

2012 TOURISM

**FOR OFFICE
USE ONLY**

SUPERVISOR
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RE-MARKED

**ATTACH SACE REGISTRATION NUMBER LABEL
TO THIS BOX**

Monday 12 November: 9 a.m.

Time: 2 hours

Pages: 17
Questions: 10

Examination material: one 17-page question booklet
one 8-page script book
one single-sided sheet of sources
one SACE registration number label

Approved dictionaries and calculators may be used.

Instructions to Students

- You will have 10 minutes to read the paper. You must not write in your question booklet or script book or on your sheet of sources during this reading time but you may make notes on the scribbling paper provided.
- This paper is in two parts:
Part A: Short Responses (Questions 1 to 6)
Answer **all** questions in the spaces provided in this question booklet.
Part B: Extended Responses (Questions 7 to 10)
Answer **all** questions in the separate script book.
Refer to the separate sheet of sources when answering these questions.
- The allocation of marks and the suggested allotment of time are as follows:

Part A	50 marks	75 minutes
Part B	30 marks	45 minutes
Total	80 marks	120 minutes
- Attach your SACE registration number label to the box at the top of this page. Copy the information from your SACE registration number label into the box on the front cover of your script book.
- At the end of the examination, place your script book inside the back cover of this question booklet.

**STUDENT'S DECLARATION ON THE USE OF
CALCULATORS**

By signing the examination attendance roll I declare that:

- my calculators have been cleared of all memory
- no external storage media are in use on these calculators.

I understand that if I do not comply with the above conditions for the use of calculators I will:

- be in breach of the rules
- have my results for the examination cancelled or amended
- be liable to such further penalty, whether by exclusion from future examinations or otherwise, as the SACE Board of South Australia determines.

The examination questions begin on page 4.

PART A: SHORT RESPONSES (Questions 1 to 6)

(50 marks)

Answer **all** questions in Part A in the spaces provided. The allocation of marks is shown in brackets at the end of each part of each question.

1. Refer to the following table.

Indigenous tourism visitors in Australia, 2006–10

	2006	2007	2008	2009	2010	Change 2009–10 (%)	Average annual change 2006–10 (%)
International							
Visitors ('000)	842	837	785	709	689	–2.9	–4.9
Visitor nights (million)	42	41	42	40	38	–6.2	–2.6
Total expenditure (\$ billion)	3.6	3.7	3.7	3.6	3.3	–7.8	–1.9
Domestic overnight							
Trips ('000)	700	677	456	367	306	–16.6	–18.7
Visitor nights (million)	7.1	5.6	4.8	3.1	2.5	–19.2	–23.0
Total expenditure (\$ billion)	1.23	1.15	0.72	0.64	0.49	–23.0	–21.0

Source: Adapted from Tourism Research Australia 2012, 'Snapshots 2011: Indigenous tourism visitors in Australia', www.ret.gov.au/tourism

- (a) State two general trends in the Indigenous tourism data from 2006 to 2010 shown in the table above.

Trend 1: _____

Trend 2: _____

(2 marks)

- (b) Explain *two* factors that could have contributed to the change in visitor numbers, and therefore expenditure, in relation to Indigenous tourism since 2006.

One factor relevant to international tourists: _____

One factor relevant to domestic overnight tourists: _____

(2 marks)

