NSW Education Standards Authority

2022 HSC Tourism, Travel and Events Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 16 (a)

Criteria	Marks
• Correctly defines an internal customer	1

Sample answer:

An internal customer is a person who is purchasing or acquiring a service from the business they work for.

Question 16 (b)

Criteria	Marks
• Demonstrates an understanding of how customer rapport is developed within a tourism, travel and events business	2
• Makes a general statement about customer rapport	1

Sample answer:

It is developed through positive body language, smiling, being polite, noting customers' travel preferences and ongoing communication, or through immediately acknowledging customers when they arrive or enter, being warm, friendly, welcoming.

Answers could include:

- Use some humour
- Contact customers when they return from a trip
- Show empathy (relating to their point of view)
- Use non-threatening topics or safe topics for initial small talk (like where they've travelled before)
- Listen to the other person and showing interest in what they are saying using non-verbal signals like positioning of the body, body movements, eye contact, facial expressions and tone of voice
- Be genuine
- Don't be judgemental
- Ask open questions
- Use the person's name
- Find links to common experiences such as events they've attended.

Question 16 (c)

Criteria	Marks
• Clearly outlines ONE workplace policy OR procedure when working with clients from diverse cultural backgrounds	3
• Demonstrates some understanding of working with clients from diverse cultural backgrounds	2
• Provides some relevant information	1

Sample answer:

When communicating with people from diverse backgrounds, it is important to be sensitive and respectful. We can do this by not using jargon, active listening, not speaking too fast, speaking clearly and using visual aids.

Answers could include:

- Showing empathy
- Demonstrating consistency and reliability
- Being willing to learn and adapt
- Keeping an open mind and not being judgemental
- Seeking clarification if not sure what the customer means
- Being alert to the different ways people interact with others
- Speaking at a slower pace than normal, but it is important to not raise the volume of your voice
- Being aware of different gender roles and where a female worker should be allocated to talk to a female customer
- Formality of greeting (hand shake, bowing).

Question 17 (a)

Criteria	Marks
• Correctly identifies what PPE stands for	1

Sample answer:

Personal protective equipment.

Question 17 (b)

Criteria	Marks
• Provides a thorough explanation of the importance of PPE in the tourism, travel and events industry as a control mechanism for risk management • Provides accurate and relevant industry examples	4
• Provides a sound explanation of the importance of PPE in the tourism, travel and events industry as a control mechanism for risk management • Provides relevant industry examples	3
• Demonstrates some understanding of the importance of PPE in the tourism, travel and events industry as a control mechanism for risk management • May use relevant industry examples	2
• Provides some relevant information	1

Sample answer:

PPE is important as it minimises potential injury to both staff and visitors.

One example would be tourists visiting the Whitsundays. It is important to make sure that tourists wear a stinger suit to minimise their chances of being stung by jellyfish.

Many travel and event companies supply sunscreen to ensure they have met their obligations in minimising sunburn and skin cancer.

Question 18

Criteria	Marks
• Clearly describes the concept of fair and equitable treatment when providing service to customers with special needs and how it is applied	3
• Demonstrates an understanding of the concept of fair and equitable treatment when providing service to customers with special needs	2
• Provides some relevant information	1

Sample answer:

The special needs of customers will vary and fair and equitable treatment is about providing access in a safe and comfortable environment to meet their needs. Customers may require mobility provisions, visual aids, hearing loops, wheelchair access, interpreters or recording facilities.

Question 19

Criteria	Marks
• Clearly outlines how an effective reporting process contributes to addressing environmental hazards • Provides a relevant industry example to demonstrate their understanding	4
• Outlines how an effective reporting process contributes to addressing environmental hazards • Provides a relevant industry example	3
• Demonstrates some understanding of how the reporting process contributes to addressing environmental hazards • May use relevant industry examples	2
• Provides some relevant information	1

Sample answer:

All staff should be trained on the process they need to follow to report hazards. Reports need to be kept on leaking taps, air pollution, waste management, energy use and recycling issues. Reporting a hazard promptly should reduce the likelihood of it occurring again and have a focus on increasing sustainability as it can cut down on water use or power use.

Question 20 (a)

Criteria	Marks
• Identifies the FOUR costs of workplace injury	2
• Identifies some of the costs of workplace injury	1

Sample answer:

Consequences of workplace injuries – costs

S   social
H   human
O   organisational
E   economic

Question 20 (b)

Criteria	Marks
• Provides a thorough explanation of TWO costs of workplace injury for both employees and businesses in the tourism, travel and events industry • Uses accurate and relevant industry examples and terminology	5
• Provides a sound explanation of TWO costs of workplace injury for both employees and businesses in the tourism, travel and events industry • Uses relevant industry examples and/or terminology	4
• Provides an explanation of TWO costs of workplace injury for both employees and businesses in the tourism, travel and events industry • Uses some industry examples and/or terminology	3
• Demonstrates limited understanding about the costs of workplace injury for employees and/or businesses • May provide a basic industry example	2
• Provides some relevant information	1

Sample answer:

• **Human** – can have permanent effects on the quality of life of the worker, which can also cause a strain on family, friends and co-workers. While working at an event if you are injured and must leave then your co-workers will have to do more work.

