



**EDUCATIONAL QUALITY AND  
ASSESSMENT PROGRAMME**



# ***Scoring Rubric 2019***

**South Pacific  
Form  
Seven  
Certificate**

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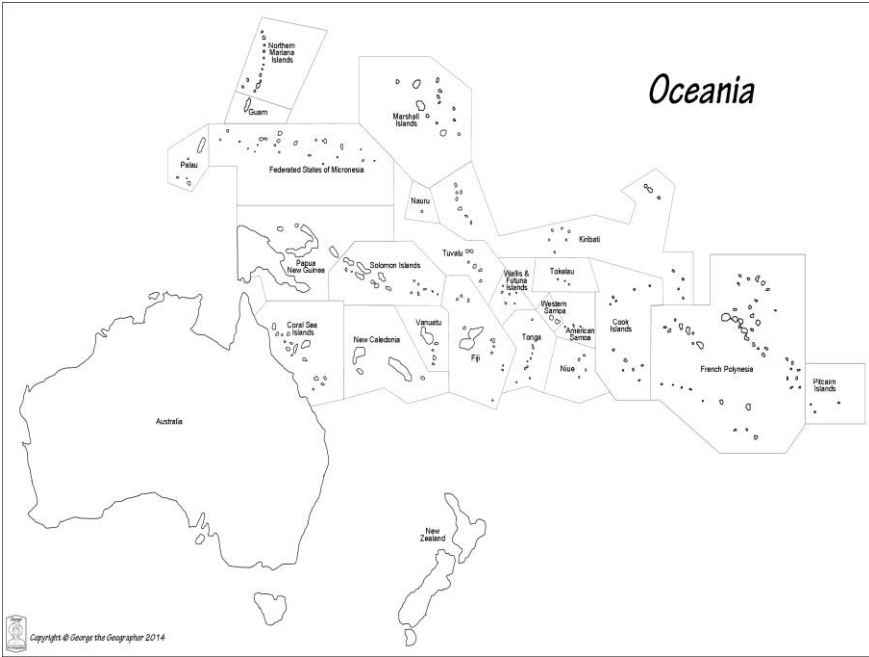
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© Educational Quality and Assessment Programme, 2019  
3 Luke Street, Nabua, Private Mail Bag, Suva, Fiji.  
Telephone: (679) 3370733 Fax: (679) 3370021

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Item #	Skill score	Evidence	Skill Level			
			1	2	3	4
1.1	1	Tourism products are goods and services provided by the tourism and hospitality industry based on rooms, food and drinks, activities, tours etc.	One correct idea/defined correctly			
1.2	1	A visitor who travels to a country outside his normal place of residence for between one night and one year	One correct idea/defined correctly			
1.3a	1	Hotel General Manager. Sales Manager. Housekeeping Room Attendant. Guest Services Attendant. Front Desk Agent. Executive Housekeeper. Small Hotel or Guest House Owner/Operator. Chief Concierge	One of the following jobs is identified.			
1.3b	1	Transportation links tourists with destinations, attractions. Without transportation, it will be difficult for travelers to move from one place to another. The <b>transportation sector</b> is a category of companies that provide services moving people, goods, or the infrastructure to do so. ... The <b>transportation</b> industry group consists of several industries including air freight and logistics, airlines, marine, road and rail, and <b>transportation</b> infrastructure	One correct key purpose is presented.			
1.3c	2	Commitment, interpersonal skills, technology savviness, listening skills, flexibility, teamwork, leadership and attention to detail.	One correct feature is identified	One or more correct feature identified and described		
1.3d	3	Working together is important because of the one industry concept. Each of the five sectors play a unique role, and mainly operate as independent enterprises. Their specific roles help tourists leave their homes, travel through transit regions through air, land or sea transport to reach their holiday destinations, use the products available, see attractions, do activities and return safely to their homes. The key sectors referred to here are: accommodation, transport, leisure, catering, and retail. With examples students should explain why each of these are important.	One correct idea is given	Two or more correct ideas are given but unrelated.	Evidence that key sectors presented are linked and integrated.	