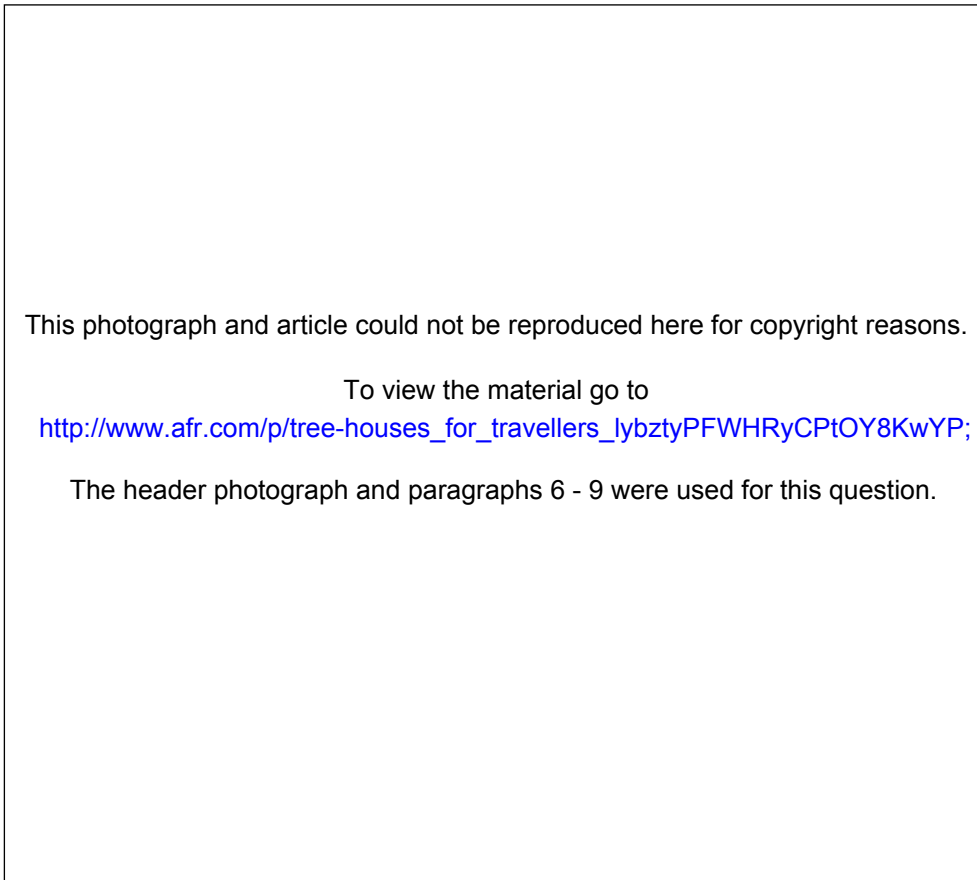
- (c) Describe *two* specific tourism-related skills that would be required of a person seeking to work in Indigenous tourism in Australia.

Skill 1: _____

Skill 2: _____

(4 marks)

2. Refer to the following article, which illustrates an example of niche tourism within the special interest market known as ecotourism.



Source: Adapted from A. McCooe, 'Tree houses for travellers', *Australian Financial Review*, 2 March 2012, www.afr.com.au

- (a) State *one* factor mentioned in the article above that makes Treehotel an example of environmentally sustainable accommodation.

(1 mark)

- (b) Give *two* reasons why accommodation such as Treehotel is more accurately classified as an example of niche tourism as opposed to mass tourism.

(i) _____

_____ (1 mark)

(ii) _____

_____ (1 mark)

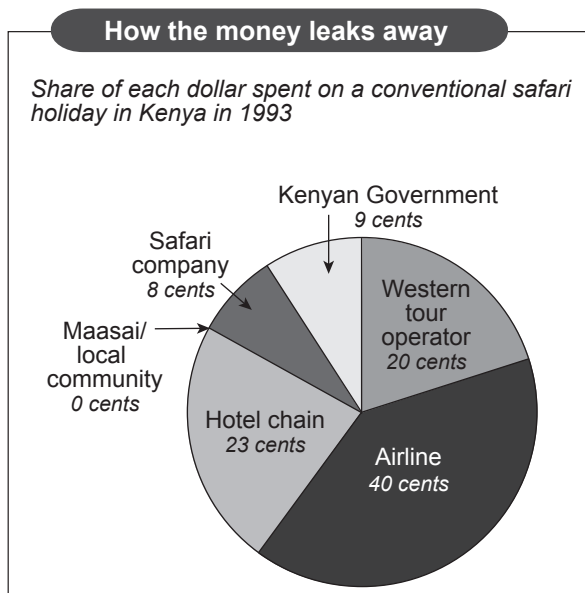
- (c) Describe *two* strategies that ecotourism businesses such as Treehotel might adopt to form positive links with the host community.

