

B O A R D O F S T U D I E S
NEW SOUTH WALES

2006

**HIGHER SCHOOL CERTIFICATE
EXAMINATION**

Tourism

General Instructions

- Reading time – 5 minutes
- Working time – 2 hours
- Write using black or blue pen
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9 and 13

Total marks – 80

Section I Pages 2–6

15 marks

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

Section II Pages 9–17

35 marks

- Attempt Questions 16–21
- Allow about 45 minutes for this section

Section III Page 21

30 marks

- Attempt TWO questions from Questions 22–24
- Allow about 1 hour for this section

- 1** Which of the following best describes correct telephone etiquette?
 - (A) Answering the call promptly, speaking loudly
 - (B) Identifying yourself, placing the caller on hold
 - (C) Greeting politely, taking all messages accurately
 - (D) Using a friendly tone, using industry terminology

- 2** What is the main disadvantage of a tourism organisation communicating by facsimile?
 - (A) Cost of transmission
 - (B) Degree of formality
 - (C) Poor quality reproduction
 - (D) Potential loss of confidentiality

- 3** Which of the following demonstrates good service practice when dealing with inbound visitors coming to Australia for business purposes?
 - (A) Casual friendly attitude
 - (B) Prompt efficient assistance
 - (C) Relaxed hands on approach
 - (D) Delegation of responsibilities

- 4** What is the best method for a Visitor Information Centre to provide customers with easy access to information?
 - (A) Displays in key-word areas
 - (B) Indexed microfiche systems
 - (C) Brochures in chronological order
 - (D) Office computer reservation system

- 5** Which of the following describes the most effective way to communicate with an inbound tourist in a face-to-face meeting?
 - (A) Listening effectively, using correct spelling and grammar
 - (B) Using appropriate language skills, being attentive and informal
 - (C) Showing sensitivity, using suitable body language and gestures
 - (D) Adopting the correct level of formality, speaking clearly and loudly

- 6** What is the main purpose of a confirmation letter?
- (A) To offer optional extras
 - (B) To verify booking details
 - (C) To record payment details
 - (D) To advise of product benefits
- 7** Which natural attraction is located outside Australia?
- (A) Mungo National Park
 - (B) Kruger National Park
 - (C) Kakadu National Park
 - (D) Litchfield National Park
- 8** Which of the following best describes the objective of the Trade Practices Act (1974) legislation?
- (A) To protect the rights of the consumer
 - (B) To regulate the rights of the employee
 - (C) To ensure equal opportunities in the workplace
 - (D) To enforce enterprise and workplace agreements
- 9** What is the main benefit to a domestic wholesaler conducting familiarisation tours?
- (A) Improvement in office rapport
 - (B) Experience of unfamiliar destinations
 - (C) Increase in company sales and profits
 - (D) Inspection of various accommodation types
- 10** Which of the following is the correct procedure that a travel agent should use when a client requests changes to a confirmed booking after a deposit has been taken?
- (A) Inform wholesaler of changes, collect money from client
 - (B) Confirm changes with client, charge client amendment fee
 - (C) Contact client to advise extra cost, send new itinerary to client
 - (D) Advise client fees may be involved, contact wholesaler to make changes

- 11** Which of the following best describes *quality assurance*?
- (A) Ensuring customer satisfaction
 - (B) Promoting suitable products and services
 - (C) Providing a consistent level of service to customers
 - (D) Handling regular customer requests and complaints
- 12** A Gold Coast resort charges \$170.00 per room per night (including GST). It is offering a special deal of ‘*book 5 nights, get 2 nights free*’.
- What would be the total GST component if a client wants to stay 6 nights at this resort?
- (A) \$85.00
 - (B) \$93.00
 - (C) \$102.00
 - (D) \$119.00
- 13** A corporate client calls your office, complaining that incorrect details on his itinerary have caused him to miss his flight. He demands to speak to the manager who is at an important meeting.
- What is the correct procedure for dealing with this client?
- (A) Place the client on hold and contact the airline on the other extension
 - (B) Ask the client to contact the airline, and interrupt the meeting to advise the manager
 - (C) Give the client the opportunity to leave a message and pass it on to the manager on his return
 - (D) Advise the client that the manager is unavailable and personally deal with the problem immediately
- 14** What is the correct sequence of cities a tourist would drive through for the most direct journey from Brisbane to Cairns?
- (A) Bundaberg, Mackay, Rockhampton, Townsville
 - (B) Bundaberg, Rockhampton, Mackay, Townsville
 - (C) Mackay, Bundaberg, Townsville, Rockhampton
 - (D) Mackay, Townsville, Bundaberg, Rockhampton