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1.4a	1	Places and things that tourists go and see. Attractions can be natural [occur naturally e.g. waterfalls, rainforests] or manmade [constructed by man eg. Museum, theme parks, etc]	One correct idea/defined correctly			
1.4b	2	Hideaway Island, Marine Sanctuary, Mt Yanur on Tanna, The President Coolidge, Champagne Beach; Sale'aula lava fields of Savaii, Falealupo rainforest and canopy, Palolo deep marine reserve, Piula cave pool, Tousua trench;	One correct example is given	Two or more correct examples are given		
1.5a	1	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.	One correct idea/defined correctly			
1.5b	2	The "One Industry Concept" refers to the relationship between participants in the tourism industry and how their participation reflects on the industry as a whole. Different sectors help in moving the tourist from his/her home to the destination, the activities they engage in while at the destination and the movement back to their homes. Tourism goods are 'perishable' meaning if they are not bought or used for a day then revenue is lost. These sectors will try to sell or market their goods to avoid this perishability issue. Tourism goods are intangible [cannot be felt, tasted, smelled, seen], businesses will try to tangibilise goods they are trying to sell. Tourism goods are inseparable – meaning the guest and the service provider have to be at the same place in order for the good to be used or service to be provided. Lastly, tourism goods vary depending on who is providing the service, when, where and how the service is provided. Training is needed to address variability and inseparability. Examples should be given to support the arguments presented.	One feature or idea of the one industry concept is identified	One feature of the one industry concept is identified and described		

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2.1a	1	Vanuatu; Samoa; Kiribati  <p>The map shows the continent of Australia to the west and New Zealand to the south. To the east of Australia is the island of New Guinea, with Papua New Guinea to its northeast and the Coral Sea Islands to its northwest. Further east are the Solomon Islands, Vanuatu (marked with an 'X'), New Caledonia, Fiji, Tonga, Samoa, Kiribati, Tuvalu, and the Line Islands (including the Marshall Islands, Micronesia, and the Federated States of Micronesia). The Cook Islands and French Polynesia are also shown to the east of Samoa. The word 'Oceania' is written in the upper right of the map area.</p>	Country is identified by an X on the map.			
2.1b	1	Santo-Pekoa International, Bauerfield International airport; Faleolo International airport; Bonriki International airport	One international airport is named			
2.2	3	The airline industry is an important contributor towards economic development. It has not only increased world trade activity by enabling faster and easier movement of passengers and goods, but has also provided jobs to millions of people. Transportation is the main mean to carry passengers, that is, the tourists to the actual site where tourism services are performed. Most people access the South Pacific through air. Airlines therefore play a major role in transporting tourists to our region which is geographically isolated from the main source markets.	One correct idea given	One or more idea is presented but their relationships to each other are not presented.	One or more idea are presented and are linked and integrated.	
2.3a	1	Australia	Australia			

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2.3b	2	From the graph, there was an increase in the number of visitors to the Islands for leisure in 2016. There was an increase of 17% in the number of visitors going to the Cook Islands for leisure. <b>Largest number of tourists in 2016 came for leisure.</b>	One trend for one segment is identified	One trend is identified and described.		
2.4	2	Backpackers, eco-tourists, adventure tourists, families, business tourists, divers, cultural tourists, gap year,	One category is given	More than one category from the list is given.		
2.5a	1	Contract law, travel documentation [passport, visa, departure/arrival cards], travel insurance, agriculture and quarantine regulations [CITES], worker's employment contracts, land and resource ownership, conservation/ecotourism.	One of the laws or regulation is stated or given			
2.5b	3	Laws, regulations, and policies, including specific intergovernmental visa agreements, exert significant influences on people's mobility and cross-border travels. Be it domestic or outbound tourism, the government plays a significant role in policymaking and directing the development paths. Understandably, laws and regulations pertaining to tourism are the major governance tools for tourism development. Government intervention through low cost carriers, de-regulation/open skies policy. Regulation and laws of the tourism industry are put in place to determine the rights and obligations of Government in terms of protecting natural and cultural resources and tourism development and management; the rights and obligations of the industry suppliers; and the rights and obligations of the consumers. A well drafted law is something that should have the input of all key stakeholders, will protect key and vulnerable resources, improve the image of the destination	One impact is stated	Two or more impacts are stated but are not linked or integrated	Two or more impacts listed. The relationship between the laws and their impacts are clearly explained	
2.6a	1	The purpose of CITES is to ensure that no species of wild fauna and flora becomes or remains subject to unsustainable exploitation because of international trade.	Purpose is stated			
2.6b	3	CITES regulates international trade in specimens of species of wild fauna and flora, i.e. export, re-export and import of live and dead animals and plants and of parts and derivatives thereof, based on a system of permits and certificates which can be issued if certain conditions are met and which have to be presented before consignments of specimens are allowed to leave or enter a country.Species in trade that are facing extinction may be banned from international trade [species	One correct idea is given	Two or more correct ideas given without explaining cause and	Two or more given and relationships between these points are	

