



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

**2001**

**HIGHER SCHOOL CERTIFICATE  
EXAMINATION**

# Tourism — Sales/Office Operations

## General Instructions

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

**Total marks – 80**

**Section I** Pages 2–7

**15 marks**

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

**Section II** Pages 9–18

**35 marks**

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

**Section III** Pages 21–22

**30 marks**

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

## Section I

15 marks

Attempt Questions 1–15

Allow about 15 minutes for this section

Use the multiple-choice answer sheet.

Select the alternative A, B, C or D that best answers the question. Fill in the response oval completely.

**Sample:**  $2 + 4 =$  (A) 2 (B) 6 (C) 8 (D) 9  
A  B  C  D

If you think you have made a mistake, put a cross through the incorrect answer and fill in the new answer.

A  B  C  D

If you change your mind and have crossed out what you consider to be the correct answer, then indicate the correct answer by writing the word **correct** and drawing an arrow as follows.

A  B  C  D   
*correct* ↙

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- 1 You answer a telephone call for your manager who is in an annual budget meeting. The call is from a prospective employee seeking work.

Select the most appropriate way of dealing with the call.

- (A) Ask the caller to telephone again on another day.
  - (B) Take the caller's details and pass these on to your manager later.
  - (C) Discuss employment possibilities with the caller yourself.
  - (D) Interrupt the meeting and put the call through to your manager.
- 2 How may a travel consultant best demonstrate active listening?
- (A) Proposing a solution to the client's situation
  - (B) Observing the client's non-verbal cues
  - (C) Acknowledging understanding of the client's situation
  - (D) Questioning the client for further information
- 3 Licensing regulations require which of the following groups of documents to be kept in a safe?
- (A) Itineraries, ticket registers, and insurance certificates
  - (B) Ticket registers, booking forms, and itineraries
  - (C) Insurance certificates, airline tickets, and passports
  - (D) Passports, booking forms, and airline tickets
- 4 Which of the following is not covered under anti-discrimination legislation?
- (A) Sexual orientation
  - (B) Gender
  - (C) Religion
  - (D) Educational qualifications

- 5 Which of the following is classified as an economic cost of tourism?
- (A) Loss of local ownership of resources
  - (B) Increased foreign exchange earnings
  - (C) Stimulus for conservation and preservation
  - (D) Deterioration of traditional values
- 6 What is the most commonly used method to file tour brochures in the travel industry?
- (A) By date and then by location
  - (B) By location and then alphabetical
  - (C) Alphabetical and then by special offer
  - (D) By special offer and then by date
- 7 You are about to edit a word-processing document when you realise that you must keep both the original document and the new document on your computer's hard drive.
- What procedure should you follow?
- (A) Open the original document, save it as a different file name, edit the document and save it.
  - (B) Copy the original document and resave it using the existing file name, edit the document and save it.
  - (C) Rename the file containing the original document, edit it and save it.
  - (D) Copy the original document to a floppy disk, edit it and save it as new file name.

Use the information in the table to answer Questions 8 and 9.

A junior consultant at Reflex Travel Centre records the accounts for the day's transactions:

Cash from sales	$\$50 \times 8$ $\$20 \times 16$ $\$5 \times 9$ $\$2 \times 23$ $\$1 \times 15$
Airline ticket sold to a client over the telephone. The client paid by Mastercard.	\$895
Travel insurance sold to client. The client paid by VISA card.	\$650
Airline ticket sold to a client. The client paid by traveller's cheque.	\$350
Tour package sold to a client. The client paid by personal cheque.	\$1264
Invoices raised for corporate clients	\$1750
Summary of manual credit card sales	VISA: \$650 Mastercard: \$895 Bankcard refund: \$190

**8** What is the total value of the day's transactions?

- (A) \$5545
- (B) \$5925
- (C) \$7090
- (D) \$7470

**9** What is the amount to be banked?

- (A) \$826
- (B) \$3795
- (C) \$5545
- (D) \$5720

- 10** Which organisation is the major source of Australia's tourism industry statistical data?
- (A) Australian Bureau of Statistics
  - (B) Tourism Council of Australia
  - (C) Australian Tourism Commission
  - (D) Bureau of Tourism Research
- 11** How would you find out if a particular client is eligible for a confidential tariff rate?
- (A) Access the Internet.
  - (B) Refer to a product brochure.
  - (C) Contact the product provider.
  - (D) Contact the national tourism authority.
- 12** How would the Australian tourism industry classify a tourist travelling from New Zealand to Australia?
- (A) Domestic tourist
  - (B) Intrastate tourist
  - (C) Inbound tourist
  - (D) Outbound tourist
- 13** How would the tourism industry classify the Tamworth Country Music Festival and the Sydney Gay and Lesbian Mardi Gras?
- (A) Conventions
  - (B) Events
  - (C) Icons
  - (D) Tours

- 14** Which of the following is a characteristic of successful teamwork?
- (A) Skill variations within the team are accommodated.
  - (B) High standards of personal presentation are maintained by all team members.
  - (C) Problems are solved by the team leader.
  - (D) Each team member brings a similar set of skills to the team.
- 15** Your client enquires about the availability of skiing holidays and asks that you supply information on at least two destinations.

