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Assessment Schedule 2018

**South Pacific
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TOURISM AND HOSPITALITY MARKING RUBRIC

	Question Number	Skill Band	Evidence	Student Response Level				
				Weak/ Pre-Structural The answer does not relate to the question. 0	Unistructural Only one bit of information mentioned 1	Multistructural Several ideas are mentioned, either described, or listed but disconnected 2	Relational Several ideas are mentioned and are also related to one another. Give examples. 3	Extended Abstract Several ideas are mentioned and related to each other. Students 4
Strand	1.1a	1	Generating Country - Country of residence for the visitor. Host region is the destination the visitor is travelling to.	Incorrect	Provides correct definition.			
	1.1b	1	Sydney, Australia.	Incorrect	Sydney or Australia			
	1.1c	1	Backpacking is a form of low-cost, budget, independent travel. It includes the use of public transport; inexpensive lodging such as youth hostels; often a longer length of stay, when compared with conventional vacations; and typically an interest in meeting locals as well as sightseeing.	Incorrect	Provides correct definition. Accept any one idea.			
	1.1d	2	Travel Agent, Online tour operator, Visitors Bureau, Airline, Ferry, Taxi, Restaurant, Budget resort, Activities e.g. Village Visit, Diving, Trekking etc.	Incorrect	Provides a partial answer i.e. 1 operator.	Provides correct answer – 3 operators.		
	1.1e	1	Visiting friends and relatives (VFR), Family tourist, or International tourist	Incorrect	Any one of the three provided.			
	1.1f	1	Village visit, trekking, hiking, cultural tour, diving, fishing, volunteer activities, sport, shark dive, culinary experience etc.	Does not answer correctly.	Identifies any one suitable activity.			
	1.2a	2	One Industry Concept – The tourist experience comprises main components which tourists see as a whole i.e. their holiday. One good or bad experience can affect the whole holiday, therefore it is important that all components provide good service so that tourists will recommend their stay to others and want to return. This is why managing negative experiences by providing effective service recovery when something goes wrong is important.	Does not answer question.	Answers only one part of the question.	Describes the meaning of One Industry Concept. Gives two or more features.		

			Airline and/or resort provide positive solution – guests happy – good memories; negative solution – unhappy guests and bad memories.					
	1.2b	3	Explanation with examples and solutions e.g. They have had a long flight from UK. Airline should apologise and give them voucher for new clothes and transport them to hotel for free. Resort could apologise, put them in an alternative room for now, and give them vouchers for meals and spa visit. Both give them regular updates on progress of luggage and room so they understand how long they need to wait etc.	Does not answer correctly.	Answers first part of the question – no examples or solutions. One idea given only.	Partial answer with an example or solution but not both. Two or more ideas only but not related.	Provides a detailed answer including examples and solutions. All parts of the question answered. Shows linkage with examples.	
	1.3a	2	Chef, Sous chef, Waiter/waitress, Dishwasher, Bar tender, Commis chef	Does not answer question or incorrect	Provides one correct example.	Provides 2-3 correct examples.		
	1.3b	1	<p>Mentions 1 accommodation type in their country and provide examples e.g. Hotels, Resorts, Motels, Hostels, Serviced apartments, Bed and Breakfasts, Holiday homes, Homestays, Holiday Parks and Camping Grounds, Villas, Farm stays, Village Stays, Beach Fales etc.</p> <p>Hotels Often found in cities and busy tourist destinations. Offer lodging and accommodation for a large amount of people. Provide private rooms and bathrooms, maid service, telephones, television sets, and sometimes pools, restaurants, gyms, and game centres.</p> <p>Resorts Mainly located in or near tourist locations, such as beaches. Cater to people traveling for leisure. Offer amenities, apart from numerous recreational facilities such as swimming pools, golf courses, tennis courts etc.</p> <p>Bed and Breakfast Typically Bed and Breakfasts (B&Bs) are converted family or guest houses that hold no more than around ten rooms. The main purpose is in the name – to provide a place</p>	Does not answer question or incorrect.	States 1-2 type(s) of accommodation from the evidence (with or without examples)			

