

2001 HSC Tourism—Sales/Office Operations Marking Guidelines

Question 16 (6 marks)

Units of competency assessed: THHGFA01A/THHBF005A

(a)

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Identifies all the information on the client's receipt to maintain efficient records 	2
<ul style="list-style-type: none"> Identifies at least 5 items from the list below 	1

(b)

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Demonstrates a comprehensive understanding of the importance of conducting accurate and secure financial transactions by identifying relevant information relating to both aspects of the question, ie accuracy and security Discusses both the requirements and the implications of not following these requirements 	4
<ul style="list-style-type: none"> Demonstrates some understanding of the importance of conducting accurate and secure financial transactions by identifying a range of requirements relating to both accuracy and security 	2–3
<ul style="list-style-type: none"> Identifies at least two valid requirements 	1

Question 17 (4 marks)*Units of competency assessed: THHCOR03A***MARKING GUIDELINES**

Criteria	Marks
• Demonstrates a comprehensive understanding of the implications of incorrect lifting technique by identifying a range of implications for the individual, employer and society	4
• Demonstrates some understanding of the costs of incorrect lifting practices by identifying a range of implications relating to at least 2 categories	2–3
• Clearly identifies at least two valid implications	1

Question 18 (6 marks)*Units of competency assessed: THTSOP03A*

(a)

MARKING GUIDELINES

Criteria	Marks
• Provides an accurate and complete explanation of the term ‘brochure validity’	1

(b) (i)

MARKING GUIDELINES

Criteria	Marks
• Correctly identifies the penalties relating to both cancellation and amendment fees	2
• Identifies one of the above	1

Question 18 (continued)

(b) (ii)

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Identifies 18 year old as adult Correctly identifies and applies all the available discounts, ie rooms 2 children with the 2 adults for maximum 25% discount and rooms the third child with the 18 year old (adult) for the 15% discount Performs all the calculations accurately 	3
<ul style="list-style-type: none"> Identifies 18 year old as adult Identifies at least one available discount Applies mathematical principles appropriately 	2
<ul style="list-style-type: none"> Identifies at least one available discount Calculates a total price that includes all 6 family members 	1

Question 19 (8 marks)

Units of competency assessed THHGGA02A

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> Composes an appropriate letter of welcome that refers to the customer survey Composes a logical and well structured response Consistently applies the rules of spelling, grammar and punctuation and appropriate business letter format Demonstrates a sound understanding of the elements of good customer service in written correspondence 	7–8
<ul style="list-style-type: none"> Composes an appropriate letter of welcome that refers to the survey Composes a structured response Generally applies the rules of spelling, grammar and punctuation and business letter format Demonstrates some understanding of the elements of good customer service in written correspondence 	5–6
<ul style="list-style-type: none"> Composes a letter of welcome Demonstrates some evidence of business letter format 	3–4
<ul style="list-style-type: none"> Composes a letter of welcome that demonstrates a minimal understanding of the requirements of the task 	1–2

Question 20 (5 marks)*Units of competency assessed THTSOP02A*

(a)

MARKING GUIDELINES

Criteria	Marks
• Correctly labels all four features	2
• Correctly labels three features	1

(b)

MARKING GUIDELINES

Criteria	Marks
• Demonstrates a clear understanding of the climatic characteristics of the three cities in July and December	3
• Correctly identifies two climatic characteristics of two cities in both July and December OR • A range of climatic characteristics across all three cities in both July and December	2
• Correctly identifies two climatic characteristics of one city in both July and December OR • One climatic characteristic of two cities in both July and December	1

Question 21 (6 marks)*Units of competency assessed THHCOR02A***MARKING GUIDELINES**

Criteria	Marks
• Demonstrates a comprehensive and balanced understanding of the challenges and opportunities	5–6
• Demonstrates a comprehensive understanding of either the challenges and opportunities OR • Demonstrates some understanding of both	3–4
• Identifies at least TWO challenges and opportunities	1–2

Question 22 (15 marks)

