



**EDUCATIONAL QUALITY AND
ASSESSMENT PROGRAMME**



***Scoring
Rubric
2021***

**South Pacific
Form
Seven
Certificate**

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Item #	Skill score	Evidence	Skill Level			
			1	2	3	4
1.1	1	An excursionist is a visitor who spends less than a day at a place they travel to. They are also called day trippers.	Term is correctly defined			
1.2	1	Australia is a tourist generating country.	Option 'D' is selected			
1.3	1	A domestic tourist is a person going on a vacation within own country	Option 'D' is selected			
1.4	1	Tourism receipt is money earned by a destination country as a result of spending made by inbound tourists on lodging, food transport, entertainment, fuel etc	Option 'A' is selected			
1.5	1	Inbound tourism is the act of someone travelling to a country other than that of where they live for the purpose of tourism . Travelers and tourists coming into a country for a holiday	Term is correctly defined			
1.6	2	Services vary depending on who is providing the service, when the service is being provided, where the service is provided and how it is provided. In other words, it is changes in the quality of the same service by different providers. For instance, a very experienced master of ceremony can produce an entertaining event compared to one who is new to the job and is very nervous.	Variability is defined (1 idea)	Variability is defined and described (2 or more ideas without linkage)		
1.7	2	One industry concept – is the relationship between the different participants in different areas of the tourism industry and how each one's performance reflects on the industry as a whole. For e.g., a tourist's total experience is made up of many components, for instance [in the taxi, airplane, at the airport, hotel, restaurant, beach, night club etc.] but is seen as one. Tourists share their experience as either great or bad but they do not discuss each component.	One correct feature is identified (1 idea)	One correct feature is described (2 or more ideas without linkage)		
1.8a	2	Two of the five sectors are named: accommodation, transport, leisure, catering and retail	One sector is named	Two sectors are named		
1.8b	4	The tourism industry is multi-sectoral and comprises of the accommodation, transport, leisure, catering and the retail sectors. Although businesses in these sectors operate independently, working together in terms of delivering the same standard and quality experience is important for the image of the destination and for the satisfaction of tourists. The one industry concept as described in Q1.7	One sector and its role or importance is identified	One sector is identified, and its role or importance is described	One sector is identified, and its role and importance are explained.	One sector is identified, and its role and importance are discussed.

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		highlight this as tourists don't see individual companies/services as separate components. Tourists see a destination positively if their experience is positive from the moment they leave their home to the time they get back. Businesses in the tourism sector should strive for consistency and quality in the service they provide to the visitors. A poor performance or service from one of these sectors can spoil the experience a tourist will take back when he/she returns. The challenge here is trying to get these different/independent sectors to be consistent in the way they treat their guests and deliver their service. Service characteristics [perishable, intangible, variable, inseparable] – are important because tourism is a people industry. That is, it serves people, people who have different culture, different personalities, different lifestyle so it's important that these components treat tourists with care and love so that they can continue to visit the destination.		Or For one sector the role and importance are stated	There is clear link of how the sector contributes to the industry's success.	There is clear relationship between the sector and how it contributes to the industry's success. Makes recommendations and uses examples to justify.
2.1	1	Rarotonga [RAR]	Option 'D' is selected			
2.2	1	Pape'ete	Option ' B is selected			
2.3	1	Economic costs include: leakage [loss of tourist dollars to foreign countries eg importation of goods from overseas], inflation [rise in cost of goods and services], opportunity cost [loss in opportunity to develop another sector because of tourism], and over dependence on tourism.	One economic cost is stated.			
2.4a	1	Proper Travel documents are important to enable one to enter a foreign country and also to be able to re-enter your own country as it helps to verify one's identity and nationality. Not having proper documents can cause one to be stranded in another country.	One purpose is stated			
2.4b	2	Tourists are not allowed to work while on holiday. If caught working they can be fined and deported. Tourists are required by law to pay tax [bed tax, environmental tax, departure tax etc.] Tourists also have rights: the right to know the truth; the right to refuse coercive trade behaviors. Tourists are more willing to travel to destinations where their rights are protected.	One law is stated	Two laws are stated		