		<p>to stay and a warm, home-cooked meal in the morning.</p> <p>Motel A short form of motor hotels, motels are lodges that are meant especially for motorists. Rooms are generally connected to each other, and the front doors open right in the parking lot. More often than not, these are privately owned and are usually cheaper than hotels. Main target markets are travellers on long distance journeys. Set up similar to a hotel but offer the bare minimum amenities and services.</p> <p>Hostel For the traveller on a limited budget e.g. backpacker or youth market, grey nomad. Hostels generally have shared living quarters where guests can mingle with other travellers.</p> <p>Guest Houses The term 'guest house' is very broad, and encompasses different things in different parts of the world. In some parts, it is taken as being similar to a hostel, B&B, or an inn. In still others, they are considered to be similar to hotels, but are their much inexpensive versions. In yet some others, a guest house is a private home, converted into a guest accommodation. The owner generally stays within the property, but in a separate area.</p> <p>Camping Perhaps the most popular type amongst the youth market. Camping destinations are popular with adventure travellers visiting exotic locations.</p> <p>Villas Much larger than a hotel room and fitting in more or less the same budget, these can accommodate at least four people at a time. These also impart a lot of privacy to the guests by giving them their own kitchen, dining room, bedroom(s), and so on, thus, also making them more cost-effective than hotels and popular with families.</p>					
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			<p>Air BnB Online company that allows people to rent their homes for short periods to visitors and allows visitors to book private homes in destinations for holidays or business travel.</p> <p>Farmstay This can be any type of accommodation on a working farm. Some farm stays may be interactive, others family-focused, offering children opportunities to engage in activities and learn how a farm functions. Others don't allow children and instead offer a peaceful retreat for adults. Guests normally pay rates similar to bed & breakfasts although pricing varies. "Farm stay" can also describe a work exchange agreement, where the guest works a set number of hours per week in exchange for free or affordable accommodation.</p> <p>Beach Fale A beach fale is a simple thatched hut in Samoa. Beach fales are also common in other parts of Polynesia e.g. Tonga and Micronesia e.g. Kiribati. They have become popular in tourism as a low budget accommodation situated by the coast, built with a few posts, no walls and a thatched roof with a round or oval shape.</p> <p>Village Stay Increasingly popular for visitors to stay with a local family in a traditional village setting. This is a unique way to experience local culture and traditions.</p>					
	2.1a	1	<p>Fill in all the blanks Nadi NAN Suva SUV Brisbane BNE</p>	Does not answer question/ incorrect.	Either SUV or Brisbane or both			
	2.1b	1	<p>List 1 tourist attraction from own country e.g. natural, built, heritage etc.</p>	Does not answer question/ irrelevant.	States 1 attraction from their country.			

	2.1c	2	<p>Complete table.</p> <table border="1"> <thead> <tr> <th>Category of Tourist</th> </tr> </thead> <tbody> <tr> <td>Cultural tourist Cruise passenger Leisure tourist Business tourist Ecotourist</td> </tr> <tr> <td>Dive tourist Adventure tourist Heritage tourist Educational Tourist Leisure tourist Ecotourist Nature tourist Business tourist</td> </tr> <tr> <td>Heritage/Cultural tourist Leisure tourist Dark Tourist, Remembrance WWII tourist Business tourist</td> </tr> </tbody> </table>	Category of Tourist	Cultural tourist Cruise passenger Leisure tourist Business tourist Ecotourist	Dive tourist Adventure tourist Heritage tourist Educational Tourist Leisure tourist Ecotourist Nature tourist Business tourist	Heritage/Cultural tourist Leisure tourist Dark Tourist, Remembrance WWII tourist Business tourist	Does not answer question.	Completes 1 of the categories correctly.	Completes 2 or all the 3 categories correctly.		
Category of Tourist												
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Heritage/Cultural tourist Leisure tourist Dark Tourist, Remembrance WWII tourist Business tourist												
	2.1d	1	Australia, New Zealand	Does not answer question	One correct country named.							
	2.1e	2	<p>Describe 2 reasons for travel, and relevant at market segments in their country. Travel motivations include: leisure, business, conferences, education, visiting friends and relatives, sport, rest and relaxation etc. Market segments include: Family market, Dive Market, Cultural Heritage, Backpacker, Fishing, Weddings and Honeymoons, Business, MICE (Meetings, Incentives, Conventions and Events), Golf, Sport, Visiting Friends and Relatives, Spa and Wellness, Nature tourism e.g. Dolphin or Whale watching, Medical Tourism and Food Tourism etc.</p>	Does not answer question/ irrelevant.	Describe 1 type of tourism and motivation and market	Describe 2 travel motivations and at least 2 markets						
	2.1f	3	The role of international airlines in tourism is to provide mass and quick transportation between countries under safe, standardized and economical conditions. Its relationship	Does not answer question/ irrelevant.	Descriptive, no example. One idea only.	Partial answer with one example; or 1 idea, 1 example;	2 or more ideas (important roles played) with examples					