Units of competency assessed: THTTCO01A

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the complex interrelationship that exists among the sectors that make up the tourism industry • Applies an in-depth knowledge and understanding of how each of the four sectors function, and discusses this within the context of the tourism industry • Communicates ideas and information, integrating correct tourism industry terminology in a well-structured and cohesive response that includes relevant supporting evidence 	13–15
<ul style="list-style-type: none"> • Demonstrates a sound understanding of tourism industry and the interrelationship among its sectors • Clearly explains the functions of four sectors and relates this to the tourism industry as a whole • Communicates ideas and information, using correct tourism industry terminology in a well-structured response that includes appropriate examples 	10–12
<ul style="list-style-type: none"> • Demonstrates an understanding of the tourism industry and some of the interrelationships between the sectors • Explains the functions of four tourism industry sectors • Communicates ideas and information using tourism industry terminology with some examples 	7–9
<ul style="list-style-type: none"> • Provides a limited explanation of the functions of four tourism industry sectors • Links the explanations in some way to an understanding of the tourism industry • Communicates ideas and information with limited use of tourism industry terminology and examples 	4–6
<ul style="list-style-type: none"> • Makes some reference to sectors within the tourism industry • May use examples from the sectors • Uses limited appropriate terminology 	1–3

Question 23 (15 marks)

Units of competency assessed THHCOR01A, THHCOR02A, THTSOP02A

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of cultural differences and verbal and non-verbal communication techniques • Demonstrates an understanding of the importance of having relevant product knowledge and identifies a range of sources of relevant information • Demonstrates a perceptive understanding of the most effective means of dealing with a range of customer service issues that could arise in this context. May also identify ineffective ways of dealing with customers • Communicates ideas and information, integrating correct terminology in a well-structured and cohesive response that includes relevant supporting evidence 	13–15
<ul style="list-style-type: none"> • Demonstrates an understanding of cultural differences and verbal and non-verbal communication techniques • Demonstrates an awareness of the importance of having relevant product knowledge and identifies a range of sources of information • Refers to a range of strategies to overcome communication difficulties in this context • Communicates ideas and information, using correct terminology in a well-structured response that includes appropriate examples 	10–12
<ul style="list-style-type: none"> • Demonstrates some awareness of cultural differences and communication techniques • Makes reference to the need for the employee to have product knowledge • Identifies some strategies to overcome communication difficulties. May be a general discussion • Communicates ideas and information using appropriate terminology and examples 	7–9
<ul style="list-style-type: none"> • Demonstrates a limited awareness of cultural differences and/or communication techniques • Identifies some difficulties that may arise in communicating • Communicates ideas and information with limited use of appropriate terminology and examples 	4–6
<ul style="list-style-type: none"> • Makes reference to cultural differences and/or communication techniques • Identifies at least one difficulty in communicating • Uses limited appropriate terminology 	1–3

Question 24 (15 Marks)

Units of competency assessed: THTSOP02A, THTSOP03A, THTTCO01A, THHGGA02A

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates a comprehensive understanding of the economic impact of preferred products agreements • Accurately analyses and interprets product information from the stimulus material • Presents a logical and persuasive argument for selling the non-preferred product • Communicates ideas and information using an appropriate memorandum format and correct industry terminology 	13–15
<ul style="list-style-type: none"> • Demonstrates a sound understanding of the economic impact of preferred products agreements • Analyses and interprets product information from the stimulus material • Presents a logical argument for selling the non-preferred product • Uses memorandum format and correct industry terminology 	10–12
<ul style="list-style-type: none"> • Identifies and explains the differences between the two products acknowledging the importance of preferred products agreements • Presents a case for selling the non-preferred product that is limited to the information presented in the stimulus material • Demonstrates some understanding of format procedures for writing memorandums and uses appropriate terminology 	7–9
<ul style="list-style-type: none"> • Demonstrates a limited understanding of preferred products • Identifies some of the differences between the two products and presents an unsupported case • Demonstrates limited use of appropriate terminology and memorandum format 	4–6
<ul style="list-style-type: none"> • Presents a superficial understanding of preferred products • Makes some reference to the stimulus material in terms of the two products • Demonstrates limited use of appropriate terminology and memorandum format 	1–3