

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

**2007**

**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 2–5

**15 marks**

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

**Section II** Pages 9–14

**35 marks**

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

**Section III** Page 15

**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 for Questions 1–15.

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- 1 What does the abbreviation LTA stand for?
  - (A) Local Travel Authority
  - (B) Local Tourism Authority
  - (C) Local Transport Authority
  - (D) Local Tourism Administration
  
- 2 Which document is a retail travel agent most likely to send to their client in the early stages of consultation?
  - (A) Quotation
  - (B) Memorandum
  - (C) Amendment notice
  - (D) Cancellation letter
  
- 3 Which of the following practices best helps to establish effective communication when dealing with non-English speaking tourists?
  - (A) Speaking quickly and shaking hands
  - (B) Displaying prejudice and being flexible
  - (C) Using visual aids and making assumptions
  - (D) Giving simple instructions and using universal gestures
  
- 4 A customer telephones you to amend a booking.  
Why would you place the customer on hold?
  - (A) To allow you time to retrieve the customer's file
  - (B) To allow the customer to hear information about your company
  - (C) To allow the customer time to prepare the details of the request
  - (D) To allow you time to prepare information about travel alternatives

- 5** A person complains loudly about the seat that he has been allocated at an event.  
As a staff member, what is the most appropriate course of action for you to take?
- (A) Ask the person to be quiet.
  - (B) Inform the event manager about the person.
  - (C) Inform the person there is nothing you can do.
  - (D) Calm the person and seek advice from your supervisor.
- 6** Which of the following would most effectively promote the services of a visitor information centre?
- (A) Brochures and timetables
  - (B) Media and roadside signage
  - (C) Surveys and reference books
  - (D) Local maps and familiarisations
- 7** When telephoning a tour operator regarding a reservation that you have made, what is the next step after identifying your name and your company?
- (A) Clarifying problems
  - (B) Repeating main points
  - (C) Quoting the booking number
  - (D) Establishing the purpose of the call
- 8** What needs to be checked when accepting a personal cheque from a repeat customer?
- (A) The date, the signature and the payee's name
  - (B) The date, the bank name and the payer's signature
  - (C) The date, account number and that the amounts in words and figures match
  - (D) The date, the cheque number and that the amounts in words and figures match

- 9** Which of the following statements best describes *tourism*?
- (A) Businesses that satisfy leisure-related needs of visitors
  - (B) People travelling alone and in groups for reasons other than business
  - (C) The temporary movement of people away from their home regions to satisfy leisure-related needs
  - (D) The temporary movement of people within and between countries for education or business purposes
- 10** The 'Inlander' is a rail journey departing from Townsville.
- Where does it terminate?
- (A) Broken Hill
  - (B) Cairns
  - (C) Longreach
  - (D) Mt Isa
- 11** Which of the following groups of factors most influences a customer's needs and expectations?
- (A) Health, ethics, interpersonal skills, money
  - (B) Health, honesty, environment, time available
  - (C) Culture, age, time available, personal interest
  - (D) Culture, money, service ethos, personal appearance
- 12** What is the first item of information you require in order to quote travel insurance correctly?
- (A) The total value of the luggage the client is taking
  - (B) The names of the countries the client is visiting
  - (C) The value of the holiday package
  - (D) The client's departure date

- 13** Which of the following are all ethical issues relating to the tourism industry?
- (A) Consumer protection, duty of care, anti-discrimination
  - (B) Confidentiality, overbooking, commission procedures
  - (C) Banking, networking, enterprise protocols
  - (D) Traditions, beliefs, ethnocentrism
- 14** What are the characteristics of a continental climate?
- (A) Prevailing wind directions from the ocean
  - (B) A predictable wet season followed by a dry season
  - (C) Greatly differing temperatures between day and night
  - (D) High temperatures and humidity throughout the day and night
- 15** What are the four major areas of cost arising from workplace injuries?
- (A) Human, social, organisational and economic
  - (B) Human, physical, economic and organisational
  - (C) Economic, physical, organisational and industrial
  - (D) Economic, organisational, psychological and social

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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

(a) List FOUR tourism industry sectors.

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(b) Choose ONE sector and outline its role within the tourism industry.

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**Question 17 (6 marks)**



This map shows the ports of call on a popular cruise itinerary: Bangkok, Hong Kong, Ho Chi Minh City and Shanghai.

- (a) Using the table below, place the ports of call in the correct sequence from Beijing to Singapore, and identify the country in which they are found. **4**

<i>Port of call</i>	<i>Country</i>
Beijing	
Singapore	

**Question 17 continues on page 11**

Question 17 (continued)

(b) Explain why Singapore is a popular destination for cruise passengers. **2**

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**End of Question 17**

**Please turn over**

**Question 18** (6 marks)

In a tourism office, it is important that all mail received is handled in an efficient and timely manner.

- (a) List the FIVE steps you should generally follow when receiving the daily incoming mail. **2**

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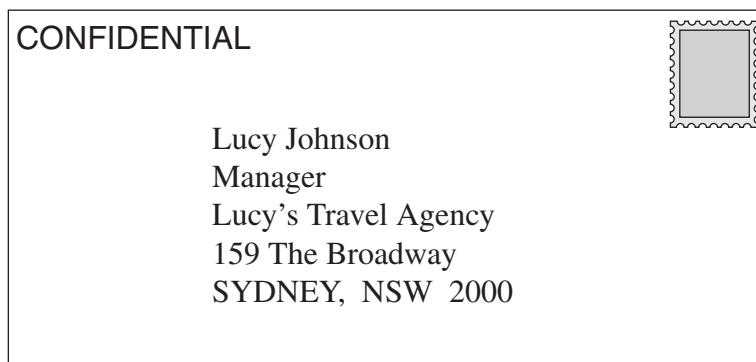
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- (b) Explain why and how the incoming mail item below should be processed differently. **2**



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- (c) Identify TWO common filing classifications used in a tourism office, and give an example of the types of document filed using each of these systems. **2**

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Centre Number

Section II (continued)

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Student Number

Question 19 (8 marks)

Marks

You have been asked to research a new tourist attraction in your local area.

- (a) Evaluate TWO types of primary research you would conduct, including the potential benefits of your chosen research types. 6

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- (b) Recommend effective methods to share your research findings with industry operators. 2

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**Question 20** (5 marks)

Explain FIVE procedures a cashier should follow to conduct accurate and secure financial transactions in a busy tourism office.

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**Question 21** (6 marks)

The role of tourism industry bodies is to support relevant tourism businesses.

(a) Name TWO key tourism industry bodies and outline their specific functions.

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(b) Discuss how ONE of these tourism industry bodies has assisted in a current issue in the industry.

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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.

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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)

You are the sales representative for White Cloud Travel, a company specialising in New Zealand tours.

Construct a profile of New Zealand as a tourist destination, to be delivered to a group of Australian travel consultants.

#### **Question 23** (15 marks)

An American couple with an interest in Australian history intends to visit New South Wales and Victoria. The husband's parents, who share this interest, will accompany the couple.

Discuss appropriate transport, accommodation and sight-seeing options, and recommend secure payment methods.

#### **Question 24** (15 marks)

'An important part of customer service is respecting cultural differences and adopting a sensitive approach when dealing with customers.'

Analyse how this statement applies to internal and external customers within the tourism industry.

**End of paper**

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