			to the tourism industry is better understood by breaking down the entire activity of tourism into its component parts.			or 2-3 ideas only with no example		
Strand 2: The development of tourism and hospitality	2.2a	1	States 1 economic costs with example. Leakage of wealth back to industrialised countries e.g. expatriate salaries, repatriation of wages and profits Earnings from tourism not shared fairly between locals and expatriates. Seasonality of employment – casual workers. Destruction of fragile ecosystems e.g. reefs, forests, wildlife, overfishing, deforestation to build or make room for resorts. Adoption of inappropriate dress codes, food and alcohol consumption. Commercialisation of culture.	Does not answer question/ irrelevant.	States 1 economic cost with relevant examples; or 1 example			
	2.2b	3	Explain at least 3 positive impacts. E.g. Restoration of culture e.g. music, dance, handicrafts, architecture etc. Development of infrastructure that also benefits local communities. Employment. Encourage import substitution e.g. Buy local, Farm to table, increase linkages between local farmers and chefs to use local foods. Encourage different types of tourism where tourists are more likely to use local products and eat local food e.g. Ecotourism, Backpacker tourism, Green tourism. Locally owned tourism businesses and development for marginalised rural communities.	Does not answer question/ irrelevant.	States one positive impact but no example.	States 2 or more positive impacts without example. Positive impacts do not relate or link.	Explains 2 or more positive impacts with examples. Ideas are linked or connected to each other.	
		2.2c	3	Explain how leakages can be reduced with two examples. Employ local staff. Restrict visas for expatriate workers. Encourage import substitution e.g. Buy local, Farm to table, increase linkages between local farmers and chefs to use local foods. Encourage different types of tourism where tourists are more likely to use local products and eat local food e.g. Ecotourism, Backpacker tourism, Green tourism.	Does not answer question/ irrelevant.	States at least prevention/ how leakage can be reduced.	States 2 or more ways of prevention. Ideas are not connected.	Explains 2 or more ways of prevention with examples of how leakages can be reduced.

			Strict regulation regarding imported labour, repatriation of profits and imported goods e.g. food, beverages, manufactured goods etc.					
	2.3a	3	<p>Explain the importance, provide an opinion and give reasons why.</p> <p>CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) is an international agreement between governments. Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten their survival. WHY CITES IS IMPORTANT. The Convention in International Trade in Endangered Species (CITES) is a United Nations Treaty organisation, the largest and thus most powerful of the international treaties to protect endangered animals and plants. Parties agree to abide by CITES decisions. CITES is a multilateral treaty to protect endangered plants and animals. It was formed in 1973 and regulates the international trade in over 35,000 wild species of plants and animals. Illegal wildlife trafficking is a major global problem and CITES is the premier multilateral arrangement to address the problem.</p> <p>The nature and size of the problem</p> <p>A recent United Nations report states that the trafficking of wildlife is both a specialised area of organised crime and a significant threat to many plant and animal species. Illegal wildlife trade deprives nations of their biodiversity, income opportunities and natural heritage and capital.</p> <p>Why should you care?</p> <p>CITES is a crucial instrument for ensuring that species are not traded in a way that threatens their survival. If, for instance, the world wants to secure a future with elephants, member states would do well to shut down all domestic ivory trade, and to put all stockpiles beyond commercial use. The Elephant Protection Initiative, for instance, calls on members to do this.</p>	Does not answer question/ irrelevant.	States at least one reason; or any one idea such as definition of CITES Convention.	States/ describes 2 or more reasons. Disconnected ideas.	Explains 2 or more reasons with examples. Ideas are linked to each other.	

			<p>Elephants and other species are important to conserve not just because they have inherent value, but also because they play a key role in ensuring the ecological integrity of their migratory habitats.</p> <p>These habitats – wilderness landscapes - not only preserve wildlife species, but also operate as invaluable carbon sinks. This shows us that properly regulating trade in wild fauna and flora is one crucial component of addressing other major challenges like climate change.</p>					
	2.3b	1	<p>The purpose of the Plant and Animal Quarantine Regulations is to protect the agricultural activities and general well-being of the people of a country. These regulations are enforced as a method of preventing the introduction and further spread of injurious insects, pests, and diseases into and within the a country, to provide procedures and conditions to ensure the safe movement of plants and animals and plant and animal products into, out of, and within the country; and to fulfil international obligations to prevent the movement of pests in international trade and traffic.</p>	Does not answer question/ irrelevant.	<p>Provides correct answer.</p> <p>Any one purpose is stated.</p>			
	2.3c	1	<p>When traveling between different countries, a passport is required to gain access and cross the country's borders. The purpose of a passport is to show other nations that you are a legal citizen of your particular nation of origin. For example, if you are American and want to enter the United Kingdom, you must show customs your passport in the United Kingdom to prove that you are a U.S. citizen before they will allow you entry. Essentially, a passport asks other nations permission for you to cross their borders and become a part of their culture, even if it is temporary.</p>	Does not answer question/ irrelevant.	<p>Provides correct answer.</p> <p>Any one purpose is stated.</p>			
	2.3d		<p>Land rights allow indigenous people to settle in territory that belongs to a nation state, upon which they recognise a historical, religious and economic authority, because of a continuous use and occupation throughout time. This authority is called 'ancestral title'.</p>	Does not answer question/ irrelevant.	<p>Partial answer – 1 point or 1 example. No linkages.</p>	<p>Provides 2 or more points with or without examples. No linkage between ideas.</p>	<p>Provides 2 or more points with examples and shows evidence of linkages between</p>	