- 15** Which of the following is a responsibility of the employer under the Occupational Health and Safety Act 2000 (NSW)?
- (A) To provide limited facilities for the welfare of employees
 - (B) To provide and maintain a working environment that is safe with minimal risks
 - (C) To charge employees for personal safety equipment to meet health and safety regulations
 - (D) To ensure the health and safety of visitors or people working on site who are not employees

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Centre Number

Section II

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Student Number

35 marks

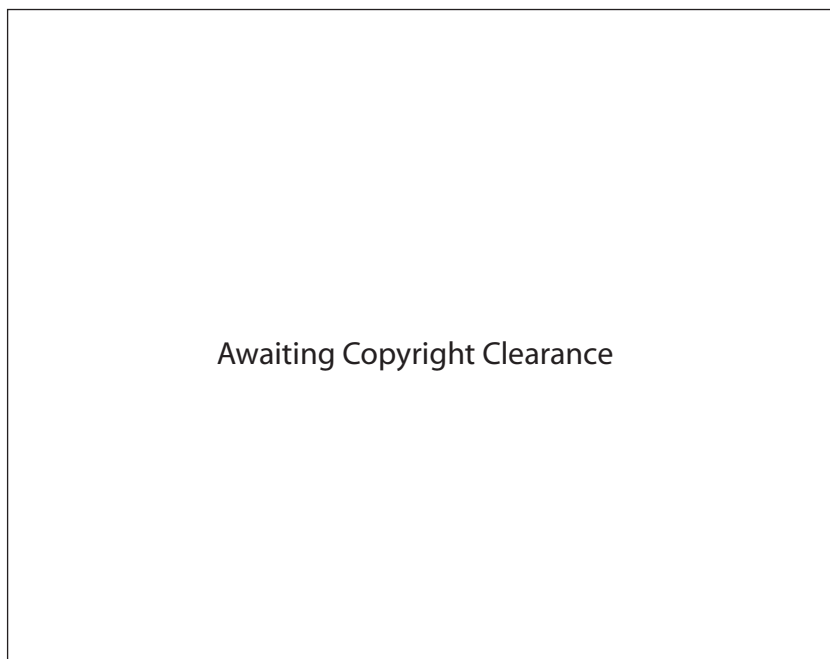
Attempt Questions 16–21

Allow about 45 minutes for this section

Answer the questions in the spaces provided.

Question 16 (4 marks)

Marks



Using the stimulus material above, identify TWO unsafe situations. Explain why they would be considered occupational health and safety hazards.

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Question 17 (5 marks)

You are an international consultant at Canadian Travel Specialists in Sydney. Your clients, Mr and Mrs Hendy of 36 Brighton Street, New City, are booked on a holiday to Canada and Alaska. The total cost is \$11 400.

5

One week prior to departure Mrs Hendy becomes seriously ill and you are requested to cancel all arrangements.

The following cancellation fees were charged by the suppliers:

Cruise	\$2610	Tour	\$1325
Airfares	\$1980	Agency fees	\$800

Write a letter to the clients itemising the cancellation fees and informing them of the total amount to be refunded by cheque.

Question 17 continues on page 11

 **Canadian Travel Specialists** 

*Mr and Mrs Hendy
36 Brighton Street
New City
Sydney 2000*

Dear Mr & Mrs Hendy

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*Yours sincerely
Maria Valenti*

Question 18 (6 marks)

You and your colleagues have been employed to work at a large convention being held in your town, providing local tourism information. Convention delegates are both domestic and international visitors.

