
2024 HSC Tourism, Travel and Events Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
• Outlines a relevant strategy to meet the customers needs	2
• Provides some relevant information	1

Sample answer:

A strategy could include providing the customer with tour information in writing.

Answers could include:

- Eye contact
- Using an Auslan interpreter.

Question 16 (b)

Criteria	Marks
• Demonstrates an understanding of why different cultures are important in the tourism, travel and events workplace	2
• Provides some relevant information	1

Sample answer:

Working in a tourism, travel and events workplace, staff are likely to be dealing with customers from different cultural backgrounds. An understanding of different cultures may mean staff are better able to communicate with customers and are better equipped to meet their needs. Understanding key aspects of their culture and religion means staff are less likely to have misunderstandings or offend the customers.

Question 17 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines TWO benefits of adopting sustainable practices for a tourism, travel or events business 	2
<ul style="list-style-type: none"> • Outlines ONE benefit of adopting sustainable practices 	1

Sample answer:

Adopting sustainable practices can lead to cost savings for the business through reduced energy costs and more efficient use of resources. Being sustainable is a great way for businesses to attract customers wanting sustainable tourism or event experiences.

Question 17 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Explains a thorough range of strategies a hotel could put in place to reduce environmental impacts 	4
<ul style="list-style-type: none"> • Describes strategies a hotel could put in place to reduce environmental impacts 	3
<ul style="list-style-type: none"> • Outlines strategies a hotel could put in place to reduce environmental impacts 	2
<ul style="list-style-type: none"> • Provides some relevant information 	1

Sample answer:

Some strategies to reduce environmental impacts include operating a card system. This would allow the hotel to reduce energy consumption as lights/air conditioner will only work when a customer is in the room. A second strategy could be to replace small plastic bottles of shampoo and conditioner with large pump packs to reduce waste.

Question 18

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a thorough understanding of the possible effects of social media on a tourism, travel and events business • Uses relevant examples to support answer 	5
<ul style="list-style-type: none"> • Demonstrates a sound understanding of the possible effects of social media on a tourism, travel and events business • Uses examples to support answer 	4
<ul style="list-style-type: none"> • Demonstrates a basic understanding of the possible effects of social media on a tourism, travel and events business • Uses an example to support answer 	3
<ul style="list-style-type: none"> • Outlines an effect or uses an example 	2
<ul style="list-style-type: none"> • Provides some relevant information 	1

Sample answer:

The rise of social media has meant tourism and event businesses can reach a wider audience and build brand awareness. It is a cheap form of advertising and can be used to engage with customers through photos, videos and stories online. Social media has also allowed businesses to get immediate feedback from customers eg reviews. This is great for the business if reviews are positive. However, negative reviews can damage a business's reputation. Social media has also meant customers are less likely to use traditional sources of information such as travel agents and information centres.

Question 19 (a)

Criteria	Marks
<ul style="list-style-type: none"> • Outlines the purpose of WHS induction training 	2
<ul style="list-style-type: none"> • Provides some relevant information 	1

Sample answer:

WHS induction training aims to give new employees a detailed introduction to the workplace so they can understand how to work safely and what their roles and responsibilities are.

Question 19 (b)

Criteria	Marks
• Describes a range of responsibilities of a worker in regard to WHS	3
• Outlines some responsibilities of a worker in regard to WHS	2
• Provides some relevant information	1

Sample answer:

A worker must work safely by following instructions from supervisors and following workplace policies and procedures such as manual handling. They must comply with WHS laws and participate in training to keep self and others safe in the workplace.

Answers could include:

- May report accidents and incidents
- Wear PPE if required
- Participate in safety briefings.

Question 20 (a)

Criteria	Marks
• Identifies sources of information	2
• Provides some relevant information	1

Sample answer:

Sources of information may include websites, travel agents, suppliers and social media.

Question 20 (b)

Criteria	Marks
• Recommends TWO attractions in Brisbane applicable to the scenario	3
• Recommends ONE attraction specific to the scenario or lists TWO attractions	2
• Provides some relevant information	1

Sample answer:

One attraction the family could visit is the Lone Pine Koala Sanctuary so they can experience Australian wildlife. The family could also visit Southbank Parklands for a swim, walk along the river or visit the many cafes.

Question 20 (c)

Criteria	Marks
• Outlines TWO day trips for the family	3
• Outlines ONE day trip or lists TWO day trips	2
• Provides some relevant information	1

Sample answer:

The family could visit the Theme Parks on the Gold Coast. They could also do a day trip out to one of the islands such as Stradbroke Island or Moreton Island for swimming and snorkelling.

Question 21 (a)

Criteria	Marks
• Clearly explains the purpose of anti-discrimination legislation in the tourism, travel or events industry	3
• Gives a basic explanation of the purpose of anti-discrimination legislation in the tourism, travel or events industry	2
• Provides some relevant information	1

Sample answer:

The purpose of the law is to protect customers and employees from discrimination due to personal characteristics such as age, gender, race etc.