• **Social** – an employee who has been injured at work often has to be supported by the community through treatment, in some cases for quite a long time. Depending on the severity of the injury, the emotional toll on the employee and their family can be devastating. For the business, the injury can bring unwanted reputational damage within the community.

Answers could include:

• **Economic** – injuries in the workplace cost the Australian economy more than $60 billion each year. If an injury happens at an event or in a tourism setting, insurance premiums will go up and a payout may be required. Cancelling of tours.

• **Organisational** – when an employee is injured, it may mean they cannot work. The time off will cost the company money through sick pay obligations and a loss of productivity as well as finding and training a replacement. A tour guide being injured and not able to work would need a replacement.

Question 21

Criteria	Marks
• Identifies all destinations and geographical features	5
• Identifies most destinations and geographical features	4
• Identifies some destinations and geographical features	3
• Identifies some destinations and/or a geographical feature	2
• Identifies some destinations and/or geographical features	1

Sample answer:
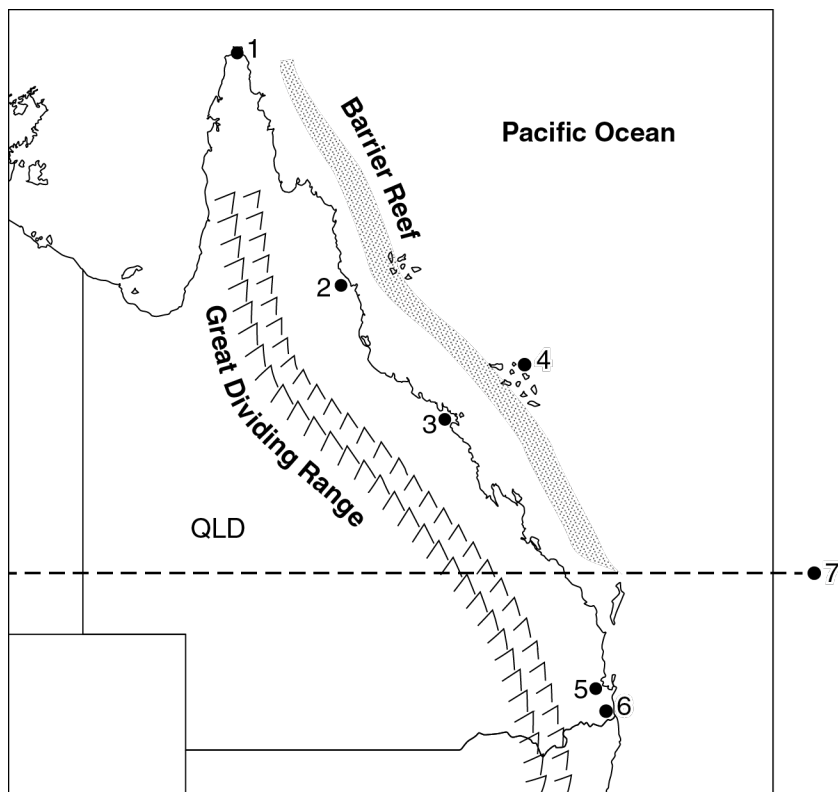
1 Cape York
2 Cairns
3 Airlie Beach / Shute Harbour / Proserpine
4 Whitsunday Islands / Hamilton Island / Daydream Island
5 Brisbane
6 Gold Coast / Coolangatta / OOL / Surfers Paradise
7 Tropic of Capricorn
8 Pacific Ocean (number / shade / dot)
9 Great Barrier Reef (number / shade / dot)
10 Great Dividing Range (number / shade / dot)

Section III

Question 22

Criteria	Marks
• Provides an extensive explanation about the relationship between the attractions sector and a broad range of other sectors in the tourism, travel and events industry • Presents a logical and cohesive response • Integrates relevant workplace examples and industry terminology	13–15
• Provides a thorough explanation about the relationship between the attractions sector and a range of other sectors in the tourism, travel and events industry • Presents a cohesive response • Makes reference to workplace examples and industry terminology	10–12
• Provides some explanation about the relationship between the attractions sector and some other sectors in the tourism, travel and events industry • Presents a structured response • May make reference to relevant workplace examples and/or industry terminology	7–9
• Provides an outline about the relationship between sectors in the tourism, travel and events industry • May use relevant workplace examples and/or industry terminology	4–6
• Makes a general statement about the tourism, travel and events industry sectors	1–3

Answers could include:

Sectors within the tourism, travel and events industry include:
• Accommodation
• Attractions
• Information services and promotion
• Travel
• Theme parks
• Tour guiding
• Tour operations
• Tour wholesaling (inbound and outbound).

