

2021 HSC Tourism, Travel and Events Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16

Criteria	Marks
• Provides a range of security practices	2
• Provides some security practices	1

Sample answer:

- Hand luggage liquid restrictions
- Metal detectors
- Body search/screening.

Answers could include:

- X-ray screening
- Bag screening/checking
- ID checking
- Passport verification
- Immigration
- Explosive trace detection
- Biometric identification
- Sniffer dogs.

Question 17

Criteria	Marks
- Provides a comprehensive range of strategies to achieve an increase in sustainability - Clearly relates a range of strategies to an increase in sustainability - Includes relevant workplace examples	6
- Provides a range of strategies to achieve an increase in sustainability - Relates some strategies to an increase in sustainability - Includes relevant workplace examples	5
- Describes some strategies to achieve an increase in sustainability - Includes relevant workplace examples	4
- Outlines some strategies to achieve an increase in sustainability - Includes examples	2–3
Provides some information about sustainability	1

Sample answer:

To be more sustainable the business can conserve energy by using alternative forms of power such as solar, using more natural light and energy-efficient lighting. Another strategy would be waste management such as refilling ink cartridges or using mugs instead of disposable cups, using electronic equipment and programs to reduce the amount of paper being used and not using single-use items. Measuring and documenting resource use by comparing invoices, keeping track of how much you order and coming up with procedures to reduce resource use.

Answers could include:

- Conserving energy by switching off equipment when not in use, reducing air conditioning temperatures in winter and increasing them in summer
- Consulting with employees for ideas and improvement suggestions
- Policy and procedures like nominating timeframes to meet environmental goals by training staff, keeping staff informed of waste management progress
- Reducing carbon footprint by carpooling to work, buying quality goods that will last and be used for a number of events, and buying locally.

Question 18 (a)

Criteria	Marks
• Provides a general sketch of the different types of communication used in the provision of quality service	2
• Provides a type of communication OR an example of effective communication	1

Sample answer:

Quality service is provided through three types of communication: verbal —the words we speak; written — the structure of our correspondence; and non-verbal — our body language.

Answers could include:

- Verbal: phone conversations, face to face
- Written: emails, quotes, feedback surveys
- Non-verbal: tone of voice, features of body language: positive and negative.

Question 18 (b)

Criteria	Marks
• Provides advantages of providing quality customer service	2
• Provides an advantage of providing quality customer service	1

Sample answer:

The advantages of providing quality customer service are that it will keep the customer happy, create a good reputation for the business and gain repeat and new customers.

Answers could include:

- Professionalism
- Self-satisfaction
- Increase productivity
- Accuracy
- Efficiency
- Presentation
- Word of mouth – tell their friends and family
- Exceed customer expectation.

Question 18 (c)

Criteria	Marks
- Clearly states benefits of receiving complaints and relates these to how the business can make changes to improve - Clearly states benefits of receiving feedback (positive and negative) from customers and relates these to how the business can use this feedback	4
Clearly states benefits of receiving complaints and feedback from customers and how the business can implement changes to improve	3
States benefits of receiving complaints or feedback with an example	2
General statement about a complaint or feedback	1

Sample answer:

Customer complaints give you the opportunity to solve a problem and turn a negative situation into a positive such as increasing staff training to avoid a repeat of the situation and regaining your customer's confidence. Feedback from customer surveys shows us what areas we have done well in and what areas need improving. Using this information, we can recognise and reward staff for a job well done and implement changes where necessary to improve practices.

Answers could include:

- Uphold professionalism, presentation, reputation
- Retention of staff
- Increase staff morale
- Avoid negative word of mouth – tell their friends and family
- Exceed customer expectation
- Incentives for staff.

Question 19 (a)

Criteria	Marks
• Identifies ergonomic features of the equipment	2
• Identifies an ergonomic feature	1

Sample answer:

- Footrest
- Back support on chair
- Head set
- Height adjustable screen.

Answers could include:

- Height adjustable chair
- Armrests on chair
- Keyboard height
- Height of desk.

Question 19 (b)

Criteria	Marks
• Clearly outlines the advantages of ergonomics in the workplace	2
• Provides an advantage of ergonomics in the workplace	1

Sample answer:

Ergonomics will reduce occupational overuse injuries and increase productivity due to fewer sick days and less absenteeism.

Answers could include:

- Creating a safe comfortable workspace
- Designing workspaces around the needs of the people that work there
- Minimise injuries caused by typing or sitting for long periods of time.

Question 20 (a)

Criteria	Marks
• Identifies some relevant legal issues affecting tourism, travel and events	2
• Provides some relevant information	1

Sample answer:

Legal issues the industry must be aware of include their responsibilities in relation to child sex tourism to protect children; anti-discrimination laws to protect employees and customers.