		3	<p>Indigenous people consider themselves not the owner of a territory, but its custodians, whose subsistence depends on the land resources. The issue of land disputes arises because indigenous lands are important to governments and international corporations not only for their natural resources richness and the deriving economic benefits, but also from the point of view of tourism. In fact, indigenous people usually live in less developed and more natural areas, which are a tourism attraction. Consequently, a majority of issues stem by the creation of natural parks in areas that are owned by local communities, such as the increase of the level of poverty and marginalisation of indigenous people.. Given the growth of tourism and its economic interests, land ownership is increasingly critical for local communities to gain positive economic and social impacts. Therefore, the international community has begun, since the 1992 UN Conference on Environment and Development to stress the importance of indigenous presence in natural park and its role as conservationists. However, in the majority of the cases, even if indigenous people have de facto rights on protected areas, their rights have not been recognised as de jure, thus they cannot be compensated.</p>				arguments and examples.	
	3.1a	1	<p>List a position and relevant skill e.g. communication, IT, knowledge of wines, cocktail mixing, central reservation systems, culinary skills, typing, work experience in hotels etc.</p>	Does not answer question/ irrelevant.	Mentions one correct skill for the chosen position.			
	3.1b	2	<p>Outline a relevant scenario. E.g. Housekeeping and Guest Service Personnel on Check-in or Checkout. Waiters and Japanese Chefs during dinner. Sommelier providing wine to guests at Japanese dinner. Sommelier and Snack Attendants during meals. Baristas and Snack Attendants during breakfast, lunch or dinner. Culinary workers, waiters and Chefs during meals. Hotel administrators and all staff during recruitment and training.</p>	Does not answer question/ irrelevant.	Partial description of relevant scenario. (one idea/point mentioned)	Outlines an example of a relevant scenario. The scenario includes 2 or more ideas / points.		

	3.2a	1	Local purchase order	Does not answer question/ irrelevant.	Local purchase order			
	3.2b	1	Meaning of e-ticket. An electronic <i>ticket</i> (commonly abbreviated as <i>e-ticket</i>) is the digital <i>ticket</i> equivalent of a paper <i>ticket</i> . The term is most commonly associated with airline issued <i>tickets</i> . Electronic <i>ticketing</i> for urban or rail public transport is usually referred to as travel card or transit pass.	Does not answer question/ irrelevant.	Provides correct definition of e-Ticket.			
	3.2c	2	5 main features of communication process Speaking – tone, volume, choice of words, pronunciation, pitch) Listening – active listening, questioning, reading and responding, nodding, facial expressions, paying attention Giving feedback Body language (Non verbal)	Does not answer question/ irrelevant.	Lists 1 feature	Lists 2 or more features		
	3.2d	3	Budgeting allows you to create a spending plan for your money, it ensures that you will always have enough money for the things you need and the things that are important for your business.	Does not answer question/ irrelevant.	Provides partial answer (one importance)	Provides 2 or more importance without examples and linkages.	Provides 2 or more importance with examples and linkages.	
	4.1a	1	Indigenous cooking methods e.g. lovo, umu, open fire Welcome ceremonies e.g. sevusevu Cultural dances and entertainment Church services Cultural tattooing	Does not answer question/ irrelevant.	Provides one example			
	4.1b	2	Negative Increased crime Commodification of culture Imports of cheap souvenirs instead of sale of local artefacts Demonstration effect – locals take on behaviour of tourists e.g. dress, eating methods, alcohol, smoking etc. Culture may be trivialised by tourism and meaningless as ceremonies are turned into performances for tourists.	Does not answer question/ irrelevant.	Provides a brief description (one idea only) without examples and no linkages between ideas. Or one example only.	Describes one cost in detail using with example.		
	4.1c		Describe one feature of ecotourism.	Does not answer	Describe feature briefly (one	Describes in detail (has several		