They are all related to one another as, when tourists book travel arrangements, these sectors are sought for their services in order to meet the consumer needs and provide the customer with a positive experience.

Signs in the attractions sector indicate features and tourist attractions of significant recreation and cultural interest. They draw tourists to an area and then other sectors gain by providing accommodation and other things.

Multiplier effect

Interrelationship with allied/related industries including MICE, Arts, Hospitality, Sport and Transport.

Section IV

Question 23 (a)

Criteria	Marks
• Outlines TWO different techniques used when selling tourism products	4
• Outlines ONE technique used when selling tourism products and identifies a different technique	3
• Outlines ONE technique used when selling tourism products	2
• Lists some selling techniques	1

Sample answer:

• **Upselling**: offering customers another room that is more expensive, as it is larger or has a better view
• **Offering alternatives**: comparing with a different hotel.

Answers could include:

• Cross selling
• Selling benefits to customers
• Suggestive selling
• Top down
• Add-ons.

Question 23 (b)

Criteria	Marks
• Provides a thorough explanation about how features and benefits are used as an important selling tool when recommending a range of tourism products to meet the needs of customers • Provides a range of relevant industry examples	6
• Provides a sound explanation about how features and benefits are used as an important selling tool when recommending a range of tourism products to meet the needs of customers • Provides relevant industry examples	5
• Provides some explanation about how features and benefits are used as an important selling tool when recommending a range of tourism products to meet the needs of customers • Provides some industry examples	4
• Provides some relevant information and/or examples about the selling process and/or features and benefits	2–3
• Makes general statements	1

Sample answer:

Features are the physical aspect of a product and benefits are how the customer gets a benefit from using the product.

Matching client needs to the most suitable product and selling the benefits to the client ensures their satisfaction and repeat business for example:

– child-minding facility for a family

– clubs nearby for young adults

– proximity to attractions. Easy to access for aged

– free WiFi for easy downloading of local information. No extra charges or using own data.

Question 23 (c)

Criteria	Marks
• Demonstrates a thorough understanding of current issues and Conditions of Sale that benefit the client • Provides a logical and cohesive response applying relevant industry examples • Integrates information from the table shown	9–10
• Demonstrates a sound understanding of current issues and Conditions of Sale that benefit the client • Provides a cohesive response applying a relevant industry example • Makes reference to the table shown	7–8
• Demonstrates a basic understanding of current issues and/or Conditions of Sale that benefit the client • Presents a structured response • Applies industry examples and/or makes reference to the table shown	5–6
• Provides general information about current issues or Conditions of Sale • Relates information to the client	3–4
• Provides relevant information	1–2

Sample answer:

The last two years brought the tourism industry to a standstill. At the beginning of the pandemic all travel arrangements had to be cancelled leaving many travellers out of pocket due to strict cancellation penalties. In some circumstances credit notes were issued with their own restrictions, which had to be adjusted a few times as we went in and out of lockdowns.

With the end of these strict lockdowns, customers are now able to make travel arrangements again, but are not confident after their previous experiences with tourism products.

The table clearly shows the changes that were necessary to regain customers' confidence and to tip the balance of the standard conditions to the benefit of the client, in what are still uncertain times. Take the 'changes to reservations' where a fee was charged and now there is no fee at all.

Answers could include:

Comparing how the other sections 1.1, 1.2 or 1.3 also show benefits to the client.

Question 24 (a)

Criteria	Marks
• Outlines TWO different types of events	4
• Outlines ONE type of event and identifies a different type	3
• Outlines ONE type of event	2
• Lists different types of events	1

Sample answer:

Large outdoor events that are usually held annually. They can range from music festivals like Splendour in the Grass to food and wine festivals, including Wine Island.

Sporting events can range from local to international and are held in stadiums. Local events like a football match last for hours and the Olympics last for 2 weeks.

Answers could include:

- Business and corporate
- Entertainment and leisure
- Exhibitions
- Fairs
- Government and civic
- Meetings and conventions.

Question 24 (b)

Criteria	Marks
• Provides a thorough description of the key phases that coordinators complete when staging an event	6
• Provides a sound description of a range of key phases that coordinators complete when staging an event	4–5
• Provides a basic outline of some of the key phases that coordinators complete when staging an event	2–3
• Provides relevant information	1

Sample answer:

The first phase is known as **concept development**. This is where ideas are brainstormed and objectives are outlined. The next phase is **briefings**, and these are important for sharing event requirements with all stakeholders.