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		<p>or its parts].</p> <p>Annually, international wildlife trade is estimated to be worth billions of dollars and to include hundreds of millions of plant and animal specimens. The trade is diverse, ranging from live animals and plants to a vast array of wildlife products derived from them, including food products, exotic leather goods, wooden musical instruments, timber, tourist curios and medicines. Levels of exploitation of some animal and plant species are high and the trade in them, together with other factors, such as habitat loss, is capable of heavily depleting their populations and even bringing some species close to extinction.</p> <p>Many wildlife species in trade are not endangered, but the existence of an agreement to ensure the sustainability of the trade is important in order to safeguard these resources for the future.</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. Elephants 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. 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>		effect	linked/related	
2.7a	1	Provides employment opportunities, generates foreign exchange, increases incomes, contributes to GDP, contributes to infrastructure development, diversifies the economy, spreads development, high multiplier effect, increases government revenues,	One benefit of tourism is given			
2.7b	3	Tourism provides employment opportunities in a number of sectors [accommodation, transport, airline, hospitality and service sectors]; it generates foreign exchange which addresses the balance of payment issue. This is particularly true for Pacific island countries who import a lot of goods from	One benefit of tourism is given	Two or more benefits given. No relationship between	Two or more benefits given with strong evidence in the	

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		overseas. Tourism increases incomes and generates revenue for government. Government is then able to use this for infrastructure development, contributes to GDP, Tourism creates opportunities for new product development – [diversifies the economy], tourism also spreads development to rural and neglected areas, tourism has a high multiplier effect. All the issues given above should be supported with relevant examples		benefits	relationship between tourism and these benefits.	
2.8	3	<p>The negative economic impacts of tourism include: leakage, inflation, overdependence on tourism and opportunity cost. Leakage comes as a result of being involved in international tourism. International tourism means – goods and services of international standard. Since we are developing countries we do not have the quality and consistency of supply needed by brand hotels, goods have to be imported.</p> <p>Inflation is the general increase in the price of goods and services in an economy. Over time as the cost of goods and services increase, the value of the dollar falls because people will not be able to purchase as much with that dollar as they previously could.</p> <p>Overdependence on tourism can result when a destination relies only on two or three sectors. The risk is high when this happens, ie when an industry faces a problem it can negatively affect the economy.</p> <p>Opportunity cost – are the relative economic benefits to be gained from investment in tourism rather than some other industry. When government increases the marketing budget for tourism, some think that the money would have been better utilized if it was used for schools, roads, health facilities etc.</p>	One economic impact is stated	More than one impact stated but relationships between these impacts are not shown	More than one impact given – [linked and integrated]	
3.1a	1	Event planner, executive chef, manager, porter, housekeeper, waiter, concierge	One correct area of work given			
3.1b	2	By working together, teams can find the solutions that work best. Collaboration within a group can help solve difficult problems. Teamwork builds morale, helps solve problems, builds trust and brings in new ideas.	One attribute is given	One attribute is given and described		

