

Marker Code



Student Personal Identification Number (SPIN)					

South Pacific Form Seven Certificate TOURISM and HOSPITALITY 2010

QUESTION and ANSWER BOOKLET

Time allowed: Two hours

INSTRUCTIONS

Write your **Student Personal Identification Number (SPIN)** on the top right hand corner of this page and on the **fold-out flap** on the last page.

Answer **ALL QUESTIONS**. Write your answers in the appropriate spaces provided in this booklet. If you need more space for answers, ask the Supervisor for extra paper. Write your SPIN on all additional sheets used and clearly number the questions. Attach the additional sheets at the appropriate places in this booklet.

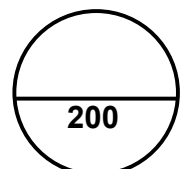
This paper is divided into three sections. Answer ALL three sections.

			Suggested Time
SECTION A:	INTRODUCTION TO THE TOURISM AND HOSPITALITY INDUSTRY	80 marks	48 mins
SECTION B:	DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY	40 marks	24 mins
SECTION C:	TOURISM, CULTURE AND OPPORTUNITIES IN TOURISM AND HOSPITALITY	80 marks	48 mins
	TOTAL	<u>200 MARKS</u>	

Check that this booklet contains pages 2-28 in the correct order and that none of these pages is blank. Pages 29 and 30 are blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

TOTAL MARKS



SECTION A: INTRODUCTION TO THE TOURISM AND HOSPITALITY INDUSTRY (80 MARKS)

QUESTION ONE: INTRODUCTION TO TOURISM AND HOSPITALITY

(60 marks)

a) Terms and definitions

For each pair of terms below, define each term **and** explain clearly the differences between them.

Hospitality and Guest

(4 marks)

Tourism and Tourist

(4 marks)

Domestic tourist and International tourist

(4 marks)

Hotel Reception and Hotel Housekeeping

(4 marks)

b) 1) Read the information below and answer the question that follows.

Focus will continue also on niche markets such as **sports tourism, weddings and honeymoon, dive, MICE, cruising and maritime** and the **backpacker or affordable market**.

Source: Fiji Times Online www.fijitimes.com Tuesday, April 28, 2009

Explain any TWO of the markets shown in bold in the box above, and give examples.

i. Type _____

Explanation _____

Example _____

ii. Type _____

Explanation _____

Example _____

(6 marks)

2) Read the information below and answer the questions that follow.

More visitors going to Solomon Islands

More visitors are visiting Solomon Islands taking advantage of the cheap fares from Australia offered by airlines. Solomon Islands Visitors Bureau (SIVB) said 2008 visitors' arrivals to Solomon Islands grew by 18 percent to 16,267 visitors compared with 13,748 visitors in 2007. Australia contributed 45 percent, followed by USA and NZ at 6.7 percent each. About 39.7 percent came to Solomon Islands for business and conference while 31.6 percent came for holiday.

Source: Solomon Star Monday, 27 April 2009 (adapted)

i. Give the main reason for an increase in visitor numbers to the Solomon Islands.

ii. Name the main Source Market and give the TWO main reasons for their visits.

Main Source Market _____

Reasons for visit _____ and _____ (4 marks)

c) Study the United Nations World Tourism Organisation (UNWTO) data below and answer the questions that follow.

January – April Visitor Arrivals to the Pacific 2009

Destination	2009	2008	Difference	% Change
Cook Islands	26,642	25,995	647	2.5
Fiji	139,642	174,004	-34,362	-19.7
French Polynesia	44,016	60,658	-16,642	-27.4
Marshall Islands	1,378	1,960	-582	-29.7
New Caledonia	31,521	33,615	-2,094	-6.2
Papua New Guinea	35,893	35,394	499	1.4
Samoa	36,203	32,829	3,374	10.3
Solomon Islands	5,772	4,361	1,411	32.4
Tonga	12,642	11,525	1,117	9.7
Tuvalu	604	633	-29	-4.6
Vanuatu	28,221	23,689	4,532	19.1
TOTAL	362,534	404,663	-42,129	-10.4

Note: Provisional figures only.

Source: www.south-pacific.travel/blog

1) Summarise the main information shown for Visitor Arrivals in the Pacific Islands.

(3 marks)

Some countries now have information available from January up to June 2009.

