



**EDUCATIONAL QUALITY AND
ASSESSMENT PROGRAMME**



***Scoring
Rubric
2020***

**South Pacific
Form
Seven
Certificate**

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Item #	Skill score	Evidence	Skill Level			
			1	2	3	4
1.1	1	D: spending more than 24 hours in a destination for leisure.	D			
1.2	1	B: people spending holidays within their own country.	B			
1.3	1	A: Yasawa Islands	A			
1.4	2	The five key sectors of the tourism industry are: Accommodation, Transport, Leisure, Catering and Retail.	One sector is correctly identified	Two sectors are correctly identified		
1.5a	2	Inseparability is used in marketing to describe a key quality of services as distinct from goods. Service products have a very peculiar characteristic that it cannot be warehoused, refunded, or resold once they have been used. Once a customer is provided with a service product, another customer cannot be serviced with the same product thereafter. Service products are attributed to be perishable in two ways. First, it has to be remembered that a service gets wasted if not used in time. The customers can attend the show during the defined show timing only. Secondly, services get vanished once consumed by a consumer.	inseparability is defined (only one idea given)	Inseparability described correctly. (2 or more ideas given)		
1.5b	3	Service products are perishable – meaning they cannot be stored for later use. To address this, hotels have to do their best to keep their occupancy high otherwise they can run out of business. To keep occupancy high, hotels can do one of the following: overbook . Overbooking can be done to ensure you get the occupancy you require. Although risky, this is one way of addressing the perishability of the service product they are selling. Another approach that can be used is for hotels to require clients who book to give a non-refundable deposit to secure a room. This deposit is non-refundable. This approach ensures the hotel gets something even if people cancel their booking last minute. Special offer at special times for example discount prices if clients book and pay in advance or at the very last minute.	One correct idea is given	Two or more correct ideas given but are not related or linked	Two or more correct ideas given. Evidence that points given are correct and are related	
1.6a	2	The main mode of transportation to access the South Pacific is by air. Most visitors to the South Pacific come via air transportation. Air transportation is fast, less expensive and is safe.	Air transportation is mentioned as the answer	Air transportation is described as the answer. Provide actual		

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				description.		
1.6b	3	The growth and development of tourism to a great extent depends on transportation. Transportation allows for the movement of goods and people from one place to another. Without transportation there won't be any travel and tourism industry. People won't have the means to reach other places that they desire to see. Every tourist destination should have good transport system to bring travelers from their countries to key destinations. A good transport system is one that also provides ease of access when at the destination [movement within]. Tourists travel for a limited number of days and would prefer to take the shortest possible route so they can have more time to enjoy themselves at the destination. The transport sector works with the accommodation sector, retail, catering to provide a great experience for the guest. These key sectors play key roles and they all need to work together to make the guest enjoy his/her holiday.	One idea is given	Two or more ideas are given either listed or described	Two or more ideas are presented, and explained highlighting the relationship between transportation and the tourism industry	
2.1	1	Australia – for Fiji, Vanuatu, Solomon Islands, Kiribati, PNG New Zealand for Cook Islands, Samoa, Tonga, Tuvalu	Correct country name given			
2.2	1	D. Rarotonga International Airport	D			
2.3	1	Economic costs of tourism include: B. high leakage effect	B			
2.4	1	Socio-cultural benefits include: opportunities for local businesses to be established, community participation, cultural revitalization, cultural preservation, and cultural revival.	One correct answer/benefit is given			
2.5a	1	The purpose of contract law is C: be able to enforce what has been agreed to by both parties.	C			
2.5b	3	The closure of international borders resulted in the closing of airline services thus restricting the movement of travelers including tourists to their desired destinations. These closures affected hotels, tour operators, and other small businesses that rely on tourists for their businesses. Government also is affected because hotel workers and other businesses lay off workers – not able to pay taxes to government. These restrictions resulted in low occupancy which led to redundancy and reduced working hours affecting families working in the tourism industry.	One impact/idea is presented	Two or more impacts/ ideas are presented, either listed or described. These impacts are not linked.	Two or more impacts/ideas are presented and linked. The relationship between the restrictions and the impacts is very clear.	