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3.1c	3	The communication process is a simple application for person-to-person communication, which includes communication source, encoder, message, channel, decoder, and communication receiver. The process starts at the source. This is the part which determines the communication skills, attitude, knowledge, social system, and culture of the people involved in the communication. After the message is developed, which are elements in a set of symbols, the encoder step begins. The encoder process is where the motor skills take place by speaking or writing. The message goes through the channel which carries the message by hearing, seeing, touching, smelling, or tasting. Then the decoding process takes place. In this process, the receiver interprets the message with her or his sensory skills. Finally, the communication receiver gets the whole message understood.	One aspect of the communication process is stated	The communication process is presented and described. The components are not linked but presented	Components of the Model of communication are presented. These aspects are linked and integrated.	
3.2a	1	Cash, Checks, Credit card	One payment method is given			
3.2b	1	An <i>e-ticket</i> is a digital ticket that is as valid as a paper ticket, i.e., it is the equivalent. It is an <i>electronic ticket</i> which gives the holder the right to travel or attend an event.	e-ticket is defined			
3.2c	2	<b>Budgeting procedure.</b> A <b>budget</b> is used by a business to set expectations for revenues and expenses in future periods. The process of preparing a <b>budget</b> should be highly regimented and follow a set schedule, so that the completed <b>budget</b> is ready for use by the beginning of the next fiscal year.	One budget procedure is presented	One or more budget procedures are presented and described		
4.1a	1	These can include but not limited to kava ceremony, custom dancing, music, singing, wedding ceremonies, church services, artefacts, historical sites, legends, architecture, local medicines	One example of a local tradition is given			
4.1b	2	Tourism can affect local traditions through demonstration effect – locals copy the behavior and attitude of tourists; commodification of culture – culture is performed in exchange for money. Overuse of resources by local communities	1 negative impact is mentioned	2 negative impacts are mentioned		



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4.1c	3	<p>Social and cultural conflicts in communities can often arise as a result <i>of</i> differences in cultures, ethnic and religious groups, values, lifestyles, languages and levels <i>of</i> prosperity.</p> <p><b>Commodification</b> Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations</p> <p><b>Standardization</b> Destinations risk standardization in the process of satisfying tourists' desires for familiar facilities.</p> <p><b>Loss of authenticity and staged authenticity</b> Adapting cultural expressions and manifestations to the tastes of tourists or even performing shows as if they were "real life" constitutes "staged authenticity"</p> <p><b>Adaptation to tourist demands</b> Tourists want souvenirs, arts, crafts, and cultural manifestations, and in many tourist destinations, craftsmen have responded to the growing demand, and have made changes in design of their products to bring them more in line with the new customers' tastes</p> <p>These conflicts can be reduced by:</p> <p>Controlling the number of tourists allowed to visit a village/community.</p> <p>Control the frequency of visits and activities shown to guests.</p> <p>Set policies and guidelines to control guest behavior</p> <p>Educate and create awareness amongst communities about tourists, cross-cultural exchange so that the locals are more receptive and appreciative of interacting with guests.</p> <p>Monitor negative indicators and review policies if need be.</p>	One idea/conflict is presented	One or more conflicts are presented and described but are not linked	Conflicts are presented and are linked and integrated	
4.1d	4	<p>The positive effects of tourism on local traditions include but are not limited to:</p> <p><b>Revitalization of traditions and customs</b> (traditional ceremonies are practiced and watched by the younger generations. They also get the opportunity to practice under the watchful eyes of the elders.</p> <p>As the younger generations practice, they are being taught and imparted</p>	One positive effect of tourism is presented	Two or more positive impacts of tourism are described – but not linked	Two or more positive effects of tourism are presented and strong evidence of	Linkage and integration on the positive effects of tourism. Makes recommendations, generalisations or