January – June Visitor Arrivals to the Pacific 2009

Destination	2009	2008	Difference	% Change
Cook Islands	44,577	41,863	2,714	6.5
French Polynesia	71,076	94,706	-23,630	-25.0
Kiribati	1,855	1,912	-57	-3.0
New Caledonia	46,284	47,341	-1,057	-2.2
Papua New Guinea	54,964	53,809	1,155	2.1
Samoa	57,930	53,259	4,671	8.8
Solomon Islands	8,805	7,174	1,631	22.7
Tonga	21,493	19,755	1,738	8.8
Vanuatu	43,079	38,252	4,827	12.6
TOTAL	350,063	358,071	-8,008	-2.2

Note: Provisional figures only.

Source: www.south-pacific.travel/blog

- 2) Compare the two tables of Visitor Arrivals information above. Describe the main similarities and differences in Visitor Arrivals, and suggest important reason(s) for these.

Description _____

Reasons _____

(4 marks)

- 3) Name TWO worldwide factors that affected the number of tourists arriving in the Pacific in 2009-2010.

i. _____

ii. _____

(4 marks)

- 4) Name TWO factors that occurred in the Pacific that affected the number of tourists arriving in the Pacific in 2009-2010. (Do **not** repeat information from Question 3 above).

i. _____

ii. _____

(4 marks)

- 5) Around 100,000 Pacific Island people travel in the Pacific every year. Give TWO main reasons for this travel **within** the Pacific region.

i. _____

ii. _____

(4 marks)

- 6) Explain TWO ways that Tourism statistics could be used by Pacific island countries to develop their tourism industry.

i _____

ii _____

(4 marks)

- d) Read the information below and answer the questions that follow.

Vanuatu Tourism Office staff on Santo famil



On Friday, the VTO Media Famil officer and VTO's Information Officer went on a 3 day famil to Santo.

Whilst on Santo, the team visited Million Dollar Point, Espiritu Santo golf course, Bali Hai Look Out, Matevulu Blue Hole, Champagne Beach, Millenium Cave, Leweton Cultural Village, Allan Power Dive Shop, and Coral Quays Resort.

Erick Williams of Santo Safari Tours drove the VTO team around, and accommodation was complimentary, courtesy of The Beachfront Resort.

Source: south-pacific.travel - Pacific Pulse 02nd October 2009 (adapted)

The Vanuatu Tourism Officers went to Santo Island to find out what was available there for tourists.

- 1) Name THREE different activities available on Santo for tourists.

i _____

ii _____

iii _____

(3 marks)

- 2) Explain why the VTO would arrange a famil (visit) to Santo for its staff.

(2 marks)

e) Read the two pieces of information below and answer the question that follows.

“As usual, Fiji’s hoteliers and tourism operators are going out of their way to make certain that each and every one of our international guests enjoys what Fiji is famous for – a **wonderfully happy and very memorable travel experience.**”

Sai Too Go stoogo@spto.org 15 April 2009(adapted)

The new head of the Wine Country Tourism Association is calling for local businesses to lift their game and improve their service, as the holiday season approaches. "Tourism is dropping in the area and winter has been hard for many businesses, but visitors should not go home with anything other than **great experiences and positive memories of Hawkes Bay hospitality**".

Source: www.hawkesbay.co.nz 10 November 2009 (adapted)

Name an important Tourism Concept that relates to providing tourists with “**great experiences and positive memories of [a country’s] hospitality**”, and explain how you, your family and your community can provide this in your country. Include examples in your answer.

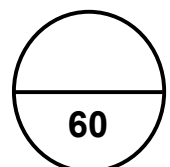
Name of concept _____

The part you play, including examples _____

[illegible]

(6 marks)

Q 1



QUESTION TWO: SECTORS OF THE TOURISM AND HOSPITALITY INDUSTRY**(8 marks)**

For each sector named below identify its purpose, and describe different standards provided.

1) Name of Sector: **Transport**

Purpose

Description of standards of transport provided

i

ii

(4 marks)

2) Name of Sector: **Catering**

Purpose

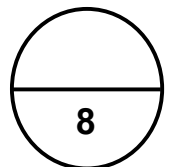
Description of standards of catering provided

i

ii

(4 marks)

Q 2



QUESTION THREE: EMPLOYMENT OPPORTUNITIES IN THE TOURISM AND HOSPITALITY INDUSTRY

(12 marks)

The tourism and hospitality industry is a major employer in the Pacific.

a) Read the information below and answer the questions that follow.