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2.6a	1	A. Rise in average surface temperatures on earth.	A			
2.6b	2	Features of climate change include: sea level rise, extreme weather events, prolonged seasons, erosion, global warming, loss of wild life species, wild fires, reduced snow cover, food security.	One correct feature is identified	One correct feature is identified and described		
2.6c	3	Climate change can affect the attractiveness of a destination. Destinations experiencing extreme weather events can discourage tourists from visiting. Infrastructures, like roads, airports, hotels can be damaged and can cause tourists to be stranded in vulnerable areas. Damaged infrastructures can stall the movement of people, goods and can affect tourist experience. Recent cyclones experienced in the South Pacific [Fiji and Vanuatu] resulted in a drop in visitor numbers. Climate change can affect food production – that can compromise the quality of food supplied to hotels. It can also result in higher importation of food items not available in the country. Climate change cuts across sectors and can affect agriculture, the environment, loss of land and cultural/traditional resources and knowledge, economy in terms of import and export	One idea is identified	Two or more ideas identified, either listed or described but ideas are not linked or related	Two or more ideas provided. Relationship between climate change and its impacts is clear.	
2.6d	4	Climate change is here to stay and the tourism and hospitality industry and its key stakeholders need to work together moving forward. There are a number of approaches countries in the South Pacific can use to minimize the impact of climate change on tourism. Two generally accepted strategies are: Adaptation and Mitigation. Adaptation: - means <i>adjusting</i> to actual or future climate. This is done to reduce our vulnerability to harmful effects of climate change. Impacts of climate change on tourism include: choice of destinations [vulnerable destinations are avoided], this then affects demand. Tourism supplies [hotels, transportation, activities, catering, and retail] can be affected negatively. For example, flooding, cyclones, bush fires, extreme weather events affect perceptions and makes it more challenging for destination to market themselves. Mitigation: the act of reducing the impact and severity of climate change. One	One approach/idea is identified	Two or more approaches/ ideas are identified (listed or described) but are not linked	Two or more approaches/ ideas identified, are clearly linked to how it will minimize the impact of climate change	Two or more approaches /ideas identified. Clear relationship between the approaches and reduction in impacts given. Makes recommendations. Uses examples to

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		way of mitigating climate change is the effort to reduce the levels of greenhouse gases in the atmosphere [either by switching to renewable energy or by enhancing the sink by planting more trees]. Government can come up with policies/laws that controls tourist behavior when in a destination, protection of wild life [flora and fauna], and operation of tourism plants [hotels], provision of incentives to promote environmentally friendly facilities, how host communities use natural and cultural resources when entertaining and hosting tourists.				justify.
2.7	2	Analyses by purpose of visit revealed that majority of tourists to American Samoa in 2017 were visiting friends and relatives (VFR). This segment registered a share of 52.7% to 10,543 while 27.9% of tourists, the second highest were visiting for leisure purposes. Business tourists the third highest segment accounted for 16.2% while 3.2% was made up of tourists visiting American Samoa for other purposes. In terms of growth over the previous year, leisure, and others showed positive movement while tourists visiting for business dropped by 6.5% and VFR dipped by 4.3%.	One feature is correctly highlighted	One feature highlighted and Feature is correctly described		
3.1	1	Attitude	B			
3.2	1	Excellent customer service skills, Commercial awareness, Flexibility. Good interpersonal skills, Communication skills, Problem-solving skills. Organisational skills and Teamwork skills.	One skill is correctly given			
3.3a	1	Cash flow is the money that is moving (flowing) in and out of a business in a specified period	Term is correctly defined			
3.3b	2	Significance of cash flow procedures include: helps to make cash forecast, helps the internal management of business, reveals cash position, reveals the result of cash planning, features are mentioned but description is missing??? 1. Every payment, receivables including bills, checks, bank statements etc must be recorded. Everything that goes in and out of your business has to be tracked. 2. Ensure that expenses are not exceeding your income. 3. Produce regular sales forecast.	One feature/idea is identified	Two or more features/ideas identified, either listed or described		
3.4a	1	A cash budget is an estimation of the cash flows for a business over a period.	D			
3.4b	2	A cash budget is a budget or plan of expected cash receipts and disbursements	One correct idea	Two or more		

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		during a period. These cash inflows and outflows include revenues collected, expenses paid, and loans receipts and payments. A good cash budget: a. must address the Enterprise's Goals [short and long term goals]. B. the budget must be a motivating tool for workers to achieve the organization's goals, c. the budget must have the support of management at all levels of the organization. D. the budget must convey a sense of ownership and empowerment for people that work for the enterprise and e. it must be flexible so that it can accommodate unforeseen circumstances.	given	correct ideas given, either listed or described.		
3.5	2	A local purchase order is a legally binding document between a supplier and a buyer. It details the items the buyer agrees to purchase at a certain price point.	One correct idea is given	Two or more correct ideas given, either listed or described.		
4.1a	1	An entrepreneur is a person who sets up a business, taking on financial risks in the hope of making a profit.	Correct definition is given			
4.1b	1	Characteristics of an entrepreneur include but are not limited to: <ul style="list-style-type: none"> • Creative. Starts with an idea. • Passionate. ... • Motivated. ... • Optimistic. ... • Future-oriented. ... • Persuasive. ... • Flexible. ... • Resourceful 	One characteristic is correctly stated			
4.1c	2	Creative - to be successful, you need to always be thinking of new ideas and better ways of doing things; Passionate - passion is essential to any business owner or working professional's success. Without passion, there is no reason for your work and no drive to do it. Motivated - Entrepreneurs are their own boss, which means there's no one telling them to do things. You must be in charge of your own time and how you spend it. Optimistic - Entrepreneurs always look on the bright side and are constant	One feature/idea is stated	Two or more features/ideas stated, either listed or described.		