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		<p>knowledge about their culture. Practicing them is a way of reviving and keeping the culture alive.</p> <p><b>Showcasing their culture enables them to earn income</b> – Performing traditional ceremonies/dances is incentivized and cause members to want to perform because of the economic benefits.</p> <p>Because traditional ceremonies are regularly practiced – tourism is seen as the channel by which <b>cultural practices and traditions are sustained</b>.</p> <p>Tourism can <b>strengthen ties amongst community members</b> enabling them to meet regularly where elders correct the youths, hear reports from committees and plan for other projects.</p>			linkage and integration	proposes a re-think of tourism and how it can bring greater benefits to local communities and traditions.
4.2a	1	Travel Agents, Hotel Manager, Spa Manager. Tour Operator. Event & Conference Organiser. Tour Guide.Executive Chef. PR Manager, Leisure activity coordinator	One occupation is stated			
4.2b	2	Oven, Grill, Deep-fryer, Reach-in cooler, Walk-in cooler, Freezer Sauté pans, stainless steel prep tables and sinks, hand-washing sink pots, pans and utensils	One equipment is given	Two or more equipment given		
4.2c	4	<p><b>Technology</b> has helped reduce costs, enhance operational efficiency, and improve services and customer experience. Both customers and businesses can <b>benefit</b> from improved communication, reservations, and guest service systems. Technology has helped tourism and hospitality industries replace expensive human labor with technological labor. This helps reduce labor costs, but also helps avoid customer service issues</p> <p><b>Internet and Marketing</b></p> <p>The internet has a powerful impact on hospitality and tourism. A customer’s first experience with your business is a visit to your website. This includes looking at pictures and reviews from past guests. It is vital for a business to effectively utilize online advertising, social media, blogs, and online purchasing to help convenience their customers, especially when your competitors are doing the same thing.</p> <p><b>Computer Systems</b></p>	One correct idea given	Two or more correct ideas given but are un-related	Two or more impacts named and linked to either loss or benefit	Two or more impacts named and linked to both lost or benefit. Evidence of reflection on how the loss and benefit of impact affects the industry. Makes recommendations. <u>Use of examples.</u>

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		<p>Computer systems allow communication between larger hotel chains with multiple locations to connect easier. They also help keep staff on the same page and make it easier to access information, making your guests experience much better. Guest requests, housekeeping information, and reservations can all be found on one system.</p> <p><b>Mobile Communication</b></p> <p>Mobile tablets and smartphones have replaced large desktop computers, making them virtually extinct. This is helpful, because many travelers take some type of mobile device with them on a trip. This helps hospitality businesses keep customers advised of changes and delays to their reservations, offer deals, and advertise by using GPS tracking.</p> <p>The following <b>benefits</b> are noted in the tourism and hospitality sector due to use of ICT technologies.</p> <ul style="list-style-type: none"> <li>• The hotels and travel companies are able to provide <i>individualized and personalized information on travel packages and hotel rates</i> on their websites</li> <li>• With the <i>social and economic ratings</i> of the destinations and the hotels in the social media networks the customers are able to choose the desired location and hotel</li> <li>• Helps to <i>strengthen the brand image</i> through <i>promotions of press releases</i> and <i>new discounted packages</i> through the <i>websites and Twitter</i>.</li> <li>• <i>Quick and hassle free system of online reservation</i> and <i>online receiving of the payment</i> has reduced the work burden of the employees of the hospitality sector.</li> <li>• ICT facilities in the hotel rooms like <i>wifi internet access, digital television and data ports</i> make the accommodation pleasurable for the customers (Bowden, 2007).</li> </ul> <p>The extensive use of the ICT technologies may bring about certain negative impacts on the business process of the organizations. The <b>use of e payment system may result in wrong monetary transaction</b> which will affect the goodwill of the company. Moreover <b>the hotel websites or the ratings from the social media may be misleading in respect of information about the hotels and travel packages.</b> In</p>				

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		some cases it is also found that the <b>employees of the hotel or the tourism industry don't have proper training of ICT use.</b>				
4.3a	1	"Ecotourism is "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education"	Ecotourism is defined			
4.3b	2	Minimize physical, social, behavioral, and psychological impacts. Build environmental and cultural awareness and respect. Provide positive experiences for both visitors and hosts. Provide direct financial benefits for conservation. Generate financial benefits for both local people and private industry. Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates. Design, construct and operate low-impact facilities. Recognize the rights and spiritual beliefs of the Indigenous People	One feature of ecotourism is mentioned	One or more features are mentioned and described		