Aim helps school's growth

The School of Hospitality Board Chairman said he did not think twice when given the opportunity to head an institution that would add skill to the workforce.

"The tourism sector is the biggest revenue for our country and it is where employment can be generated for the future. To have a skilled workforce in place increases the value of the attraction offered."



Novotel Hotel manager Brian Townsend told graduates he too started as a porter and a waiter but managed to get the top job by attaining skills and qualifications.

Source: Fiji Times Online, October 12, 2009 (adapted)

1) On the left hand side of the table show a **relevant career path** (Boxes 2 & 3) for Brian Townsend.

Career path for Brian Townsend

Skills and Qualifications required

4. Manager – Novotel Hotel	7.
3. 	6.
2. 	5.
1. Waiter / Porter	<i>School qualifications e.g. SPFSC Tourism and Hospitality, friendly manner, keen to work, neat and tidy appearance.</i>

2) Now, on the right hand side of the table add some **skills and/or qualifications** (Boxes 5, 6 and 7) that Brian Townsend would have needed to rise to each of the next levels in his job.

Note: These skills/qualifications must relate to the positions you have given on the left hand side of the table. We have done the first one for you.

(8 marks)

b) Study the job advertisement below and answer the questions that follow.



Whale Watch Resort, Tonga

CHEF

Whale Watch is a leading three star island resort. We are currently seeking applications from suitable qualified and enthusiastic chefs to join our innovative hard working kitchen team.

Preference will be given to those who have worked in a three star hotel or similar and are fully experienced in all areas of the kitchen. The position is live on and involves working three weeks on the island and one week off.

Please apply in writing or via the email address below.

General Manager
Whale Watch Resort
PO Box 103
Vava'u

gm@whalewatchresort.com

1) Name TWO methods you could use to apply for the Chef's job above.

i _____

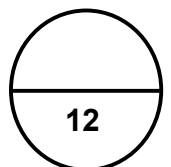
ii _____ (2 marks)

2) Complete this sentence:

This Chef's job **is** / **is not** (Circle one) suitable for a school leaver because _____

_____ (2 marks)

Q 3



SECTION B: DEVELOPMENT OF TOURISM AND HOSPITALITY (40 marks)

QUESTION FOUR: LAWS AND REGULATIONS

(20 marks)

a) Passports

Traffickers Target Fiji Passports

Fiji is being used as a transit point for international networks of human traffickers, with victims being brought in under forged Fiji passports, says former Director Immigration Viliame Naupoto.

“Fiji passports can be easily forged making it almost effortless for human traffickers to get to Fiji or use Fiji as a transporting hub.”

He said this could be solved through upgrading the security features on Fiji passports. He also suggested that heavy penalties should be given to those who lose their passports.

Source: Fiji Times, Tue 1 Dec 2009 (adapted)

1) Define a **passport**.

(2 marks)

2) Explain why it is important to keep your passport safe.

(2 marks)

3) When a tourist arrives at a destination the Immigration Officer will look carefully at the tourist's passport. Explain ONE important thing the Officer will check in the passport.

(1 mark)

b) Read the Tongan Quarantine information below and answer the questions that follow.

<h2 style="color: green; margin: 0;">ARE YOU A:</h2> <ul style="list-style-type: none"> ● Pacific islander visiting overseas or returning resident ● Government Official ● Foreign Diplomat ● Sports Athlete ● Holiday Maker ● Business Traveller ● Tourist 	
<h3 style="color: red; margin: 0;">WE NEED YOUR HELP</h3> <p>Help protect our pristine beaches, rainforests, coral reefs, marine life, native birds and animals, rivers and waterfalls and a largely subsistence culture and traditional lifestyle relying on homegrown food.</p> <p>Help keep pests and diseases out of the Pacific, an unspoilt and rich environment for our children and future generations to come.</p> <div style="border: 1px solid green; padding: 5px; margin-top: 10px; color: red;"> <p>DECLARE on your Arrival Form food, plant and animal products you are carrying or have in your bags. DISCARD all food, plant and animal products you no longer wish to keep using the Amnesty Bins provided at airports.</p> </div>	<h3 style="color: blue; margin: 0;">ENTRY ALLOWED</h3> <p>EXAMPLES OF ITEMS THAT MUST BE DECLARED TO QUARANTINE AND MAY REQUIRE INSPECTION AND/OR TREATMENT</p> <ul style="list-style-type: none"> ■ Cooked food: taro, cassava, breadfruit, bananas, palusami, and seafood ■ Dried biscuits, cakes, sweets, nuts, herbs, spices ■ Processed products: breakfast cereals, jams, bread, flour, tea, coffee, processed cocoa ■ Fruit and vegetables: canned, dried, frozen, and in commercial packs ■ Handicrafts: mats, tapa, seashells, beads, wooden carvings and feathers
	

1) Explain what must be declared on the Arrival Form.