		2	<p>Ecotourism is about <i>uniting conservation, communities, and sustainable travel</i>. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:</p> <ol style="list-style-type: none"> 1. Minimise physical, social, behavioural, and psychological impacts. 2. Build environmental and cultural awareness and respect. 3. Provide positive experiences for both visitors and hosts. 4. Provide direct financial benefits for conservation. 5. Generate financial benefits for both local people and private industry. 6. Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates. 7. Design, construct and operate low-impact facilities. 8. Recognise the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment. (TIES, 2015) 9. Conscientious, low-impact visitor behaviour. <ul style="list-style-type: none"> • Sensitivity towards, and appreciation of, local cultures and biodiversity. • Support for local conservation efforts. • Sustainable benefits to local communities. <p>Local participation in decision-making.</p>	question/ irrelevant.	idea/point) without example. No linkage.	ideas/points) with an example one ecotourism characteristic or feature.		
	4.1d	1	Describe at least 1 cultural characteristics of two main generating countries. See examples of characteristics below.	Does not answer question/ irrelevant.	Identifies 1 cultural characteristic of a tourist market.			
	<u>Tourist Market 1 - Australia</u>		<u>Tourist Market 2 – New Zealand</u>		<u>Tourist Market 3 - American</u>			
	Travellers		Travel		Many Americans do not travel outside of their own country, nor do they hold passports.			

