



EDUCATIONAL QUALITY AND
ASSESSMENT PROGRAMME



Scoring Rubric 2022

**South Pacific
Form
Seven
Certificate**

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Item #	Skill score	Evidence	Skill Level			
			1	2	3	4
1.1	1	D. Activities and experience one gets during his/her spare time.	D. Activities and experience one gets during his/her spare time.			
1.2	1	A. Fiji	A. Fiji			
1.3	1	One Industry Concept – is an idea that the total tourist experience is made up of many sectors and components such as the transport or catering but tourists see this as a whole, which is they only focus on how exciting and enjoyable their overall holiday was rather than discussing every little components that made up the holiday. Therefore, if there is a bad experience, that will affect their overall holiday, so they will tell other tourists the bad service they had experienced which can lead to a decrease in the standards/sales.	Correct definition			
1.4	2	The main form of transportation for visitors to the Pacific is by air. This form of transportation is fast, safe and convenient for our visitors.	Air transportation is mentioned. (1 idea)	Air transportation is used because it is fast, safe and convenient. (2 or more independent ideas)		
1.5	1	<ul style="list-style-type: none"> Provides visitors with a room and a bed to sleep in. Provides visitors much more than tangible products such as guest rooms, beds and meals since service is also crucial. 	Purpose of the accommodation sector is clearly stated.			
1.6	3	Leakage is the loss of currency outside the economy as a result of tourism activities. Various forms of leakage occur in the tourism sector and they happen through: 1. Importation of goods and services that are not available or produced locally; 2.	One cause of leakage is identified	One cause of leakage is identified and	One cause of leakage is identified. The	

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		<p>Hiring of expatriates who regularly send money back home; 3. Repatriation of profits; 4. Multinational hotels market their hotels overseas.</p> <p>Multinational hotels in general target clients who are rich and are after luxurious products and services and because clients pay a lot of money, these hotels have to provide high quality products and services. In our region, our developing economies do not have the capacity, technology and ability to produce and supply world class products demanded by tourists. Since multinational hotels operate in some countries in our region and they have to satisfy the needs of their customers, these big hotels import things from overseas to make their guests happy. The importation of such goods result in leakage or loss of money from our economies. Money also leaks out of the economy when hired expatriates send money overseas to their family members. Also, repatriation of profits is a cause of leakage.</p>		described	relationship between leakage and multinational hotels and businesses is explained using examples.	
1.7	1	<p>Job opportunities in retail sector:</p> <ul style="list-style-type: none"> • Sales or sales related jobs • Store manager • Visual merchandiser • Regional Sales Manager • Finance and Accounting • Human resources • Logistic • Marketing <p>Accept other correct answers not listed</p>	Correct job opportunity is given.			
1.8	2	<p>Knowing where tourists originate from is important to policy makers and marketers. When you know where your guests are coming from, you as a marketer will be in a better position to plan and prepare marketing activities that best suits your target clients. Policy makers can write better reports and make better recommendations when they know their source markets.</p>	<p>One importance about origin of tourist is given.</p> <p>(1 idea)</p>	One importance about tourist origin is given and described.		

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				(2 ideas)		
1.9	3	The Pacific region comprises of small developing countries that have basic infrastructures [roads, airports, seaports, hospitals], Geographically, the region is far away from the main source markets like western Europe and the Americas. Australia and New Zealand are our only two source markets that are close by. Since a lot of Pacific Island people hardly travel by air, operating airlines in our region is quite expensive. Also, due to the low population and low number of travelers, the region cannot attract major airlines to service our region. We are geographically isolated making air travel expensive. It takes about one and half days for tourists to travel from Europe to Fiji, the hub of the Pacific. This means, three days is given up just for travel for tourists coming from Europe. The distance and cost of travel are two factors that cause European tourists to choose alternative destinations then the Pacific. These tourists have the choice of going to the Mediterranean and enjoy the same warm climate we have here but travel for only a few hours. For tourists, the higher the cost, the less likely they would choose a destination.	One reason/point about low number of European visitors is given. (1 idea)	Two reasons/points about low volume of European tourists are given. or One reason/point given and described. (2 or more independent ideas)	The relationship between distance and cost is clearly given as the reason why few European tourists visit the Pacific. (2 or more ideas that are related)	

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2.1	1		Bauerfield International Airport is named on the correct location on the map.			
2.2	1	D. Brisbane and Sydney	D. Brisbane and Sydney			
2.3	2	The high volume of Australian tourists coming to our region is because of our proximity. We are close destinations to Australian tourists and that is why we get a lot of them visiting our shores.	High volume of Australians visit our region	Many Australians visit our region because we are close by which is ideal and		