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		<p>dreamers. They look at how they can do things better and make the world a better place,</p> <p>Future oriented - Entrepreneurs are very goal-oriented and know exactly what they want. They set their goals and everything they do is aimed at achieving those goals,</p> <p>Flexible - Entrepreneurs always approach things with an open mind and are willing to change course if they need to,</p> <p>Resourceful - Entrepreneurs also know how to make the most of what they have. Time, money and effort are never used haphazardly,</p> <p>Adventurous - Entrepreneurs know that to be successful, they must be willing to take risks. While they don't mind walking on the wild side, they don't take risks lightly.</p> <p>Decisive - Entrepreneurs know what needs to be done and don't hesitate to make the decisions that will lead them to success. They don't let opportunities pass them by; instead, they seize the day and get the job done.</p>				
4.2	1	A mission statement is a short statement of why an organization exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.	One correct idea is given			
4.3	2	An Indigenous community performing a traditional dance to entertain guests or visitors. Dancers use local materials and resources for their costumes. .	One small business is identified	One small business is identified and described		
4.4	1	Jobs in the transportation sector include: drivers [truck, bus, taxi], chauffer, dispatcher, sales representative, fleet coordinator, fleet manager, package handler, distribution manager, operations security, logistics manager, traffic supervisor.	One correct job is given			
4.5	3	Ecotourism can bring sustained economic gains to a local community. The wealth that tourism brings into an area can be shared between the local populations; this is how ecotourism helps the community. It can be used to develop better roads, water supplies and improved buildings.	One correct idea is given	Two or more correct ideas given either listed or	Two or more ideas are presented and	

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		<p>The most significant way wealth is brought into a community is through the creation of jobs. Jobs for the tourism industry such as: Hotel workers, Conservation staff, Local guides, Park rangers and Retail workers.</p> <p>Ecotourism increases the self-esteem of a population. They begin to realise that tourists value their culture, traditional knowledge and natural resources. They then take pride in their natural surroundings.</p> <p>The increased pride in the community leads them to seek out further education and training.</p> <p>The advantage of this education and training is that people are less ecologically destructive once they realise the value of the ecosystem.</p> <p>Building programmes show ecotourism’s social benefits. Profits from tourism fund social development projects. These include building:</p> <ul style="list-style-type: none"> • Water supplies • Health clinics • Roads <p>Ecotourism brings about political empowerment for local communities. After all it is the local people who are the direct recipients of ecotourism. They should play an active role in the planning, development and management processes of tourism.</p> <p>Ecotourism agencies will seek out the opinions of the local communities before conducting a project. Special attention is paid to:</p> <ul style="list-style-type: none"> • Women • The young • Other socially disadvantaged groups 		described. Ideas however are not linked or related.	there is clear link or relationship on cause and effect in understanding the benefits of ecotourism on local communities.	
4.6	4	<p>Key problems faced by destinations in the South Pacific include:</p> <ol style="list-style-type: none"> 1. Lack of quality infrastructure – roads, airports, sea port, bus terminals 2. Lack of attractions – built attractions 3. Lack of variety of accommodation 4. High transportation cost [accessibility challenge] 6. Human resource management – Lack skills and qualified workers 	<p>One problem is identified</p> <p>Or</p> <p>One idea is provided</p>	<p>Two or more problems identified</p> <p>Or one problem and</p>	<p>Two or more ideas given.</p> <p>There is clear link or relationship in</p>	<p>Two or more ideas given. There is clear link or relationship in the problem identified</p>

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		<p>7. Lack of marketing resources plus other challenges that may be raised by students.</p> <p>Because of the above challenges, destinations in the South Pacific have to work extra hard to compete against other destinations who have more resources, more budget, bigger pool of people for the workforce, professional in the area of marketing etc.</p> <p>Solutions/Recommendations:</p> <ol style="list-style-type: none"> 1. Focus on what you are strong at [Natural environment and your unique culture]. Market this aspect of product because it's hard to copy. 2. For the high transportation cost – government should consider opening up the skies to allow for more competition which should lower air fares. See the viability of introducing low cost carriers. De-regulation can also be a way of addressing high transportation cost. 3. To address human resource issue – training and exposing staff can be explored. Work in collaboration with tertiary and technical institutions. 4. For accommodation – government should provide incentives to attract investors who can bring in other types of accommodation, activities into the country. 5. For marketing – destinations should focus on niche markets they are strong at and maybe work in partnership with SPTO to enhance marketing activities and strategies. 		<p>one solution listed (no linkage)</p> <p>Or one problem described</p> <p>Or any two or more correct ideas given</p>	<p>the problem identified and the outcome [which is the challenge faced by the destination]</p>	<p>and the outcome [which is the challenge faced by the destination] A solution is recommended and justified using examples.</p>