Set-up is the next key phase and involves getting in place the resources that are required to run the event. The **operation** phase is the actual running of the event when it's taking place. The **breakdown** phase is the term used to describe the removal of staging once the event is complete.

Debriefing is a key phase that is done with contractors and staff following the event to evaluate the staging components.

Question 24 (c)

Criteria	Marks
• Demonstrates an extensive understanding of the rules and regulations that must be followed at events with a range of examples • Clearly explains how the current issues have affected event operations • Communicates using industry terminology • Presents a logical and cohesive response	9–10
• Demonstrates a thorough understanding of the rules and regulations that must be followed at events with examples • Explains how the current issues have affected event operations • Communicates using industry terminology • Presents a logical response	7–8
• Demonstrates a sound understanding of the rules and regulations that must be followed at events with examples • Includes some explanation of current issues • May use some industry terminology • Communicates in an organised manner	5–6
• Demonstrates a basic understanding of the rules and regulations that must be followed at events • Lists some current issues and/or workplace examples	3–4
• Provides an example of a regulation that should be complied with when staging an event • Lists a current issue and/or workplace example	1–2

Sample answer:

The event industry must comply with many regulations, all of which are aimed at minimising risks for attendees, the environment, the community and staff at the event. It is important to ensure that regulatory, safety, risk and sustainability issues are incorporated into planning processes from the initial concept. ISO 20121 provides the framework for identifying the potentially negative social, economic and environmental impacts of events by removing or reducing them and capitalising on more positive impacts through improved planning and processes.

Risk assessments have become more important than ever over the last few years with the introduction of COVID-19 safety plans. These include venue capacity limits, wearing masks, not standing to drink, providing hand sanitiser, QR codes at check-in. These mandatory safety plans aim to keep the staff and public attending the events safe.

Answers could include:

• Energy, water and other resource management
• Recycling and disposal of waste
• Reducing impact on neighbouring residents / noise control
• Crowd management/control (security)
• Identification and involvement of key stakeholders
• Promotion and media strategies
• Entry and exit plans
• Security systems

- Medical care / first aid
- Alcohol management
- Food and beverage safety
- Traffic management
- Emergency procedures / waste control management
- Protection from extremes of temperature
- Compliance with building and health codes
- Environmental impact assessments
- Community impact assessments
- Insurance.

2022 HSC Tourism, Travel and Events Mapping Grid

Section I

Question	Marks	HSC content – focus area
1	1	Sustainability – environmental hazard identification – page 30
2	1	Australian destinations – Australian tourism regions and destinations – page 21
3	1	Working with customers – customer complaints and feedback – page 44
4	1	Working in the industry – technology – page 38
5	1	Sustainability – environmental hazard identification and risk control – page 30
6	1	Working in the industry – nature of the industry – page 35
7	1	Working with customers – customers – page 42
8	1	Safety – work health and safety (WHS) – page 24
9	1	Australian destinations – Australian tourism regions and destinations – page 21
10	1	Working in the industry – information on the industry – page 34
11	1	Australian destinations – information on Australian tourism regions, destinations and products – page 21
12	1	Safety – safe work procedures and practices – page 26
13	1	Working in the industry – anti-discrimination – page 36
14	1	Working with customers – customer complaints and feedback – page 44
15	1	Sustainability – resources – page 31

Section II

Question	Marks	HSC content – focus area
16 (a)	1	Working with customers – customers – page 42
16 (b)	2	Working with customers – workplace policy and procedures for customer interaction – page 43
16 (c)	3	Working with customers – workplace policy and procedures for customer interaction – page 43
17 (a)	1	Safety – risk management – page 26
17 (b)	4	Safety – risk management – page 26
18	3	Working with customers – fair and equitable treatment – page 42
19	4	Sustainability – page 30
20 (a)	2	Safety – work health and safety – page 24
20 (b)	5	Safety – work health and safety – page 24
21	5	Australian destinations – Australian tourism regions and destinations – pages 21–22

Section III

Question	Marks	HSC content – focus area
22	15	Working in the industry – nature of the industry – pages 34–35

Section IV

Question	Marks	HSC content – focus area
23 (a)	4	Tourism and travel – selling tourism and travel products and services – page 48
23 (b)	6	Tourism and travel – tourism and travel products and services – page 47
23 (c)	10	Tourism and travel – quotations – page 49
24 (a)	4	Events – events industry – page 53
24 (b)	6	Events – events staging – page 54
24 (c)	10	Events – events staging – page 54