(2 marks)

2) Give TWO reasons why tourists and returning residents should declare goods for quarantine and inspection on arrival in Tonga.

i

ii

(4 marks)

3) Describe the purpose of an Amnesty Bin at an airport.

(2 marks)

c) **Employment Contract**

1) Define an **Employment Contract** and name TWO conditions that should be covered in an Employment Contract.

Definition _____

Conditions covered

i _____

ii _____

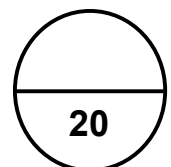
(4 marks)

2) Explain how an Employment Contract protects the employee (worker). Include an example.

Example _____

(3 marks)

Q 4



QUESTION FIVE: BENEFITS AND COSTS, AND THE FUTURE OF TOURISM**(20 marks)**

a) Study the resource below and answer the questions that follow.

Earth's Last Sustainable Ocean



Photo: community recycling on Viti Levu's Coral Coast, Fiji.

We've been nuked heavily.... Our whales are still harvested despite expanding sanctuaries. Our dolphins and albatrosses are threatened as an innocent by-catch of over-fishing. Our islands are disappearing under the rising sea levels Our coral is dying in populated areas. And there is a continental-sized flotilla of non-biodegradable rubbish floating around. Yet, we remain the world's last sustainable ocean, according to the EU (European Union).

Civilisations that have developed on small islands have long known the limits of their environment. It's a lesson the human race as a whole is just learning in relation to our planet. The Earth is just another island. Here is the last sustainable ocean - The Pacific. Let's hope we have learned our lesson and can at least keep this one.

Source: www.south-pacific.travel/blog 4 October 2009 (adapted)

1) Name TWO problems that the writer is concerned about in the Pacific area.

i _____

ii _____ (2 marks)

2) Explain why the writer calls the Pacific "Earth's last sustainable ocean", and describe TWO actions that would be helpful in protecting this ocean.

Why _____

Helpful actions

i _____

ii _____

_____ (5 marks)

b) Read the information below and answer the questions that follow.

The (Pacific) region as a whole has weathered the global economic crisis better than many other developing countries to date but the impact of the global recession is still significant... Tourism in some countries, however, remains relatively strong and continues to make a positive contribution to economic growth.

Tourist demand has the **strong potential to boost community-based businesses**.

Source: www.south-pacific.travel/blog

- 1) Explain the effect the writer believes the global economic crisis has had on tourism in the Pacific.

(2 marks)

- 2) Describe how tourist demand is likely to **boost community-based businesses** in the Pacific. Include named examples in your answer.

(5 marks)

(22 marks)

Getting ready to roll out the tapa mat for 70 million people

15 Pacific countries (including Tonga) will each showcase local tourism, trade, **culture and traditions**. The pavilion will host exhibitions by Vanuatu, Papua New Guinea, Palau, Tonga, Micronesia, Samoa, Fiji, Cook Islands, Kiribati, Solomon Islands, Tuvalu, Marshall Islands, Nauru and Niue as well as the South Pacific Tourism Organization and the Pacific Islands Forum.

With the theme of “The Pacific – an inspiration to cities”, the pavilion is a blend of advanced technology and tradition and will showcase the beauty of the Pacific and its **unique cultures.**

Source: www.tongaholiday.com Oct 27th, 2009 (adapted)

1) Identify your country's unique traditions (e.g. ceremonies) that are affected by tourism.

[illegible]

- 2) Describe how the traditions you identified are affected by tourism. Include named examples in your answer.

(8 marks)

- b) Evaluate TWO ways your country's unique culture can enhance tourists' experiences and expectations. Include named examples in your answer.

i

ii

(6 marks)

- c) Some Pacific Island communities see a conflict between tourism and local culture and traditions.