- (a) Identify FIVE local services or facilities about which delegates may need information. **2**

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- (b) Describe TWO strategies for sharing your local knowledge with the convention delegates. **4**

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Tourism

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Centre Number

Section II (continued)

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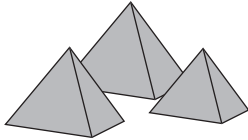

Student Number

Marks

Question 19 (6 marks)

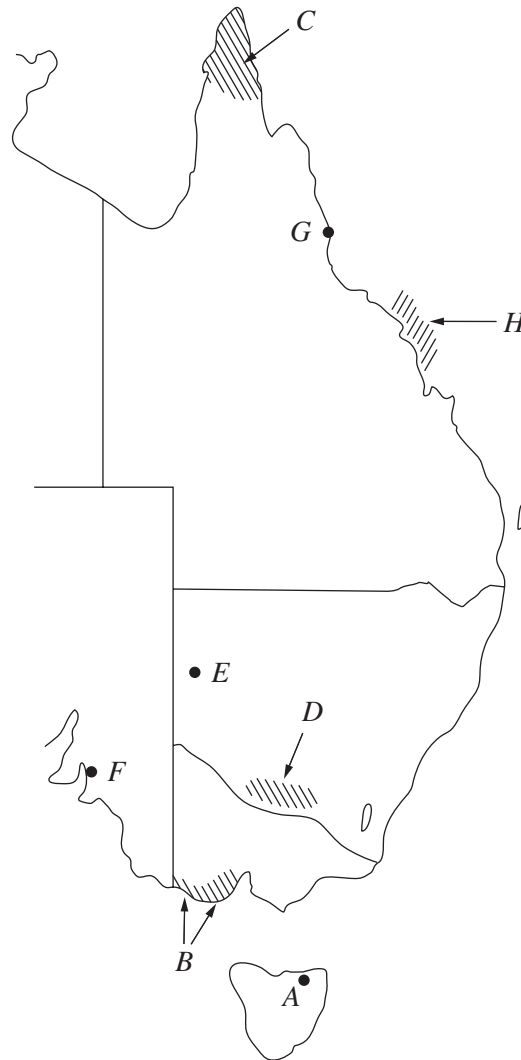
Identify the following attractions. Name their location and name another attraction in or near the same city.

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	<i>Name of attraction</i>	<i>Location (city)</i>	<i>Name of another attraction</i>
			
			
			

Question 20 (8 marks)

- (a) Identify the cities or Tourist Destination Regions (TDR) marked *A, B, C, D, E, F, G* and *H* on the map below. **4**



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|-----------------------|-----------------------|
| <i>A</i> (City) | <i>E</i> (City) |
| <i>B</i> (TDR) | <i>F</i> (City) |
| <i>C</i> (TDR) | <i>G</i> (City) |
| <i>D</i> (TDR) | <i>H</i> (TDR) |

Question 20 continues on page 15

Question 20 (continued)

- (b) Identify FOUR important features that would encourage clients to visit Fraser Island and FOUR important features that would encourage clients to visit Ballarat. 4

Fraser Island

- (i)
- (ii)
- (iii)
- (iv)

Ballarat

- (i)
- (ii)
- (iii)
- (iv)

End of Question 20

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Tourism

Section III

30 marks

Attempt TWO questions from Questions 22–24

Allow about 1 hour for this section

Answer each question in a SEPARATE writing booklet. Extra writing booklets are available.

In your answers you will be assessed on how well you:

- demonstrate relevant knowledge and understanding
 - communicate ideas and information, using precise industry terminology and appropriate workplace examples
 - organise information in a well-reasoned and cohesive response
 - solve proposed issues or problems
-

Question 22 (15 marks)

Major events such as the Commonwealth Games bring benefits to a city.

Analyse the implications that these events may have for suburbs and towns adjoining the city.

In your answer include economic, social and environmental implications.

Question 23 (15 marks)

You are developing a training manual for new staff at the Sydney International Airport Tourist Information Centre.

Write the section of the manual explaining customer service practices relevant to the general needs and expectations of international visitors.

Question 24 (15 marks)

You are a travel agent organising a trip to China for a local basketball team of 18–25 year olds.

Recommend a range of products and services to suit their specific needs.

Explain why complete up-to-date information is important, and identify where it can be accessed.

End of paper

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