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2.4c	3	<p>Demonstration effects in the context of tourism are effects on the behavior of individuals caused by observing tourists and their consequences. As locals continually observe tourists, they may start copying the way they talk, the way they dress including the way they cut their hair. Such behaviors are seen by locals who work in resorts, who frequently interact with guests. There are no easy ways of preventing or controlling behavioral change resulting from interacting with tourists.</p> <ul style="list-style-type: none"> • Villages can minimize the impacts by setting strict guidelines on dress codes in villages. • Hotels/Tourist Ministries/Depts sharing traditional protocols in Brochures that visitors should abide by, e.g. certain dress codes or behaviour. • Regular village meetings should remind villagers on village governance, and expectations. • Another way of addressing this issue is to minimize the contact of guests with the villagers. <p>Training on cultural values should be conducted to empower locals – to be proud of their culture and heritage so that they are not easily influenced by tourist behaviors.</p>	<p>Any one of the following is stated: demonstration effect or ways to manage it</p> <p>(1 idea)</p>	<p>Demonstration effect and ways to manage it are stated.</p> <p>Or either the demonstration effect or ways to manage it is Described</p> <p>(2 or more ideas stated independently)</p>	<p>Demonstration effects and ways to manage it are well explained. There is linkage between the causes, negative impacts and the mitigation strategies. (2 or more ideas with linkage)</p>	
2.5	2	<p>For the period 2015 to 2016 there was an increase in the number of visitors travelling to PNG for leisure. For leisure travelers, 54,023 were recorded in 2015 while 56,744 were recorded in 2016 [a slight increase observed].</p>	<p>Visitors that travelled for leisure in 2016 stated</p>	<p>A slight increase in visitors in 2016 is observed and highlighted</p>		
2.6	2	<p>From the graph, Australia is the main source market for the South Pacific capturing 31.2% of the total market. The number of Australian tourists in 2015 and 2016 to the South Pacific were about the same. There was an increase in the number of visitors from New Zealand in 2016 compared to 2015. Students can describe a trend on any country that is captured in the graph.</p>	<p>One trend is stated</p>	<p>One trend is stated and described</p>		
2.7	3	<p>The tourism industry and air transportation complement each other. Transport is the cause and the effect of the growth of tourism. Accessibility is the main function behind the basics of tourism transport. South Pacific island countries are surrounded</p>	<p>One importance of international airline is</p>	<p>One importance of international</p>	<p>There is a clear link shown on how</p>	

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		<p>by the Pacific Ocean and in order to access these islands tourists use air and sea transport. However, air transport is the main medium of connecting international tourists to destinations in the South Pacific.</p> <p>Allows international bigger airlines bringing in more tourists to visit the Pacific</p> <p>So, tourists make a direct flight from their homes to the destination, no need to hop into domestic 'little' planes</p>	identified	airline is identified and described	international airlines provide access to the Pacific region.	
2.8	4	<p>Tourism contributes to poverty reduction by providing employment and diversified livelihood opportunities. It helps to increase foreign exchange, improves balance of payment position. It's a source of revenue for government, which also creates new opportunities for infrastructure development.</p> <p>Tourism opens opportunities for people to visit new places, learn about other people and their culture. This brings about cross-cultural exchange, greater appreciation of places, culture and people.</p> <p>Tourism development brings greater appreciation of one's own natural and physical environment and culture, therefore through tourism, countries are able to develop in a sustainable manner and fulfilling sustainable development goals.</p> <p>Tourism can bring economic, socio-cultural and environmental benefits to destinations, its people and resources.</p>	<p>One idea is presented</p> <p>(1 idea)</p>	<p>One idea is presented and described</p> <p>(2 or more independent ideas)</p>	<p>There is clear link on tourism and how it contributes to national development</p> <p>(2 or more ideas linked together)</p>	<p>Achieves relational level and makes recommendations on how tourism can remain an important contributor to national development. Uses examples to justify.</p> <p>(2 or more ideas linked together, supported by examples.)</p>
3.1a	1	Skill is the ability to do something well. A skill is the learned ability to perform an action with determined results with good execution often within a given amount of time, energy, or both.	The term skill is defined			
3.1b	1	Excellent customer service skills, interpersonal skills, flexible, communication skills, teamwork skills, organizational skills.	One skill is mentioned			
3.1c	2	The employee should have written and verbal communication skills, customer service, multitasking and prioritizing, dependability, familiarity with Microsoft	One skill is identified	One skill is identified and described		

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		office, problem solving skills, ability to work under pressure and attention to detail.				
3.1d	3	<ul style="list-style-type: none"> Having the right skill set empowers the employee to identify, face and overcome problems that might arise in the workplace. People who are good at problem solving, have strong time management skills and are resilient under pressure should consider a career in the hospitality and tourism industry. Five essential soft skills necessary for those that want a career in the tourism and hospitality industry are: <ol style="list-style-type: none"> Empathy and emotional intelligence. Teamwork Stress and time management Problem solving, and Strategy and Innovation. 	One skill/ importance is identified (1 idea)	One skill/ importance is identified and described (2 or more independent ideas)	One skill/ importance is explained. Link between skills and productivity and tourist satisfaction is evident. (2 or more ideas linked together)	
3.2	1	Attitude is a settled way of thinking or feeling about someone or something that is reflected in a person's behavior	Option 'D' is selected			
3.3	2	Teamwork in the tourism and hospitality industry can help you and others be more productive, happier at work, and increase the quality of work that's being produced. Though many may say teamwork is important, it can be difficult for them to articulate why they feel so. Teamwork is a group of people working together towards a common goal, and doing so in an efficient and effective way as possible	One importance of teamwork is identified.	The importance of teamwork is identified and described		
4.1	1	They love to share their photos and videos; they seek travel tips and recommendations; technology is a fundamental component of travel; they are happy to travel alone; humility and authenticity are strong values in Australian culture.	One characteristic is identified			

