  - B. AHA
  - C. ATE
  - D. ATEC
  
- 3** People who consume kosher food are most likely to be

  - A. Hindu.
  - B. Jewish.
  - C. Muslim.
  - D. Buddhist.
  
- 4** What is one of the main attractions on Victoria's Phillip Island?

  - A. Coral reef
  - B. Seahorse farm
  - C. Twelve Apostles
  - D. Motorcycle racing

**5** What does a yellow triangle on a safety sign indicate?

- A. A fire exit
- B. A prohibited act
- C. A hazard warning
- D. A mandatory action

**6** An inspection was conducted on the water quality of a popular inland river and the results showed extremely high levels of algal blooms.

Why could this have an adverse effect on tourism in the region?

- A. High levels of algal blooms can injure animals.
- B. Toxic water is unsafe for recreational activities.
- C. Boats are unable to navigate the stagnant waterways.
- D. There would be a reduction in the sale of fresh produce in the region.

**7** What is the Spirit of Tasmania?

- A. A coach tour around Tasmania
- B. A food and music festival in Hobart
- C. A ferry between Victoria and Tasmania
- D. A train journey from Launceston to Hobart

**8** You receive a phone enquiry from a customer wishing to travel to South America. You are not familiar with this region.

What is the best-practice response in handling this enquiry?

- A. Tell a colleague about the conversation
- B. Record the enquiry according to workplace procedures
- C. Take a message and tell the customer you will call them back later
- D. Redirect the call to an experienced employee who specialises in this region

- 9** The desired outcome of successful conflict resolution in the workplace is
- A. to avoid regular staff turnover.
  - B. to determine the party responsible.
  - C. to establish the source of a problem.
  - D. to achieve a mutually agreeable solution.
- 10** According to Work Health and Safety (WHS) laws, a PCBU is someone who
- A. consults with business and unions.
  - B. conducts regular business updates.
  - C. conducts a business or undertaking.
  - D. consults on business understanding.
- 11** Which organisation is ultimately responsible for the clean-up of pollution in NSW rivers and beaches?
- A. Clean Energy Regulator
  - B. Environment Protection Authority
  - C. Office of Environment and Heritage
  - D. Department of Environment and Energy
- 12** A customer would like to travel to Bathurst Island.
- What is the closest city from which they could fly?
- A. Darwin
  - B. Gold Coast
  - C. Launceston
  - D. Melbourne

- 13 A million-dollar upgrade has been approved for a go-kart track in regional New South Wales.

A negative environmental impact of such a development could include

- A. increase in noise pollution.
- B. minimising land degradation.
- C. reduction in council services.
- D. associated industrial development.

- 14 A family of four, two adults and two children aged 15 years and 17 years, wish to book four nights at a hotel, with breakfast included each day. The parents would like a lake view room for themselves and a twin room for the children.

Calculate the total cost of their stay.

<b>Hotel rates</b>	
	<i>Per night</i>
Single room	\$135 (breakfast included)
Twin room	\$175
Queen	\$195
Lake view room	\$245
Breakfast	\$25 pp

- A. \$1680
  - B. \$1705
  - C. \$1780
  - D. \$2080
- 15 Visitor arrivals data for January 2019 showed 731 000 visitor arrivals, up 4.1% on the same period of the previous year.

The flow-on effect from this could mean

- A. a stronger Australian dollar.
- B. an increase in domestic tourism.
- C. increased contribution to local economies.
- D. increased opportunity for outbound tourism operators.

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Centre Number

# Tourism, Travel and Events

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Student Number

## Section II

**30 marks**

**Attempt Questions 16–21**

**Allow about 50 minutes for this section**

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

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### Question 16 (5 marks)

- (a) How do best-practice communication techniques assist in the provision of quality customer service in a tourism, travel and events workplace? **2**

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- (b) Using an example, explain the importance of dealing sensitively with people from different cultural groups in the tourism, travel or events industry. **3**

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**Question 17** (2 marks)

What is the purpose of the *Privacy Act 1988* (Cth)?

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**Question 18** (6 marks)

(a) Name TWO key bodies involved in WHS.

**2**

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(b) Describe the primary role of ONE key body involved in WHS.

**2**

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(c) Suggest ways in which workers can participate in workplace safety.

**2**

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Centre Number

# Tourism, Travel and Events

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Student Number

## Section II (continued)

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### Question 19 (6 marks)

- (a) What methods can a tourism, travel and events workplace use to gather customer feedback? 2

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- (b) Explain the relationship between customer service and business success. 4

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**Question 20 (5 marks)**

(a) Outline ONE advantage and ONE disadvantage of having a high proportion of part-time employment in the tourism, travel and events industry. **2**

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(b) Describe how an employee might maximise their opportunity for career progression in a specific sector of the tourism, travel and events industry. **3**

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**Question 21** (6 marks)

Select a tourism region from either the New South Wales *North Coast* or *Outback*.

**6**

Prepare the following fact sheet for a television travel show or trade show.

**Region:** .....

<ul style="list-style-type: none"><li>• Gateways and transport networks ..... ..... .....</li><li>• Climate and seasonal factors ..... ..... .....</li><li>• Major towns and tourist areas ..... ..... .....</li><li>• Local facilities, attractions and entertainment ..... ..... ..... ..... ..... ..... .....</li></ul>
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## Tourism, Travel and Events

### Section III

**15 marks**

**Attempt Question 22**

**Allow about 25 minutes for this section**

Answer the question in a writing booklet. Extra writing booklets are available.

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Your answer will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
  - communicate ideas and information using relevant workplace examples and industry terminology
  - present a logical and cohesive response
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#### **Question 22** (15 marks)

Destinations such as the Great Barrier Reef are vanishing under threat from coral bleaching and endangered wildlife. Tourists seek to experience endangered sites, landscapes and species before they disappear.

One essential element of sustainable tourism is achieving a balance between minimising environmental impacts and maximising economic benefits.

Explain how tourism businesses and government strategies might achieve this balance.

**Please turn over**

## Section IV

**20 marks**

**Attempt either Question 23 or Question 24**

**Allow about 25 minutes for this section**

Answer this question in TWO SEPARATE writing booklets. Use one writing booklet to answer parts (a) and (b) of the question. Use the other writing booklet to answer part (c) of the question. Extra writing booklets are available.

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### **Question 23 — Tourism and Travel (20 marks)**

There has been an enquiry from a group of British backpackers who wish to travel to Australia in 2020 and stay for three months. They have expressed their interest in a wilderness or eco-tourism experience, they would like to visit major attractions and are happy to use multiple modes of transport.

Answer parts (a) and (b) of the question in a SEPARATE writing booklet.

- (a) Demonstrate how you would build rapport with this group of backpackers and determine their needs or preferences, including cultural expectations. **4**
- (b) Suggest a range of tourism products and services from various sectors for this group of backpackers. **6**

Answer part (c) of the question in a SEPARATE writing booklet.

- (c) Explain additional product features and benefits you could offer to these customers including add-ons that may enhance customer experience and maximise sale profitability. **10**

**OR**

### **Question 24 — Events (20 marks)**

Answer parts (a) and (b) of the question in a SEPARATE writing booklet.

- (a) Identify a range of different types of major events in NSW, providing examples. **4**
- (b) Referring to TWO different types of well known NSW events, describe the typical characteristics of the people attending each event and the impacts the event has on the host community. **6**

Answer part (c) of the question in a SEPARATE writing booklet.

- (c) Explain how event ticketing and registration have developed over recent years. Include who benefits from these developments. **10**

**End of paper**