Strategy 1: _____

Strategy 2: _____

_____ (4 marks)

3. Refer to the following sources.



Source: Adapted from C. Brazier, 'Problems in Paradise', *New Internationalist*, Issue 409, 1 March 2008, p. 14, based on Leeds Development Education Centre, *The final frontier? Land, environment and pastoralism in Kenya*, activity pack 1993.

Responsible tourism in Kenya in 2012

Cultural awareness in the world of travel is rising and tourists want to engage more in the places they visit.

In Kenya, the people whose culture, land, and labour are used for tourism should get their fair share of the rewards.

Responsible tourism in Kenya is a marvellous way of making a positive difference. You return home refreshed, carbon neutral, and culturally enriched, with memories to last a lifetime.

Source: Adapted from Kenya Youth Hostels Association, www.yhak.org/yha-activities

- (a) Explain *one* reason why the local Maasai people received no benefit from international visitors to Kenya in 1993.

(2 marks)

- (b) Tourism can benefit a developing nation such as Kenya by providing employment opportunities for the host communities.

Describe *two* other benefits that an influx of tourists might create for Kenya.

Benefit 1: _____

Benefit 2: _____

(2 marks)

- (c) Compare the likely perspectives of the Kenyan Government and responsible international tourists on the Kenyan tourism industry.

(4 marks)

4. Refer to the following sources.

Short-term visitor arrivals to Australia

Country of residence	Arrivals in 2011	Change 2010–11 (%)
New Zealand	1 172 700	+0.9
United Kingdom	608 300	–5.9
China	542 000	+19.4
USA	456 200	–3.4
Japan	332 700	–16.4

Source: Australian Government, *Impact*, December 2011, Department of Resources, Energy and Tourism

This excerpt from 'Lift your game on Chinese tourism: Packer' cannot be reproduced here for copyright reasons.

Source: Adapted from Cameron Stewart, 'Lift your game on Chinese tourism: Packer', *The Weekend Australian*, 18 February 2012, p. 1

- (a) State *two* conclusions that can be drawn about the inbound Chinese tourism market from the information above.

(i) _____

 _____ (1 mark)

(ii) _____

 _____ (1 mark)

- (b) Describe *one* factor that could account for a decrease in tourist numbers in 2011 for *one* of the traditional inbound tourism markets listed in the table above.

Market: _____

Factor: _____

 _____ (2 marks)

- (c) Explain *one* benefit for James Packer if the government and industry act on his call to increase the number of Chinese visitors to Australia.

 (2 marks)

- (d) From the information in the sources, describe *one* possible implication for education and training pathways of tourism industry workers.

(2 marks)

5. Refer to the following sources:

Centre's \$1bn injection to our economy

The Adelaide Convention Centre is on the verge of reaching almost \$1 billion in economic benefits for the state since its inception in 1975.

And South Australian producers have been the beneficiaries of that success as the centre sources more than 95% of its produce from local markets.

'We try to make sure everything is sourced locally; however, obviously, occasionally things have to be brought in from outside the state,' said the centre's Chief Executive, Alec Gilbert.

Tourism Minister Gail Gago said the Adelaide Convention Centre was vitally important to South Australia.

Source: Adapted from K. McGregor, 'Centre's \$1bn injection to our economy', 6 December 2011, www.adelaidenow.com.au

The Adelaide Convention

Centre is committed to generating economic benefits for South Australia, by attracting visitors to the state for the purpose of attending exhibitions, events and expos hosted at the centre.

Source: Adapted from Adelaide Convention Centre, 'Our purpose', www.adelaideccc.com.au

- (a) Explain with examples how the Adelaide Convention Centre generates economic benefits for South Australia.