Answers could include:

- Duty of care
- Vicarious liability
- Industrial relations
- Consumer protection
- Privacy
- WHS keeps everyone safe at work.

Question 20 (b)

Criteria	Marks
• Identifies some relevant ethical issues affecting tourism, travel and events	2
• Makes a general statement about ethical issues	1

Sample answer:

Ethical issues include confidentiality as you have access to your client's personal information. Accepting gifts from customers for obtaining a heavily discounted price can be seen as a bribe.

Answers could include:

- Money matters – overcharging clients
- Product recommendations based on agent incentives
- Familiarisations
- Free of charge
- Overbooking flights or hotels to maintain high occupancy
- Sustainable resources
- Environmental practice.

Question 20 (c)

Criteria	Marks
• Distinguishes between legal and ethical considerations	2
• Makes a general statement about legal or ethical considerations	1

Sample answer:

Legal issues are covered by law/legislation and must be followed. Failure to do so will result in penalties being applied eg fines or gaol terms. Ethical refers to doing the right thing morally and following codes of practice, which will affect business reputation.

Answers could include:

- Describing legislation eg Anti-discrimination act
- Explaining RSA standards
- Doing the right thing morally as opposed to breaking the law.

Question 21

Criteria	Marks
Correctly identifies at least seven meanings and signage examples	4
- Correctly identifies all signage examples OR - Correctly identifies all meanings OR - Correctly identifies a combination of four or more	3
Correctly identifies at least three signs and/or meanings	2
Correctly identifies a sign and a meaning	1

Sample answer:

Symbol	Colour	Meaning	Example of sign
 Circle with diagonal bar	Red	Danger	No entry sign
 Circle	Blue	Mandatory action	Switch off lights
 Equilateral triangle	Yellow/amber	Warning	Slippery when wet
 Rectangle/square	Green	Information about safe condition	Exit
 Rectangle/square	Red	Fire safety	Fire extinguisher

Answers could include:

<i>Symbol</i>	<i>Colour</i>	<i>Meaning</i>	<i>Example of sign</i>
 Circle with diagonal bar	Red	Danger	No entry sign
 Circle	Blue	<i>Action</i> <i>Must do</i> <i>Must follow</i>	<i>Life jackets to be worn</i> <i>Keep area litter free</i>
 Equilateral triangle	Yellow/amber	<i>Hazard sign</i> <i>Danger sign</i>	<i>Danger crocodiles</i> <i>Kangaroos crossing</i>
 Rectangle/square	Green	<i>Emergency information sign</i> <i>Safety sign</i>	<i>First aid box</i> <i>First aid room</i> <i>Emergency assembly point</i> <i>Emergency exit</i>
 Rectangle/square	Red	<i>Fire signs</i> <i>Anything to do with fire</i>	<i>Fire hose</i> <i>Fire blanket</i> <i>In event of fire do not use lifts</i>

Section III

Question 22

Criteria	Marks
• Demonstrates a comprehensive knowledge and understanding of the Northern Territory as a tourism destination • Clearly addresses all content areas for the website • Provides detailed and relevant examples for all content areas using appropriate industry terminology • Presents a logical and cohesive response	13–15
• Demonstrates a thorough knowledge and understanding of the Northern Territory as a tourism destination • Addresses a range of content areas for the website • Provides relevant examples for content areas using industry terminology • Presents a cohesive response	10–12
• Demonstrates a sound knowledge and understanding of the Northern Territory as a tourism destination • Refers to some content areas for the website • Provides some appropriate examples	7–9
• Demonstrates a basic knowledge and understanding of the Northern Territory as a tourism destination • May refer to some content areas • May provide examples	4–6
• Makes a general comment about Northern Territory tourism	1–3

Answers could include:

Geographical features including seasonal factors

- Northern Central part of Australia, bordered by Western Australia in the West and South Australia in the South and Queensland in the East.
- Uluru
- Arnhem Land
- Carpentaria
- Kimberley
- Arafura Sea
- The northern part of NT is tropical and semi-arid desert in the centre.
- Seasonal factors: NT has two seasons, the green and the dry. The green season is from November to April and the dry season is from May to October.
- The best time to visit central NT is during the dry season before it gets too hot. During the dry season temperatures can drop below 0°C at night.
- Best time to visit the northern region is near the end of the green season when all the natural surroundings have come to life.