	<p>Multicultural society. Australians are worldwide travellers. Everywhere you go, in all corners of the globe, you will find Australians. The way they travel is usually low budget e.g. backpacker, caravans, camping, self-catering apartments. They enjoy nature and love outdoor sports.</p> <p>Modest Australians are very down to earth and always tend to be modest. Generally loud and friendly. They don't like to appear to be better than others and are cautious about showing off. They value sincerity and do not really appreciate people who act like someone they're not. Australians are a free spirited and open people, with a great sense of humour. They like it when you can make them laugh and they really enjoy their lives.</p> <p>Careers On the topic of individual careers, they do not draw attention to their academic or professional achievements to impress others. They often downplay their own success, which may make them appear not to be achievement-oriented, however the opposite is often the case</p> <p>Etiquette and Customs Australians are not very formal so greetings tend to be casual and relaxed. When you meet an Australian, it is common to shake hands and smile. They will usually introduce themselves with their first names and prefer to use those, even when meeting someone for the first time.</p> <p>Dining If you are invited to someone's home for dinner, it is polite to bring a box of chocolates or flowers for the hostess. A good quality bottle of wine is always appreciated. Wrapped presents are opened when received to show gratitude. When receiving a dinner invitation from an Australian it will most likely be for a barbecue. Guests to a barbeque typically bring wine or beer for their personal consumption.</p>	<p>Holiday travel is 42% of the total travel. While VFR and Business travel has accounted for 32% and 15% respectively; the other kinds of travel such as Education, Employment, in transit travel etc. have shared 12% of the total volume. Main holiday destination is Australia with a lot of it being to Visit Friends and Relatives (VFR). Travel mainly for sightseeing with cost being the most important factor i.e. are very price sensitive. Most popular holiday destinations were Australia (47%), Fiji (8%), and the Cook Islands (5%) whereas most of the VFR travel was to Australia (49%), the United Kingdom (8%) and China (4%). Main business destinations were Australia (56%), the United States (6%) and China (4%). Short-haul destinations such as Australia and the Pacific are usually main destinations. Major 'hub' destinations such as Hong Kong and Singapore are more common as secondary destinations. The high secondary destination levels of European countries reflect the wide movement of New Zealanders within Europe. June to September are the most popular months for New Zealanders to travel abroad, with 38% of all departures occurring during these months. December, due to the Christmas holiday period, is also a popular month for travel, with 10% of all departures occurring then. January through to March are the weakest months, and this pattern is very similar for holiday travellers. Family visits over the Christmas season makes December the most popular month for VFR departures, with 15% of all VFR travellers departing in this month. New Zealanders, colloquially known as Kiwis, are people associated with New Zealand, sharing a common history, culture, and language (New Zealand English). Becoming more multicultural – particularly in Auckland – and this is impacting on our cultural perspectives. More New Zealanders than ever recognise the strength of a multicultural society and the importance of traditional cultural values.</p>	<p>However, do not need these for travel to Canada, Mexico or Caribbean.</p> <p>Travel decision making Travel planning technologies and resources have different levels of overall use, trustworthiness, and influence on destination selection. Word-of-mouth is the most important contributor to travel decisions although Destination Marketing Organisations (DMO) content is a solid contributor to the typical traveller's planning.</p> <p>Opinionated Americans have the reputation of being a loud, outspoken, boisterous bunch. They also have the reputation of complaining when things aren't to their liking. High propensity to sue. Expect high levels of service. Can be arrogant, intolerant and insensitive to cultural differences.</p> <p>Language and Currency As America is a world superpower there is a tendency to think that their way is "the" way. Many only speak English and will not communicate in any other language. They look at the unfamiliar bills and coins as Monopoly money, and are upset they can't pay in "real money", meaning US dollars.</p> <p>America is best Bottomless cups of coffee, free soda refills, ketchup on the tables, ranch dressing, root beer... There are a lot of little luxuries Americans take for granted.</p> <p>Conservative There is a type of unadventurous American tourist that doesn't even try to go local when visiting new places. Convinced that they won't like any foreign food, they pack a jar of peanut butter or a few boxes of Kraft Dinner to tide them over on their trip.</p> <p>McDonalds</p>	
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		<p>In the takeaway world, McDonalds is now number one alongside fish and chips.</p> <p>Sport and leisure choices have also changed. We have rekindled our love of the outdoors and there is a new focus on personal fitness. Walking, camping and working out has increased in popularity as many traditional sports such as rugby, league, cricket and netball slip back.</p> <p>Despite this, sport remains very important to our nation. There are big audiences for major events and sports websites attract huge numbers of visitors.</p>	<p>American traveller who chooses to eat at familiar fast food chains even when venturing to culinary hotspots like France, Italy or Japan.</p>	
	<p><u>Tourist Market 1 – Chinese</u></p> <p>Chinese tourists come from variety of age groups, regions, and incomes. Depending on these factors Chinese tourists will prefer different things.</p> <p>Adventure Seekers</p> <p>This group tends to be made up of Chinese millennials, however even elderly Chinese tourists sometimes travel abroad in search of adventure. Most of these tourists have already been to famous landmarks, and are looking for more than just impressive selfies in their trips.</p> <p>Chinese have also been more willing to travel independently, without the aid of tour group services. Chinese free and independent tourists (FITs) have been traveling to more and more destinations around the world, allowing for more exploration and deviation from standard tourist spots. E.g. Sky diving is very popular.</p> <p>As Chinese travellers begin travelling independently more options will become attractive to them. As many people around the world are traveling for the first time they naturally want to see the most famous of attractions, however Chinese tourists have begun branching out to new locations with less oppressing crowds and more time for relaxation.</p> <p>Tropical islands, smaller cities, and quaint countryside villages are all becoming more attractive to the Chinese tourist trying to beat the crowds.</p>	<p><u>Tourist Market 2 – German</u></p> <p>Germans spend more on travel than any other country in the world Euro 65billion a year and take over 70 million holidays annually. They enjoy cultural visits, nature and travel to remote exotic destinations – some reflecting their German colonial history e.g. PNG, Tonga etc. They speak good English, never complain about the weather, take their shoes off to go upstairs, and have a holiday action plan that usually involves a lot of walking and drinking British beer (always in moderation). Apart from the odd moan if there's no ham and cheese on the breakfast table, they are 'model guests', though they can be quite sombre. They take their holidays very seriously and conduct a lot of research before they travel.</p> <p>In fact, they take them so seriously it is hard to tell if they are actually having fun. And they like the detail. If an itinerary says the transfer from the airport includes cold towels, soft drinks and snacks, then they will insist on cold towels, soft drinks and snacks... even if it means not noticing what's out of the window. Given a choice, many Germans would prefer to wear nothing at all: nude sunbathing. They have a tendency to reserve all the sunbeds at a beach or round a swimming pool with their towels.</p> <p>Germans have hearty appetites and like to eat punctually: 12.30 for lunch, 7pm for dinner. Not very adventurous eaters and will expect a Bratwurst und Pommes Frit at the beach, washed down with a beer with a decent head on it. More</p>	<p><u>Tourist Market 3 – Japan</u></p> <p>The Japanese tourist has become a common figure throughout the world. Typically, he or she is part of a travel group with a guide waving a small flag, moving the group at a rapid pace through the day's schedule. The tourist is heavily slung with cameras, video recorders, and perhaps a tape recorder to catch a bird call. The clothes appear to be nearly a uniform with small variations between members of the group. Tour groups follow the same itinerary and the same tour buses follow each other in the same lock-step that the members of each group follow.</p> <p>Companies contribute massively to tourism by arranging company outings to famous places or to spas. The purpose is partly paternalistic: to provide a service to the employees and to make sure they are relaxed, healthy, and happy workers. Another purpose, however, is to build up the sense of identification within the group and the human relations on which it is based.</p> <p>Community organisations or clubs also organise many trips. Some are to famous places for the sake of travelling to a famous place, but often the purpose is more specific.</p> <p>The Japanese tourist lives a busy life on the road. Not only are there places which must be seen and appreciated, but whether the trip is organised by the school, company, or poetry club, there are colleagues and friends to whom attention must be paid. Since human relationships are important, they must be cultivated throughout the day.</p>	