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				convenient for them.		
2.4	3	Ecotourism is tourism that is associated with the natural environment, the people, their culture and the way the people interact with their environment. Ecotourists visit places to learn more about the local people and their way of life. Since the local people and their culture are intricately linked to their natural environment ecotourists are interested in learning about their way of life, how they plant, harvest and cook their food. How they preserve food in the absence of refrigerators. According to the International Ecotourism society - Ecotourism is about 'responsible travel to natural areas that conserve the environment, sustains the wellbeing of the local people, and involves interpretation and education. Through interaction with the local people, tourists learn and gain better understanding about the people, their way of life which allows greater appreciation as a result of cross cultural interaction.	One advantage of interaction with the local people is given (1 idea)	One advantage of interaction with the local people is given and described (2 or more ideas that are not related)	The relationship between ecotourists and the local people, their culture and their environment is clearly explained. (2 or more ideas that are related)	
2.5	1	C. Samoa	C. Samoa			
2.6	2	Younger: 60% are in the consumer "sweet spot" between 25 and 45 years old. - Richer: Over 80% have an annual income over 60,000 RMB. The average for urban consumers is 24,000 RMB. - More educated: The vast majority at least have bachelor's degrees. - More sophisticated travelers: fully independent tourists usually aren't on their first trip abroad. - More connected: The internet is the main source of information for independent tourists. They see internet and social networking access as a major necessity. They often consult friends for travel advice and use first-hand travelogues in blogs when planning a trip. - Demanding: This whole generation of only children that grew up in relative abundance is accustomed to high quality and attentive service	One characteristic is mentioned	One characteristic is mentioned and described.		

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2.7	1	C. India	C. India			
2.8	2	Land diving is a ritual performed by men in the Sothorn part of Pentecost island. Men just dive off wooden towers 20-30 meters high with tree vines wrapped around their ankles. Tower construction takes two to five weeks to complete. During the preparation for diving, men seclude themselves from women and refrain from sex. Diving is done in certain months of the year coinciding with yam harvesting.	One feature is mentioned	One feature is mentioned and described		
2.9	3	Tourism can significantly contribute to: 1. environmental protection, 2. Conservation, 3. restoration of biological diversity and 4. sustainable use of natural resources. Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as hunting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance. Sound environmental management of tourism facilities and especially hotels can increase benefits to natural areas. But this requires careful planning for controlled development, based on analysis of the environmental resources of the area. Planning helps to make choices between conflicting uses, or to find ways to make them compatible. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the	One benefit is given	One benefit is given and described	The answer given shows the relationship between tourism and how it benefits the environment.	

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		attraction alive can lead to creation of national parks and wildlife parks				
2.10	4	<p>COVID-19 has significantly impacted the global economic, political, socio-cultural systems. Health communication strategies and measures (e.g. social distancing, travel and mobility bans, community lockdowns, stay at home campaigns, self- or mandatory-quarantine, curbs on crowding) have halted global travel, tourism and leisure. The impact of this crisis is not only different, but it can have profound changes to tourism as a socio-economic activity and industry. Indeed, the impacts are global and huge in scale, multidimensional and interconnected which has caused worldwide recession and depression. The pandemic has had profound rippling effects on the travel and tourism industry – with micro, small and medium-sized enterprises at the forefront. As one of the most labor-intensive sectors, millions of jobs have been put at risk, with the repercussions being felt throughout the global economy. As a result of the pandemic, many countries and regions have imposed quarantines, entry bans, or other restrictions for citizens of or recent travellers to the most affected areas. Other countries and regions have imposed global restrictions that apply to all foreign countries and territories, or prevent their own citizens from travelling overseas. Together with a decreased willingness to travel, the restrictions have had a negative economic impact on the travel sector in those regions. A possible long-term impact has been a decline of business travel and international conferencing, and the rise of their virtual, online equivalents. Concerns have been raised over the effectiveness of travel restrictions to contain the spread of COVID-19.</p> <p>Steps to build a better future post covid.</p> <p>First, improve traveler confidence; second, understand and track new market trends and the drivers of demand; and third, commit to build more resilient and inclusive tourism sectors, leveraging renewed interest in sustainability.</p> <p>Looking ahead, future travel will inevitably look different, so data and market intelligence will be vital. Stimulus recovery programs for tourism could focus on rebuilding tourism locations to be more sustainable, which would create jobs in the rebuilding as well as enhance its attraction. Technology will continue to play a</p>	<p>One impact of Covid-19 pandemic on tourism is identified.</p> <p>(1 idea)</p>	<p>One impact of Covid-19 pandemic on tourism is identified and described.</p> <p>(2 or more ideas without linkage)</p>	<p>Impact of Covid-19 pandemic on tourism is explained linking it to future plans.</p> <p>(2 or more ideas with linkage)</p>	<p>Covid 19 impacts on tourism are explained. Recommendations for the future are highlighted. Uses examples to justify.</p> <p>(2 or more ideas with linkage. Uses examples to justify.)</p>