In terms of seasonal availability, which of the following represents the best time to travel to skiing holiday destinations?

- (A) June in Thredbo, NSW and August in Aspen Ski Resort, USA
- (B) July in the Swiss Alps and August in Mount Cook, New Zealand
- (C) March in Thredbo, NSW and December in the Swiss Alps
- (D) January in Aspen Ski Resort, USA and July in Mount Cook, New Zealand

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**Tourism — Sales/Office  
Operations**

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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.

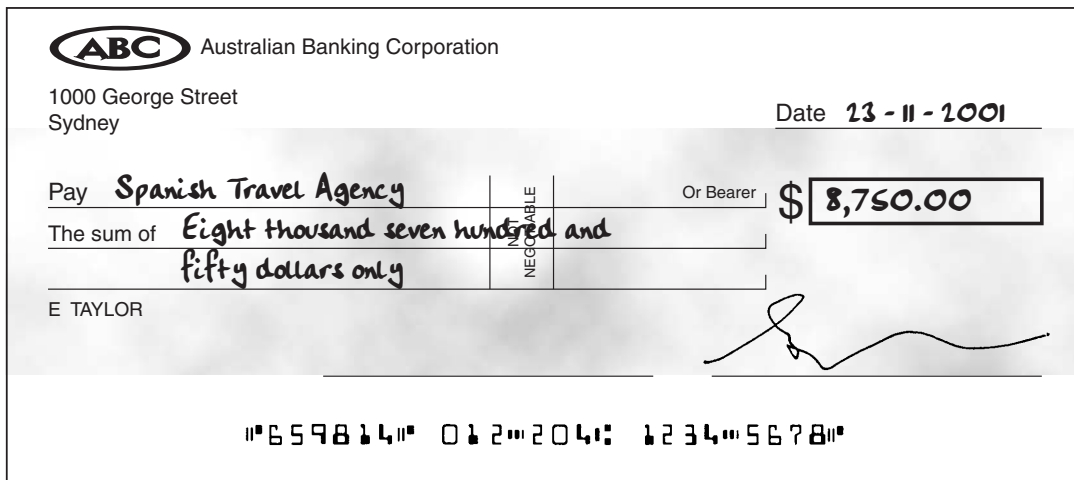
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**Question 16** (6 marks)

**Please turn over**

Question 16 (6 marks)

- (a) Spanish Travel Agency receives this cheque from a client as payment for a tour. 2



What information would the agency require to be written on the client's receipt?

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- (b) Discuss the importance of conducting accurate and secure financial transactions in a tourism business. 4

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**Question 17** (4 marks)

The correct technique for lifting heavy items in the workplace is an important occupational health and safety issue. What are the implications for the individual, the employer and society if employees do not follow correct lifting procedures?

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**Please turn over**

**Question 18** (6 marks)

(a) Explain the term *brochure validity*.

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(b) Refer to the Booking Conditions to answer parts (i) and (ii).

<h2 style="margin: 0;">Booking Conditions</h2> <p style="margin: 0;">The following booking conditions are important. Intending travellers should read them carefully.</p>	
<p><b>BROCHURE VALIDITY</b>                      Prices quoted in this brochure are valid for travel between 01 April 2001 and 31 March 2002 inclusive.</p> <p><b>PRICES</b>                      All prices are quoted in Australian currency and supersede all prices previously advertised. The Company reserves the right to cancel any ticket or booking or refuse to carry any passenger where payment has not been received by the Company within a specified time.</p> <p><b>DISCOUNTS</b>  <b>Children under 15:</b> when sharing with one adult 15% off adult fare. Children under 7 years of age are ineligible to participate. Children under 18 years must be accompanied by an adult. <b>Family fare:</b> If you are travelling as a family of 3 or 4 and are prepared to take the same room, the discount for the children will be 25%, providing at least 2 persons in that room are paying the full fare.</p> <p><b>CHANGE OF PRICES AND TOURS</b>                      In the event of fluctuations in charges including exchange rates, air fares, taxes and other land content cost, the total cost of the tour may be increased without notice and the passenger agrees to pay such increases before departure.</p> <p><b>CANCELLATION</b>                      In the event of cancellation the following charges will apply:</p> <ul style="list-style-type: none"> <li>• From the date of booking to 45 days prior to departure, \$100 per person</li> <li>• Less than 45 days prior to departure, \$200 per person</li> <li>• Less than 30 days prior to departure, 50% of full payment</li> <li>• Less than 7 days prior to departure, 100% of full payment</li> </ul>	<p><b>PAYMENTS</b>                      Will be accepted only on signed booking forms and accompanied by the required amounts of deposit or full payment. Full payment is due 45 days prior to commencement of your tour.</p> <p><b>AMENDMENT FEES</b>                      A charge of \$10 will apply to any addition or modification requested after the original booking has been confirmed. If revised after payment has been received, a charge of \$25 will apply.</p> <p><b>REFUNDS</b>                      No refunds will be considered once travel has commenced.</p> <p><b>INSURANCE</b>                      Colour Holidays strongly recommends that all passengers take out adequate insurance against loss of deposits and/or cancellation fees and enough cover to protect you against loss, theft, injury, or accident, ensuring that cover is provided in the event of strike activity and sufficient cover for any possible medical and health requirements that may arise.</p> <p><b>NOT INCLUDED IN THE COST OF HOLIDAY</b>                      Interstate to intrastate passengers are responsible for the cost of their own travel arrangements from their home town to their choice of international departure city and return.</p> <p>The cost of any accommodation in Australia, passports and visas where required and airport taxes, where applicable, are not included in the holiday price; nor are items of a personal nature such as laundry, telephone calls or excess baggage charges.</p>