Describe TWO possible conflicts in your country or community, and suggest solutions and/or compromises to these conflicts.

i Conflict _____

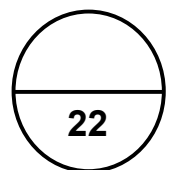
Solutions and/or compromises

ii Conflict _____

Solutions and/or compromises

(8 marks)

Q 6



QUESTION SEVEN: CULTURAL CHARACTERISTICS OF TOURISTS**(11 marks)**

1) Read the information below and answer the questions that follow.

Tapping the Chinese market – How to lure them to the islands

Chinese holiday-makers could soon be descending on the islands, initially to Fiji...

...a lot of interest is being shown by a new breed of free and independent, affluent travellers.

They are very, very risk averse...They like cultural attractions, they don't like surprises, and they still believe that the Pacific is a very, very safe environment. They want high quality hotels and activities focussed on cultural events.They are not interested in lying about on the beach. They hate sun tanning.

Source: SPTO's South Pacific Tourism, Issue 2, 2005 (adapted)

Cocker Upbeat about Tongan Tourism

While Tonga's major markets are New Zealand and Australia, the new emerging markets are from the short-haul destinations from Asia, particularly Korea, China and Japan.

"The Chinese and Indian markets will grow in the near future and Tonga is gearing up for the growth in these two markets," Cocker of TVB says.

Source: Islands Business Online 2007

Tourism Fiji to educate tourism operators

Tourism Fiji will be conducting workshops to educate tourism operators on the Chinese market, and how to effectively target this fast growing outbound market.

Source: www.fijitimes.com Tuesday, April 28, 2009 (adapted)

You have been asked to speak at a workshop to educate local tourism operators about the Chinese market.

Discuss THREE important points about the **cultural characteristics and requirements** of Chinese tourists to the Pacific, including how tourism operators should best deal with these.

i. _____

ii. _____

iii. _____

(6 marks)

2) Identify THREE **cultural characteristics** of ONE of the groups of tourists below:

Australian

New Zealand

American

Japanese

Name (of country of origin): _____

Cultural Characteristics:

i. _____

ii. _____

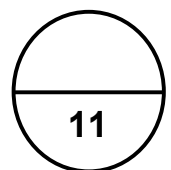
iii. _____

(3 marks)

3) Choose ONE of the characteristics you described above and explain what the tourism industry could do to enhance the tourists' experiences (make their stay more pleasant) in your country.

(2 marks)

Q 7



QUESTION EIGHT – BENEFITS AND COSTS OF TOURISM ON LOCAL COMMUNITIES

(25 marks)

a) Read the information below and answer the questions that follow.

A Dark Side to Tourism in Island Paradise

With winter upon us, there is nothing more tempting than to laze upon palm-sheltered beaches and snorkel in warm, clear waters. An ever increasing number of Kiwis flock to the Pacific each year.

Though the influx of tourists has brought **many benefits** to the region, the darker side of tourism has begun to rear its head.

Big hotel chains pay minimum wages to locals; bottled-water-toting-tourists wreak environmental havoc and make little effort to connect with local culture and etiquette.

World Bank figures show about 55 percent of tourism income in the developing world is removed through foreign hotels, airlines and tour groups, as well as "Western" food and drink imported into the country.

This has led to a rise in alternative travel, including eco-tourism, pro-poor tourism and community-based tourism, and to the 2002 Cape Town **Declaration on Responsible Tourism in Destinations**.

The **concept of responsible tourism** incorporates environmentally, socially and economically sound tourism practices.

A **Responsible Tourism Code for the Pacific** outlines ways that travellers to the Pacific can make a difference.

This includes learning a few words of the local language, avoiding golf in tropical destinations as it can use as much water as 60,000 rural villagers, supporting local initiatives, buying local food and water, and offsetting flights. Most airlines now have some sort of carbon offset programme.

The main element of the code is respect. "It's about thinking and acting in a respectful way, and having an understanding that people who live around you are affected by your actions."

Source: The Dominion Post, New Zealand 8 August 2009 (Adapted)

1) Explain the aim of the Responsible Tourism Code for the Pacific in your own words.

(4 marks)

2) Describe TWO ways tourists are encouraged to behave under the Responsible Tourism Code.

i. _____

ii. _____

(2 marks)

3) The article talks about the costs of tourism in the Pacific. Describe ONE non-economic cost of tourism to the Pacific.