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4.2	1	Bartender, Concierge, Adventure Tour Guide, Cook, Sales Coordinator, Guest Services officer, Ski Patrol officer, Event Planner, Restaurant Shift Supervisor, Team Leader Accounting, Maintenance Supervisor, Director of Sales and Marketing, Head Chef, Ski Area Manager, Rooms Division Manager, Adventure Company Owner, Attractions Operations Manager, General manager, driver, security, chef, waiter, etc.	One employment is stated			
4.3	1	Characteristics include: good/strong communication skills, personable and outgoing, ability to improvise, enthusiastic, a great sense of humor, punctual, good knowledge about the local environment,	One characteristic is mentioned			
4.4	1	A business plan is a document or plan that summarises the operational and financial objectives of a business.	Business plan is defined			
4.5a	1	Ecotourism is responsible travel to natural areas that conserve the environment, sustains the wellbeing of the local people and involves interpretation and education.	Ecotourism is defined			
4.5b	2	The following characteristics are for ecotourism: Low impact visitor behavior; there is appreciation of local culture and biodiversity, there is support for local conservation efforts, sustainable benefits aimed at local communities, locals take part in decision making	One feature is identified (1 idea)	One feature is identified and described (2 or more independent ideas)		
4.5c	3	Ecotourism helps in community development by providing the alternate source of livelihood to local community which is more sustainable. Many view ecotourism as a viable way to protect the natural environment and create social and economic benefits for local communities. Conservation – As local communities begin to see their natural resources as sources of tourist income, the communities may work harder to protect those resources. In many cases, locals find work as tour guides and discover that their jobs depend on local conservation efforts. Government funding – As ecotourism in an area grows, the local government often recognizes the economic boom and seeks to maintain it by providing financial and technical support. Ecotourism's popularity can lead to the creation	One benefit is given (1 idea)	One benefit is given and described (2 or more independent ideas)	One benefit is explained. There is a clear link between ecotourism and its benefit on the local communities.	

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		<p>of several national parks and reserves, which can establish a protected wildlife corridor.</p> <p>Local businesses can benefit from ecotourism.</p> <p>Cultural exchange - Ecotourists meeting people who live more closely with nature may learn to live more simply themselves. Meanwhile, locals gain the funds and the ability to pursue more education of their own, giving them a better understanding of world issues like environmentalism. Through cultural exchange, both parties stand to benefit.</p>			(2 or more ideas linked together)	
4.6a	2	<p>Wi-fi infrastructure overhaul – a must have when guests check into a hotel. This will enable guests to do business when they check in.</p> <p>Digital conferencing facilities – provide access to Audio visual and digital facilities for conferences.</p> <p>Mobile communication and automation – digital innovation and social media, guests also expect digital interactions with the hotel to be personalised. When investing in digital apps for check-ins, room service and other customer-oriented digital interactions, hotel operators are investing in systems and technologies that can personalise the experience for guests, including a guest’s name being displayed on the welcome desk at a digital check-in station; their food preferences or past purchases being displayed in a digital room-service order system; and similar.</p> <p>Some hotels are already offering more futuristic experiences, with robots delivering any items ordered through room service to a guest’s door.</p> <p>Hotels install smart room access systems that allow guests to unlock their doors by simply swiping their phones across a keyless pad on the door.</p>	One use of technology is identified	One use of technology is identified and described.		
4.6b	3	<p>There are several advantages on the use of robots over humans.</p> <p>1. Safety. Safety is the most obvious advantage of utilizing robotics. By <u>delegating dangerous tasks to a robot</u>, you’re more likely to look at a repair bill than a serious medical bill or a lawsuit. Employees who work dangerous jobs will be thankful that robots can remove some of the risks</p> <p>2. Speed. Robots don’t get distracted or need to take breaks. They don’t request vacation time or ask to leave an hour early. A robot will never feel stressed out</p>	<p>One advantage on the use of robots over humans is identified</p> <p>(1 idea)</p>	One advantage on the use of robots over humans is identified and described	One advantage on the use of robots over humans is identified and explained.	

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		<p>and start running slower. They also don't need to be invited to employee meetings or training session. Robots can work all the time, and this speeds up production.</p> <p>3. Consistency. Robots never need to divide their attention between a multitude of things. ... They're always there, and they're doing what they're supposed to do. Automation is typically far more reliable than human labor</p> <p>4. Perfection. Robots will always deliver quality. Since they're programmed for precise, repetitive motion, they're less likely to make mistakes</p> <p>5. Happier Employees. Since robots are often assigned to perform tasks that people don't particularly enjoy, like menial work, repetitive motion, or dangerous jobs, your employees are more likely to be happy</p> <p>6. Job Creation. Robots don't take jobs away. They merely change the jobs that exist. Robots need people for monitoring and supervision. The more robots we need, the more people we'll need to build those robots. By training your employees to work with robots, you're giving them a reason to stay motivated in their position with your company.</p> <p>7. Productivity Robots can't do everything. Some jobs absolutely need to be completed by a human. If your human employees aren't caught up doing the things that could have easily be left for robots, they'll be available and productive</p>		(2 or more independent ideas)	<p>There is a clear link between the use of robots and how it benefits.</p> <p>(2 or more ideas linked together)</p>	