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		<p>growing role in long stay tourism as more workers seek remote and telecommuting options. The COVID-19 crisis has increased the number of digital nomads seeking opportunity to work from tourism destinations. The road to recovery for tourism and travel will require innovation and collaboration.</p> <p>Although the pandemic is far from over, we must also plan to build forward better – engaging across government, private sector, civil society and other partners – and prepare for changing business models and governance structures to meet new and different demand. Clearly communicating actions to rebuild investor and consumer confidence will be important in the short term. In the long term, strengthening sustainability and resilience, and sharing benefits more equitably will also be critical. Together these approaches can revitalize the global tourism sector, harnessing its market creating power to support economies, create jobs and drive development outcomes that put people and their communities first.</p>				
3.1	1	Credit card or debit card	One payment method is given			
3.2	1	Voucher	Voucher			
3.3	1	Cash flow - refers to the net balance of cash moving into and out of a business at a specific point in time	Cash flow is defined			
3.4	2	<p>Features of cash budget include:</p> <ol style="list-style-type: none"> 1. The cash-budget period is broken down into periods, mainly in months. 2. The cash-budget is always in columnar form i.e. column showing each month. 3. Payments and receipts of cash are identified in different heading and showing total for each month. 4. The surplus of total cash payment over receipts or of receipts over payment for each month is shown. 5. The running balances of cash, which would be determined by taking the balance at the end of the previous month and adjusting it for either deficit or surplus of receipts over payments for current month, is identified. 	One feature is given	One feature is given and described.		

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			1	2	3	4
3.5	1	An e-ticket is an electronic [paperless] ticket used for ticketing purposes. They are as valid as a paper ticket.	Correct definition given			
3.6	2	Features of communication process includes the following: It Involves at least Two Persons: ... Message is a Must: ... Communication may be Written, Oral or Gestural: ... Communication is a Two Way Process: ... Its Primary Purpose is to Motivate a Response: ... Communication may be Formal or Informal: ... It Flows Up and Down and Also from Side to Side:	One feature is given	Two features are given		
3.7	2	A person who works in a restaurant should have the following attitude: Punctual. Humble. Multi-tasker. Hard Worker. Smart. Positive Attitude. Integrity. Goes Above and Beyond. And any other correct response for e.g. friendly	One type of attitude is mentioned	Two types of attitudes are mentioned		
4.1	1	D. two people press their noses and foreheads	D. two people press their noses and foreheads			
4.2	1	Entrepreneur is a person who sets up a business or businesses, taking on financial risks in the hope of profit.	Correct definition			
4.3	1	The following are some of the characteristics of an entrepreneur: Curiosity. Successful entrepreneurs have a sense of curiosity that allows them to continuously seek new opportunities. ... Structured Experimentation. ... Adaptability. ...	One characteristic is given.			

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		Decisiveness. ... Team Building. ... Risk Tolerance. ... Comfortable with Failure. ... Persistence.				
4.4	2	Village tour and entertainment; waterfall tour, garden or plantation tour, and any other small business community members can be engaged in such as arts and crafts, making lovo demonstrations, cooking traditional foods, etc.	One business is named	2 businesses are named		
4.5	1	Kava, Yaqona, sevusevu, welcome ceremony Itaukei/Fijian traditional ceremony	One of the correct answers from evidence is mentioned			
4.6	2	Demonstration effect – where locals start to copy new lifestyles as a result of observing tourists. Locals stealing things and becoming lazy.	One negative impact is identified	Negative impact is identified and described		
4.7	3	Tourism brings together people from different backgrounds and enables them to learn from each other and from the host. Apart from economic benefits, locals are able to share their cultural dance, handicrafts and stories. Welcome ceremonies are done to welcome guests and youths learn from the elders and practice in front of tourists. It is through regular practice that cultural practices are revived and kept alive. For the Pacific, cultural practices are passed by closely observing the elders perform these rituals and ceremonies. Most of these practices are not written or documented but are passed through observation and practice. Interaction between guests and hosts provide opportunities for hosts to showcase their cultural artifacts, dance and ceremonies to tourists.	One idea is given (1 idea)	Two or more ideas are given. (2 or more ideas without linkage)	A clear relationship of how tourism preserves culture through practice is presented and explained. (2 or more ideas with	

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			1	2	3	4
					linkage)	
4.8	4	<p>The tourism and hospitality industry is important for Pacific Island countries because of its ability to improve the standard of living for many people in our region. Tourism provides employment and earnings for individuals, families and businesses. People can find employment in hotels, restaurants, village run tours, airlines, government etc. Revenue derived from tourism activities allow government to improve public infrastructure and utilities such as roads, water, sewage and electricity. With regular incomes, people are able to save and improve their homes, send children to school, get better medical care. Although there are challenges associated with tourism [leakage, inflation, demonstration effects, commercialisation of culture] the benefits of tourism still outweighs the costs. Destinations can adopt the knowledge based approach where proper planning and consultation is done from the planning stage to operational stage of tourism development. This can minimise and lower risks and ensure long term sustainability of tourism in a destination. There are external factors that are at play [climate change, changing market conditions, GFCs etc] that justifies the need to plan well, formulate appropriate policies, regulations, infrastructure and associated resources.</p>	One importance/positive impact is given	One importance/positive impact is presented and described	Clear link is shown between a benefit highlighted and its effect	Apart from the benefits being explained, a solution is recommended for future sustainability of the industry. Uses examples to justify.