(2 marks)

4) There are also benefits of tourism (which the article does not describe). From your course, describe TWO non-economic benefits of tourism for the Pacific community.

i. _____

ii. _____

(4 marks)

5) Describe TWO **economic benefits** and TWO **economic costs** (positive and negative economic effects) of tourism for your country or island. Include named examples in your answer.

Economic benefits

i _____

- ii _____
- _____
- _____
- _____

Economic Costs

- i _____
- _____
- _____
- _____
- ii _____
- _____
- _____
- _____

(8 marks)

b) Read the information below and answer the question that follows.

Swimming with the Whales in Tonga

So what does the Kingdom of Tonga have that other similarly placed South Pacific countries don't? Apart from the obvious answer that they still have a ruling monarch, the answer to this question for a growing number of tourists lies out to sea.

In Tonga, you are allowed to swim with the many humpback whales that congregate in their waters during the winter months. One of only two places in the world where this happens, this amazing experience brings these massive and beautiful creatures face to face with anyone game enough to stick their head into the water.

Most of these whale trips are done from the Vava'u island group, as hundreds of humpbacks call the waters that surround this small archipelago home over the late winter/early spring months from mid-July to mid-October.

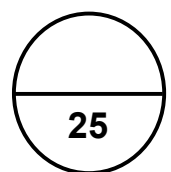
Close encounter: Back on the boat, stunned expressions turn to smiles on the faces of the swimmers. You know this encounter is not going to be forgotten by anyone and that all are now converts to the cause of making sure these gentle giants are protected in every way possible.

Source: Islands Business (online) October 2009

Evaluate the importance of whales to tourism in Tonga.

(5 marks)

Q 8



QUESTION NINE: ENTREPRENEURIAL AND SMALL BUSINESS OPPORTUNITIES (22 marks)

Small tourism and hospitality businesses in the Pacific are important contributors to local economies.

a) Read the information below and answer the questions that follow.

Kiribati – for travellers not tourists

Maurithis is Hello and Welcome in Kiribati

Kiribati is for travellers - those who have a passion for exploring and discovering, people who like an adventure off the tourist trail to places where few have been before, people who want to understand a country - not just see it.



World Class Fishing

Kiribati has world class fishing - you can stay onshore and chase a mighty fighting bone fish, and do some saltwater fly fishing...or head offshore to have a crack at world record game fishing.



Cultural Experiences

Kiribati is an isolated nation, the result of which is a relatively untouched culture. Come and meet the locals, immerse yourself in a non-commercial, friendly culture and learn a different way of life.



World War II Relics

The Islands of Kiribati were the scene of some of the bloodiest battles fought in World War II. Much evidence of these battles remains e.g. coastal defense guns. Rusted tanks, and ship and plane wrecks can also be seen on the shores at low tide.

Source: <http://www.visit-kiribati.com> (adapted)

- 1) Imagine that you live in Kiribati. Choose a small hospitality or tourism business you could set up that uses local resources or points of interest.

Name/Type of business _____

- i. Describe the core (main) business, including the services it provides.

(2 marks)

ii. Explain why you chose this type of business, and why you think it would be successful.

Reason for choice _____

Why successful _____

(4 marks)

iii. Your business has been going well and you have decided to employ a school leaver to help you. Describe the sort of work they would do to help you with your business.

(2 marks)

b) During your course you will have met a successful business person in the Tourism and Hospitality Industry.

1) Identify and describe the characteristics and abilities of this business person, describe some of the problems they have faced, and explain how they made their business a success.

Characteristics and abilities _____

Problems faced _____

Why the business was a success _____

(8 marks)

2) Explain the term **entrepreneur** in your own words.

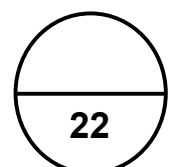
(2 marks)

- c) Tourism and hospitality have an impact on people working in the industry and on people in the host community, as well as on tourists.

Explain how your study of the tourism and hospitality industry has assisted you and/or your community to understand the importance of tourism to the Pacific.

(4 marks)

Q 9



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Student Personal Identification Number (SPIN)					

TOURISM & HOSPITALITY 2010

(for Markers only)

Question	Marker	Check Marker
Section A 1	60	
2	8	
3	12	
Section B 4	20	
5	20	
Section C 6	22	
7	11	
8	25	
9	22	
TOTAL	200	