Question 18 continues on page 13

Question 18 (continued)

- (i) What penalties can be incurred within 7 days of departure for a fully paid itinerary? **2**

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- (ii) What is the cheapest total fare for two parents and their four children aged 18, 14, 12 and 10, travelling together on a tour costing \$760 per adult? Show all working. **3**

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**End of Question 18**

**Question 19** (8 marks)

Stenmake Travel Agency has a policy of sending all clients a letter welcoming them home from their holiday. Enclosed with each letter is a separate customer survey that clients may choose to complete and return to the agency. The manager feels that this is a good method of increasing customer satisfaction and promoting the agency's service.

**8**

You are a junior consultant employed at Stenmake Travel Agency. On the company letterhead on the following page, write a short letter to your client, Ms Jamie Ray, who is due to return from her holiday in Bali. The letter should comply with standard business layout.

The client's address is 25 Clearview Street Hawkesbury NSW 2999.

*You may use this space to draft your ideas. This will not be marked.*

**Question 19 continues on page 15**

Question 19 (continued)



Stenmake Travel Agency  
11 Attenga Street, Osland 2899

A large rectangular area containing 25 horizontal dotted lines for writing.

**End of Question 19**

**Question 20** (5 marks)

Use the map to answer parts (a) and (b) on the next page.



**Question 20** continues on page 17



**Marks**

Question 20 (continued)

(a) On the map of the world, locate and label the following: **2**

- (i) The Great Dividing Range
- (ii) North Atlantic Ocean
- (iii) The Greenwich Meridian
- (iv) Singapore

(b) THREE cities have been marked on the map on page 16. **3**

Complete the following table by identifying the climatic characteristics of each city in July and in December.

	<i>Climatic Characteristics July</i>	<i>Climatic Characteristics December</i>
City 1		
City 2		
City 3		

**End of Question 20**

**Question 21** (6 marks)

Discuss the potential challenges and opportunities that could arise in a culturally diverse workplace.

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**Tourism — Sales/Office  
Operations**

**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.

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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
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**Question 22** (15 marks)

To understand the tourism industry fully, you must understand how individual sectors function and how they relate to each other.

Discuss this statement with reference to FOUR industry sectors.

**Question 23** (15 marks)

Discuss a range of strategies an employee on the Visitor Information desk at Sydney International Airport could use to overcome communication difficulties when dealing with a wide range of customers.

**Please turn over**

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 24** (15 marks)

You are employed in a travel agency that has a policy of selling preferred products. A client wishes to book a day tour to the Blue Mountains on 25 November. The tour operated by Blue Mountains Experiences is the preferred product. However, you sell the client a tour operated by Mountain Escape Tours which is a non-preferred product.

**Blue Mountains Experiences**

**DAILY**  
6 October to 30 April

A tour for those who want only the scenic highlights of the Blue Mountains (no wildlife). Experience the Three Sisters, Katoomba, the Scenic Railway and Skyway (one included), Cliff Drive and Govett's Leap. With the added bonus of getting back to Sydney mid-afternoon, squeeze in some shopping, put your feet up, organise your evening or just soak in that tub.

**DAILY**

**\$85.00**

**FARE INCLUDES**  
Admission to Scenic Railway or Skyway

**TOUR NO. 74N**

DEPARTS: 8.30 am      RETURNS: 3.15 pm approx.  
Star City coach terminal, Pirrama Rd, Darling Harbour or from your hotel.

**\$82.00 Concession**  
**\$42.50 Child**  
Fares include GST

**Mountain Escape Tours**

Tour 284  
Full Day Tour

☆☆☆☆

**Blue Mountains, Three Sisters, Cuddle a Koala**

**Operates: DAILY**  
Including Christmas Day

**Departs: 8.40 am**

**Returns: 5.45 pm**

**\$94.00**

Concession: \$86.00  
Child: \$47.00  
Fares include GST

**Fare Includes:** Admission to Wildlife Park

Crisp, clean mountain-top air with distant blue haze horizons overlooking awesome canyons with rainforest carpeting the valley floor. Waterfalls, sleepy hamlets and the rich warm smell of the Australian bush make this a very special place for every visitor.

With reference to the two brochure extracts, write a memorandum to your manager justifying your decision to sell the non-preferred product to your client. Your answer must demonstrate your understanding of preferred product status and the implications of your decision for the travel agency.

**End of paper**