Major gateways and transport networks

- DRW
- International and domestic flights, The Ghan, Interstate coach services and cruises, driving Stuart Hwy
- ASP
- Domestic flights, The Ghan, coach services, driving Stuart Hwy
- AYQ
- Domestic flights to Yulara, Ayers Rock Airport

Cultural, environmental, social areas of significance

- Uluru–Kata Tjuta National Park
- Kakadu
- Arnhem Land
- Darwin
- Alice Springs and surrounds
- Uluru and surrounds

Aboriginal sacred sites

- Uluru

Aboriginal culture

- Art, bush food, didgeridoo, music and dance, language
- Climbing Uluru has been prohibited since 2019 due to the monolith having a strong cultural importance to Aboriginal history.

Tourism products

- It is recommended to fly to Alice Springs then take a road trip to Uluru to explore the surrounds or you can fly direct into Yulara and stay at the Ayers Rock resorts which provide bus tours or car hire to explore the region. Uluru is recommended to walk around which takes approximately 3.5 hours. Uluru is only a 15-minute drive from the resorts. A great destination full of cultural significance and remarkable landforms to explore.
- Visit Darwin, flying time from Sydney is 3.5 hours. Places of interest include Litchfield National Park, which is an hour's drive from Darwin. World heritage listed Kakadu is 3 hours from Darwin.
- Tours – coach, 4WD, self drive – natural and cultural
- Events – Field of light
- Camel riding, helicopter, Harley experiences
- Accommodation – 3–5 star, camping, resorts, farm stays.

Section IV

Question 23 (a)

Criteria	Marks
- Calculates the correct deposit amount and shows working - Correctly identifies the due date of the deposit - Provides valid reasons for recommending travel insurance	4
- Calculates the correct deposit amount - Correctly identifies the due date of the deposit - Provides some reasons for recommending travel insurance	3
- Correctly calculates deposit and/or identifies date of deposit - May provide some relevant information about travel insurance	2
Provides some relevant information	1

Sample answer:

\$50 pp or \$150 per booking whichever is greatest.

$$6 \times 50 = \$300 > \$150$$

Deposit \$300

Due date of deposit: 19APR

Insurance is strongly recommended to provide peace of mind, to cover against unforeseen circumstances, to provide assistance – medical and advice. To cover cancellation fees and damage to property.

Answers could include:

- To compensate for lost or stolen items
- Public liability if you are at fault
- Accidental death.

Question 23 (b)

Criteria	Marks
• Demonstrates extensive knowledge and understanding of a range of selling techniques used to sell holiday packages	6
• Demonstrates a thorough knowledge and understanding of a range of selling techniques used to sell holiday packages	5
• Demonstrates a basic knowledge and understanding of some selling techniques used to sell holiday packages	4
• Identifies some selling techniques	2–3
• Provides some relevant information	1

Sample answer:

Selling techniques used include upselling where you suggest a more expensive product, but with more advantages to the customer. Offering alternatives as a selling technique requires providing options for comparison of similar products so the customer can make an informed choice. Selling benefits to customers is an effective selling technique where you personalise the product to the customer's needs, highlighting the direct advantages of a product regardless of price.

Answers could include:

- Cross selling
- Suggestive selling
- Top down.

Question 23 (c)

Criteria	Marks
- Provides a thorough, informative email including a range of features and benefits related to the client type - Correctly distinguishes the transport and accommodation options and inclusions - Uses correct industry email format	9–10
- Provides a sound, informative email including a range of features and/or benefits related to the client type - Correctly distinguishes some options and/or inclusions - Uses basic email format	7–8
- Provides a basic informative email including some features and/or benefits - Distinguishes an option and/or inclusion - Uses a basic email format	5–6
- Provides general information about the ski holiday - Makes some reference to an option or inclusion	3–4
Provides general information about the ski holiday	1–2

Answers could include:

- Email format and industry standard – includes date, salutation, subject, closing signature
- Options identified – transport, transfers, accommodation, passes
- Locations specified
- Related conditions.

Question 24 (a)

Criteria	Marks
Outlines the key pieces of registration information applicable to this type of event	4
Outlines some key pieces of registration information applicable to this type of event	3
Lists registration information applicable to this event	2
Makes a general statement about event registrations	1

Sample answer:

The key types of customer information required for registration for the charity dinner include the customer's name, contact details and payment details.

Answers could include:

- Special requests
- Any assistance required
- Dietary requirements.

Question 24 (b)

Criteria	Marks
• Demonstrates extensive knowledge and understanding of an event registration system • Relates the use of the registration system to ensuring accuracy, timeliness and management of client records	6
• Displays a thorough understanding of an event registration system • Provides some relationship between the registration system and accuracy, timeliness and management of client records	4–5
• Provides a basic statement about the importance of a registration system in relation to accuracy and/or timeliness and/or client records	2–3
• Makes a general statement about event registration systems	1

Sample answer:

When processing, monitoring and coordinating event registrations it is important to use a software system that is accurate and timely. This will ensure names are correct at the event and any emerging issues can be addressed quickly before they turn into bigger problems. Guests like to hear back quickly and this increases perceptions of the professionalism of the event organiser.