	<p>Older Chinese tourists, who have traditionally been the largest customer base for group travel, have even begun traveling independently. Older Chinese tourists have typically travelled domestically throughout China, but more have begun traveling abroad to locations like France, Italy, and a variety of tropical destinations. In 2013 the amount of Chinese citizens aged 60 or over was 202 million, and has a strong desire for travel, as indicated in a survey conducted by Ctrip in which 87% of participants age 50 and older stated that they planned to travel that year. Chinese Travelers don't generally expect much more from their accommodation providers than others. Chinese tourists, who are accustomed to what Chinese hotels provide, require a few extra items to make their stay comfortable, like slippers, toothbrushes, and access to hot drinking water. Although they are more price sensitive than the younger more adventurous Chinese, they are still willing to spend during their travels. Chinese tourists definitely enjoy shopping when they travel whether it be for luxury goods or souvenirs, however the shopping craze of earlier years has died down a bit. In previous years, Chinese tourists would travel abroad simply to purchase luxury goods, cosmetics, and other items for cheaper prices and from a distributor that they trust, however many Chinese tourists have begun choosing more local destinations to do their shopping, like Hong Kong and South-East Asia. Chinese tour and hotel providers should be prepared to direct Chinese travellers to outlets and shopping malls where they can do their shopping. Providing maps with transportation options and other logistical information will surely leave a positive impression with your customers. Don't be too pushy though, as many Chinese are suspicious of shopping opportunities being forced on them, as many tourism agencies in China receive commission from stores they recommend tourists to.</p>	<p>adventurous German travellers do like to try local foods. Yes, Germans like their beer, and wine, and Sekt (fizz) and Schnapps. Many speak good English. They are very fond of football.</p>	<p>Indeed, long into the evening this important aspect of travel is given attention. Modern tourism has drawn Japanese abroad too. Almost as many Japanese as Americans can be found travelling around various parts of the world. Much of this travel duplicates the pattern of travel within Japan: group travel has been the most common form of travel abroad until recently. Even couples on their honeymoon are found in a tour group. In the past few years, however, as more familiarity with foreign nations develops, as income levels increase, and as women become more independent, individual Japanese travellers or small parties of friends without tour guides are becoming more common. The Japanese are not only distinct for their group photo-loving antics, they have also acquired a reputation for being among the world's most well-dressed, tidy, punctual and polite of travellers (they always take their litter away with them and often find it hard to halt their instinctive habit of respectful head bowing). While package tourism is still the most popular form of travel today (accounting for nearly half of all holidays), the number is being increasingly eclipsed by the rise of the independent Japanese traveller – who may prefer to travel alone or in smaller groups but is likely to be just as well-dressed, punctual and polite. The oldest historical monument, the newest art gallery, the tallest mountain, the most fashionable afternoon tea, the longest-running musical – Japanese tourists are big fans of ticking off the most famous sites in whichever destination they find themselves, often researching meticulously in advance. Shopping is another highlight – not only for big name designer clothing, but also for kilos of “omiyage” souvenirs which they will selflessly lug home for colleagues, neighbours, family and friends. Beaches are often fairly low on the agenda, although if a visit is required, Japanese tourists are easily spottable as they tend to cover head-to-toe in UV protective clothing. Impeccably, if a little restrained. They will</p>	
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	<p>Chinese travellers rely heavily on the internet for information and media, so decent Wi-Fi is also essential. While Chinese tourists won't expect staff to speak Mandarin, it will certainly improve the quality of their stay if they have questions or are looking for recommendations. They like to read Chinese newspapers or watch Chinese TV Channels.</p> <p>Western social media platforms like Facebook, YouTube, and Twitter are banned in China. In fact, Weibo, WeChat, Youku and more are the main social media channels in China.</p>			<p>queue politely, tip with precision, dress smartly and never turn up late, raise their voices or try to sneakily take a photograph in a gallery when they know they're not allowed - basically following what the guidebook or tour leader tells them to do to a T. Be it a pensioner in perfectly-pressed trousers and hat or a twenty-something art student in something black and conceptual, the Japanese traveller is perhaps among the best dressed in the world. The most common accessory? Some kind of photo-taking devices – ranging from cutting edge SLR cameras swishy enough to rival the paparazzi to the increasingly popular smartphone and selfie-stick combo. Fish and chips in London, a fashionable bistro in Paris, burgers in New York, old school tapas in Barcelona - Japanese travellers are often drawn to the most famous cuisine types available in their destination, in their bid to experience local life (albeit often in large groups). Drinking alcohol is often only lightly indulged while travelling.</p> <p>There is normally an eagerness to communicate in some shape of form with locals, despite a certain shyness over their language deficiency (many will have learnt English at school but are out of practice at speaking) - resulting in friendly if at times stilted conversations peppered with phrasebook referrals, smartphone dictionary searches and enthusiastic head nodding.</p>				
	4.1e	1	An <i>entrepreneur</i> is an individual who, rather than working as an employee, founds and runs a small business, assuming all the risks and rewards of the venture.	Does not answer question	Provides correct definition.			
	4.2a	2	<u>Examples of small business opportunities:</u> Ecotourism, Tour operator, Restaurant Food stall, Handicrafts, Fishing, Homestay Tour guide, Souvenir stalls	Does not answer question	Provides 1 example	Provides 2 or more examples		
	4.2b	3	Provide linkages between human resources and training. Many tourism employees in the Pacific are unskilled workers. Different levels of training need to be provided in hard e.g. ICT, technical, Chefs, and soft skills e.g. customer service, communication etc. Need Vocational/TVET training and also University	Does not answer question.	Provides a basic answer (one type of training) with no linkages to the strategic plan and	Provides answer (which has 2 or more types of trainings) that links elements of the strategic plan	Provides answer (which has 2 or more types of training needs) that links the strategic plan to	