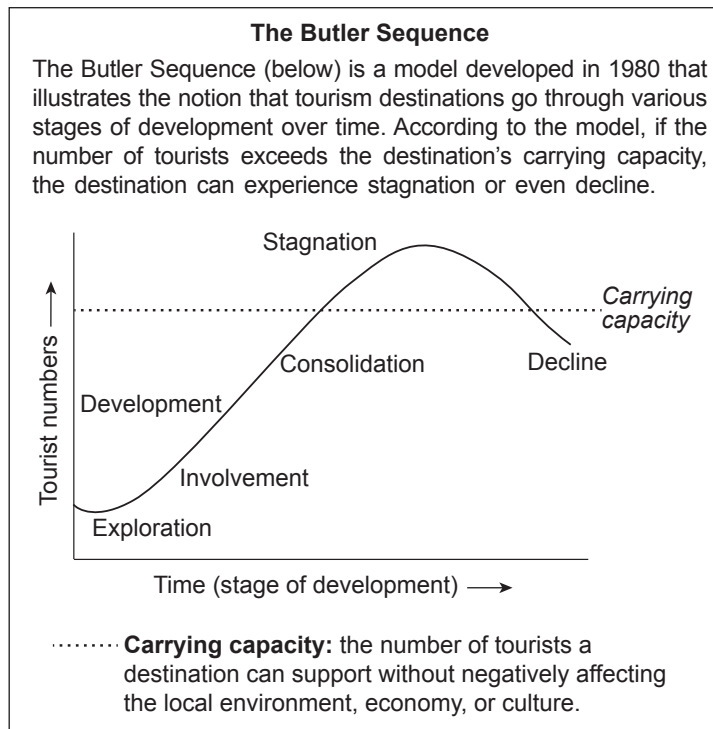
[illegible]

- [illegible]

6. Refer to the following scenario and model.

Paradise Sands

The coastal town of Paradise Sands has experienced rapid development over the past 10 years, especially since the discovery of a nesting ground for an endangered species of sea turtle. What was once a relatively quiet village, with a few holiday shacks and a couple of shops, is now a crowded beachside getaway catering for a growing number of tourists. The airstrip has been upgraded and the marina enlarged. A major housing development is proposed for an area north of the town. Paradise Sands is in danger of exceeding its carrying capacity.



- (a) Identify *one* social cost and *one* economic cost that a host community such as Paradise Sands could experience as a result of a large-scale tourism development.

A social cost: _____

An economic cost: _____

(2 marks)

(d) Discuss *one* possible limitation of the Butler Sequence in real-world applications.

(2 marks)

PART B: EXTENDED RESPONSES (Questions 7 to 10)

(30 marks)

*Answer **all** questions in Part B. Refer to the separate sheet of sources when answering these questions.*

Write your answers in the separate script book provided. Clearly label the question number at the beginning of each answer in your script book.

The allocation of marks is shown in brackets at the end of each question.

7. It is not just tourists who can benefit from trekking along the Kokoda Track, but local communities as well.

With specific reference to Sources 4 and 5, explain how trekkers could bring economic benefits to local communities situated along the Kokoda Track.

(6 marks)

8. Evaluate the validity, bias, and accuracy of Sources 3 and 5 as sources of information on tourism development along the Kokoda Track.

(6 marks)

9. Discuss the tourism-related costs and benefits of building more memorials along the Kokoda Track. Refer to specific sources from the sheet in your response.

(8 marks)

10. You have been asked to devise a management plan to ensure the sustainability of the Kokoda Track as a tourist attraction over the next 10 years.

Sustainability involves achieving a balance between environmental, economic, social, and cultural impacts.

Referring to specific sources from the sheet and to your knowledge of the tourism industry, suggest and justify *four* recommendations that you would include in the management plan.

(10 marks)

TOURISM 2012

ACKNOWLEDGMENT

The table for question 1 on page 4 was sourced from the website of the Department of Resources, Energy and Tourism and is covered under the Creative Commons Attribution 3.0 Australian licence (<http://creativecommons.org/licenses/by-sa/3.0/deed.en>).

The original table can be found at <http://www.ret.gov.au/Pages/default.aspx>.

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The original table can be found at <http://www.ret.gov.au/Pages/default.aspx>.

The article used for Source 2 — An Editorial from an Adelaide newspaper was written by P Ashenden not M Mansell.

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