Accuracy is important when charging the guests fees so they are not overcharged. Guests' personal information must be held securely so it can't be accessed by outsiders and misused. A good software system ensures this privacy and security so there are no data breaches.

Accuracy is also required to ensure the correct number of meals are catered and any dietary requests are also advised ahead of time so the staging of the event runs smoothly.

Answers could include:

- Increases professionalism
- Names spelt correctly at event
- Privacy of information
- Security of information/avoid data breaches
- Guests not overcharged
- Correct numbers for catering
- Reporting as registrations come in.

Question 24 (c)

Criteria	Marks
• Demonstrates a thorough understanding of the skills and knowledge required of event coordinators • Explains clearly the operating procedures related to each of the identified areas	9–10
• Demonstrates a sound understanding of the skills and knowledge required of event coordinators • Describes the operating procedures related to some of the identified areas	7–8
• Demonstrates some understanding of the skills and knowledge required of event coordinators • Outlines some operating procedures related to some of the identified areas	4–6
• Demonstrates limited understanding of the skills and knowledge required of event coordinators OR • Lists some procedures relevant to the type of event	1–3

Answers could include:

- *Setting up registration area:* Prior to guests arriving ensure that welcome table is set up with laptops with adequate power. Testing this equipment is important to minimise problems on the night. It's also important to ensure there is enough room on the table to place equipment in an organised manner.
- *Administration of attendee documentation:* Place cards should be distributed to correct tables prior to the event commencing. When guests arrive at the registration area direct them to the table number they are located on.
- *Service expectations:* Display excellent customer relation skills by greeting the guests and providing information in a timely manner. If unsure of a guest question, check with a supervisor.
- *WHS responsibilities:* Ensure there are no power cords left lying on the floor that could be a potential hazard. Confirm access arrangements with venue for guests with special needs.
- Preparing registration materials and equipment in advance for different types of events
- Addressing on-site contingencies by preparing appropriate alternative resources
- Minimising usage of printed materials and thus your negative environmental impact
- Confirming details with venue and organising access arrangements
- Establishing contact with the venue personnel to facilitate effective communication during the event
- Checking registration set-up against prearranged agreements
- Taking required measures to address registration area safety and access issues
- Testing registration equipment and resolving or reporting any issues
- Displaying excellent guest relation skills by greeting and providing information
- Identifying and recording registration/attendee discrepancies
- Allocating staff to help guests with special needs to their tables.

2021 HSC Tourism, Travel and Events Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	Working with customers — customers – page 42
2	1	Working in the industry — work practices – page 38
3	1	Working in the industry — working with others – page 39
4	1	Sustainability — resources – page 31
5	1	Working with customers — customers – page 42
6	1	Australian destinations — Australian tourism regions and destinations – page 21
7	1	Safety — WHS – page 24
8	1	Australian destinations — Australian tourism regions and destinations – page 22
9	1	Sustainability — environmental compliance – page 31
10	1	Safety – WHS – page 24
11	1	Sustainability — environment compliance – pages 30–31
12	1	Working in the industry — cultural diversity – page 39
13	1	Australian destinations — Australian tourism regions and destinations – page 22
14	1	Working in the industry — working in the industry – page 36
15	1	Sustainability — environmental compliance – page 30

Section II

Question	Marks	HSC content – focus area
16	2	Safety — security – page 27
17	6	Sustainability — environmentally sustainable work practices – page 32
18 (a)	2	Working with customers — customers – page 42
18 (b)	2	Working with customers — quality customer service – page 42
18 (c)	4	Working with customers — customer complaints and feedback – page 44
19 (a)	2	Safety — safe work procedures and practices – page 26
19 (b)	2	Safety — safe work procedures and practices – page 26
20 (a)	2	Working in the industry — working in the industry – page 35
20 (b)	2	Working in the industry — working in the industry – page 35
20 (c)	2	Working in the industry — working in the industry – page 35
21	4	Safety — WHS compliance – page 25

Section III

Question	Marks	HSC content – focus area
22	15	Australian destinations — Australian tourism regions and destinations – page 21

Section IV

Question	Marks	HSC content – focus area
23 (a)	4	Tourism and travel stream — tourism and travel products and services – page 47
23 (b)	6	Tourism and travel stream — tourism and travel products and services – page 48
23 (c)	10	Tourism and travel stream — quotations – page 49
24 (a)	4	Events stream — event registrations – pages 53–54
24 (b)	6	Events stream — event registrations – page 53
24 (c)	10	Events stream — event staging – pages 54–55