Question 21 (b)

Criteria	Marks
• Explains TWO strategies to reduce discrimination in the workplace	4
• Outlines TWO strategies to reduce discrimination in the workplace	3
• Explains ONE strategy to reduce discrimination in the workplace or lists TWO strategies	2
• Provides some relevant information	1

Sample answer:

Some strategies a business could put in place to reduce discrimination in the workplace include having consequences for discriminatory behaviour, educating employees on other cultures. Celebrating cultural days and ensuring a positive and inclusive workplace. Business could also ensure staff always treat customers with respect and fairness.

Section III

Question 22 (a)

Criteria	Marks
• Outlines a range of appropriate products and services for this group	3
• Lists some products and services for this group	2
• Provides some relevant information	1

Sample answer:

The group may wish to purchase tickets to entertainment such as Movie World, Dreamworld etc. They may use local restaurants, visitor information centres, retail shops and purchase travel insurance.

Question 22 (b)

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive knowledge of the format and terminology required in a quote • Provides correct amounts and total 	4
<ul style="list-style-type: none"> • Demonstrates a sound knowledge of the format and terminology required in a quote • Provides some amounts 	3
<ul style="list-style-type: none"> • Demonstrates a basic knowledge of the format and terminology required in a quote 	2
<ul style="list-style-type: none"> • Provides some relevant information 	1

Sample answer:

<i>Travel agent quote</i>	
Client Name	University Surfers
Destination	Gold Coast
Flight details	Own arrangements
Date of quote	Today's date
Number in group	22
Date of travel	February 2025
Accommodation	3 nights @ \$180 × 11 twin rooms = \$5940
Coach hire	\$500 per day for 4 days including transfers from airport = \$2000
Group total	\$7940

Answers could include:

- Quote may be in letter format
- Quote may include terms and conditions.

Question 22 (c)

Criteria	Marks
<ul style="list-style-type: none"> Explains a comprehensive range of selling techniques Explains a comprehensive range of strategies to close a sale 	7–8
<ul style="list-style-type: none"> Explains a sound range of selling techniques Explains a sound range of strategies to close a sale 	5–6
<ul style="list-style-type: none"> Outlines a basic range of selling techniques and/or strategies to close a sale 	3–4
<ul style="list-style-type: none"> Provides some relevant information 	1–2

Sample answer:

Selling techniques:

- Visual aids – photographs of the hotel, attractions, beaches to give the customer a visual representation of the product
- Upselling – selling the customer into a higher price bracket, higher standard of accommodation, meal and drink upgrades. This allows the provider to increase their profits.
- Add on selling – adding travel insurance, attraction passes
- Offering alternatives – eg different options for accommodation
- Selling benefits to customer – convenience, no driving required.

Closing the sale:

- Using closed questions to help the customer to make a decision
- Applying deadlines if you don't book by this date, deal won't be available. This helps the customer to make a decision and helps the operator to secure the booking.
- Reinforcing benefits to customers may also help the customer to make a decision.

Question 23 (a)

Criteria	Marks
• Outlines a comprehensive range of relevant documents	3
• Lists some relevant documents	2
• Provides some relevant information	1

Sample answer:

Some documents that could be used to plan this event include a risk assessment which outlines risks associated with hosting the event and control measures that could be put in place. Other documents that could be used include a run sheet to outline what is going to happen at the event and when. A budget may also be used to outline costs involved in running the event.

Answers could include:

Briefing documents – used when briefing the volunteers

Question 23 (b)

Criteria	Marks
• Provides a detailed run sheet outlining key activities and timings for the event	4
• Provides a run sheet outlining key activities and/or timings for the event	3
• Provides a basic run sheet	2
• Provides some relevant information	1

Sample answer:

A run sheet would show the date/times/proceedings from the bump in to event completion.

<i>Fund raising dinner – run sheet</i>	
<i>Date/time</i>	<i>Activity</i>
12 pm	Access venue and bump in
1 pm	Set up the room
4 pm	Staff/volunteer briefing
6 pm	Events starts, registration of guests
6:30 pm	Dinner and the band commences
7 pm	Guest speaker
8 pm	Raffle
10 pm	Event close
10:30 pm	Bump out and debrief

Answers could include:

- Answers may be in written format (not a table)
- Answers may include the person responsible for each activity.

Question 23 (c)

Criteria	Marks
<ul style="list-style-type: none"> Explains a comprehensive range of production requirements to ensure the success of the event Explains a comprehensive range of relevant service providers for the event 	7–8
<ul style="list-style-type: none"> Explains some production requirements Explains some service providers 	5–6
<ul style="list-style-type: none"> Outlines basic production requirements and/or service providers 	3–4
<ul style="list-style-type: none"> Provides some relevant information 	1–2

Sample answer:

Production requirements:

- Registration desk – to register attendees
- Signage – for registration, toilets, sponsors
- Stage, sound system
- Programs/menus
- Microphone for the master of ceremonies (MC), guest speaker
- Prizes for raffles
- Theming.

Service providers:

- Caterers – to provide food and beverages
- Security – to ensure only registered guests attend
- Waste management – control disposal of rubbish, recycling
- Entertainment for the dinner.