			certificates, diplomas and degrees. Provide examples from their countries of the types of education that exist and how this can be improved. Basic training in entrepreneurship, numeracy and literacy skills, languages of main generating countries e.g. Chinese, Japanese, French, Korean, English etc., marketing, culinary skills, tour guiding, OHS, dive etc.		ideas for improvement.	to some HR training opportunities in their country and a few ideas of how this can be improved.	existing HR training opportunities in their country and links this to a few ideas of how this can be improved.	
	4.2c	4	<p>Opening an ecolodge can have the following effects:</p> <p>Build environmental and cultural awareness and respect.</p> <p>Provide positive experiences for both visitors and hosts.</p> <p>Provide direct financial benefits for conservation.</p> <p>Generate financial benefits for both local people and private industry.</p> <p>Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.</p> <p>Promote skills of local artisans</p> <p>Recognise the rights and spiritual beliefs of the Indigenous People in your community and work in partnership with them to create empowerment. (TIES, 2015)</p> <p>Provide support for local conservation efforts.</p> <p>Provide sustainable benefits to local communities e.g. job opportunities, buy from local farmers, fishermen</p> <p>Local participation in decision-making.</p> <p>Taxes</p> <p>Grow GDP</p> <p>Encourage political stability</p> <p>Spread tourism dollar</p>	Does not answer question	Provides basic answer (one idea/point/concept only)	Provides 2 or more ideas/points, which are unrelated or disconnected.	Provides several points/ideas with examples, linkages between ideas	Provides several points/ideas with examples, linkages between arguments. Able to support answer/argument with relevant and specific examples from society.

	4.2d	4	<p>Provide an opinion on types of future tourism development, markets and reasons why. For example: Need to develop sustainable tourism destinations. Consider sustainable destination management practices, maximise socio-economic benefits to host communities, heritage, environment, and minimise negative impacts. Maximise benefits to the visitors by providing quality experiences. Include local communities in planning process. Visitors follow codes of conduct. Encourage local entrepreneurship and purchase of local goods. Local communities provided with suitable HR training, including gender equity and fair wages. Strong conservation policies in place. Consider more sustainable niche forms of tourism e.g. Ecotourism, Cultural and Heritage Tourism, Dive Tourism, Golf Tourism, Wedding and Honeymoon markets, MICE Markets. Even mass tourism can be sustainable if hotels and resorts follow eco-friendly policies. Backpackers, beach fale, village tourism and Grey Nomads – tendency to purchase local goods and spend more within the communities. Scientific and Educational tourism – smaller groups with more interest in sustainable tourism. Look at geographical markets and explain why e.g. Australia, NZ, China, Japan, Korea, USA, Germany etc.</p>	Does not answer question/ irrelevant.	<p>One idea provided only such as: Definition of tourism or an importance of tourism; or names a tourist market.</p>	2 or more main areas that address sustainability, main markets.	2 or more main areas that address sustainability, main markets and explains why. Linkages between ideas.	2 or more main areas that address sustainability, main markets and explains why. Linkages between ideas. Uses examples to support answer.
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