Section IV

Question 24

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates extensive knowledge and understanding of trends in the tourism, travel and/or events industry • Correctly discusses the impact of these trends • Presents a logical and cohesive response • Integrates relevant workplace examples 	13–15
<ul style="list-style-type: none"> • Demonstrates thorough knowledge and understanding of trends in the tourism, travel and/or events industry • Discusses the impact of these trends • Presents a cohesive response • Provides some workplace examples 	10–12
<ul style="list-style-type: none"> • Demonstrates sound knowledge and understanding of trends in the tourism, travel and/or events industry • Discusses the impact of these trends • Presents a structured response • May use workplace examples 	7–9
<ul style="list-style-type: none"> • Demonstrates a basic knowledge and understanding of trends in the tourism, travel and/or events industry • May discuss impacts of these trends and/or provide an example 	4–6
<ul style="list-style-type: none"> • Demonstrates a limited knowledge of trends • Provides some relevant information 	1–3

Answers could include:

Online bookings – customers booking their own travel arrangements on the internet.

Impact – more control for customer, less jobs for retail travel agents, more competition on pricing, increased popularity of sites such as webjet, kayak etc.

Airbnb – tourists want to live like locals.

Impact – perhaps less bookings/commissions available for retail travel agents, customers can book themselves easily online.

Ecotourism/eco friendly events – customers wanting more sustainable travel and event options.

Impact – businesses must meet this demand and try to offer sustainable products, events, tourism experiences that have less impact on the environment. Eg Ecotourism resorts that use solar power and grow their own vegetables. Sustainable events that use renewable energy, minimal packaging and paper advertising.

Bleisure – combining business and leisure activities.

Impact – corporate travel agents need to be prepared to combine business bookings with leisure bookings for customers so they must be knowledgeable about activities, attractions and other tourism products.

Interactive events – there is a trend towards more hands-on activities at events where attendees can ‘do things’ rather than just watching and listening.

Impact – event organisers need to provide immersive experiences eg hands on activities like yoga, live polling.

Extreme sporting events – there is a trend towards extreme sporting events such as tough mudder, true grit, foam fest, obstacle races. Also extreme activities on tours eg bungee jumping, zip lining.

Impact – event organisers and tourism providers must cater to this market, prepare waiver forms as activities could be dangerous.

Music festivals – still a popular trend in terms of events.

Impact – event organisers need to focus on attendee safety, managing crowds, pill testing, bag checks etc.

Hybrid/virtual events – due to covid, many events went hybrid or virtual.

Impact – event businesses are now able to reach a greater audience and an audience from further afield. They must be prepared with the technology required for virtual events.

2024 HSC Tourism, Travel and Events Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	Safety, workplace health and safety – consultation and participation – page 24
2	1	Australian destinations, Australian tourism regions and destinations – pages 19/20
3	1	Working in industry, tourism and travel or events industry worker – pages 36/37
4	1	WHS – incidents, accidents and emergencies – page 27
5	1	Working with customers, quality customer service – pages 41/42
6	1	Working with customers, customer complaints and feedback – page 43
7	1	Sustainability, environment – page 29
8	1	Sustainability, environmental compliance – page 29
9	1	Australian destinations, Australian tourism regions and destinations – pages 19/20
10	1	Working in the industry, information on the industry – page 34
11	1	Australian destinations, Australian tourism regions and destinations – pages 19/20
12	1	Sustainability, sustainability – page 29
13	1	Working in Industry, working in industry – page 35
14	1	Working in industry, working in industry – page 35
15	1	Safety, risk management – page 25

Section II

Question	Marks	HSC content – focus area
16 (a)	2	Working with customers, workplace policies and procedures for customer interaction – page 42
16 (b)	2	Working with customers, customers – page 41
17 (a)	2	Sustainability, sustainability – page 29
17 (b)	4	Sustainability, sustainable work practices – pages 30/31
18	5	Working in industry, technology – page 38
19 (a)	2	Safety, safe work procedures and practices – page 25
19 (b)	3	Safety, WHS compliance, consultation and participation – page 24
20 (a)	2	Australian destinations, information on Australian tourism regions, destinations and products – page 19/20
20 (b)	3	Australian destinations, Australian tourism regions and destinations – page 19/20
20 (c)	3	Australian destinations, information on Australian tourism regions, destinations and products – pages 19/20
21 (a)	3	Working in industry, anti-discrimination – page 36
21 (b)	4	Working in industry, anti-discrimination – page 36

Section III

Question	Marks	HSC content – focus area
22 (a)	3	Tourism and travel, selling tourism and travel products and services – pages 46/47
22 (b)	4	Tourism and travel, quotations – page 48

Question	Marks	HSC content – focus area
22 (c)	8	Tourism and travel, selling tourism and travel products and services – pages 47/48
23 (a)	3	Events, event production – pages 52/53
23 (b)	4	Events, event industry, event production – pages 51/52
23 (c)	8	Events, event production – pages 52/53

Section IV

Question	Marks	HSC content – focus area
24	15	Working in industry, nature of the industry – page 35