TONGA GOVERNMENT
MINISTRY OF EDUCATION AND TRAINING

Tonga National Form Seven Certificate

2014

TOURISM AND HOSPITALITY

QUESTION AND ANSWER BOOKLET

Time: 2 Hours

INSTRUCTIONS

1. Write your Student Personal Identification Number (SPIN) on the box on the right corner of this booklet and on page 31.
2. Answer ALL QUESTIONS. Write your answer in the appropriate spaces provided in this booklet. If you need more space for answers, ask the Supervisor for extra paper. Write your SPIN on all extra sheets used and clearly number the questions. Attach the extra sheets at the appropriate places in this booklet.

<table>
<thead>
<tr>
<th>SECTIONS</th>
<th>TOPIC</th>
<th>MARKS ALLOCATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECTION A</td>
<td>Introduction to the Tourism and Hospitality Industry</td>
<td>68 Marks</td>
</tr>
<tr>
<td>SECTION B</td>
<td>Development of the Tourism and Hospitality Industry</td>
<td>42 Marks</td>
</tr>
<tr>
<td>SECTION C</td>
<td>Tourism, Culture and Opportunities in Tourism and Hospitality</td>
<td>90 Marks</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>200 Marks</td>
</tr>
</tbody>
</table>

3. Check that this booklet contains page 2-31 in the correct order and that none of the pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION

TOTAL MARKS

200
SECTION A: INTRODUCTION TO THE TOURISM AND HOSPITALITY (68 MARKS)

QUESTION ONE: Terms and Concepts  (12 marks)

1.(a) Define the following terms and provide examples from the tourism and hospitality industry in Tonga to support your answers.

i. Tourist

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
(1 mark)

ii. Domestic Tourism

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
(1 mark)

iii. Host Region

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
(1 mark)

iv. Outbound Tourism

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
(1 mark)

P.2 4
(b) Discuss what you understand about the terms listed below in relation to a review comment given below made by a visitor, sharing her experience to the Kingdom of Tonga.

"What I loved about Tonga is the really authentic, unspoilt and genuine feel about everything, it really makes you feel like you are experiencing a real taste of Polynesian island life. Seeing local women in their yards weaving baskets and making tapa next door to your guesthouse and having an entire island to yourself without the huge price tag... only in Tonga!" - Katie Dunn, Perth, Australia.

i. generating market

ii. tourism product

iii. backpacker

iv. Ecotourism

(1 mark)
(b) Assess each of the pictures below and discuss how each picture would relate to the terms stated to show your understanding of the tourism industry in Tonga.

i) Generating Market:

ii) Tourism Products:

(1 mark)
iii) **Backpacker:**

![Backpacker Image](image)

iv) **Ecotourism:**

![Ecotourism Image](image)

*(Photos Courtesy of NaiteMa’ake-Hausia).*
QUESTION TWO: ONE INDUSTRY CONCEPT (12 marks)

Study the cartoon below and answer the questions that follow.

(a) In your own words, define One Industry Concept.

____________________________________________________________________________

(1 mark)

(b) How can you relate the situation shown on the cartoon above to the “One Industry Concept”? Provide three answers.

____________________________________________________________________________

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(3 marks)

(c) If you were the person sitting behind the counter or the Front Desk personnel, what would you have done to handle the situation appropriately? Provide FOUR (4) answers.

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(4 marks)
(d) To ensure that customer is completely satisfied, excited and will return back again, what would you have done to reach that stage? Write four (4) answers.

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(4 marks)
QUESTION THREE: FIVE SECTORS OF THE TOURISM AND HOSPITALITY INDUSTRY
(32 marks)

Fill in the blank spaces below by answering the following questions.

Read the excerpt below and answer the questions that follow.

“The Tonga Tourism Sector Roadmap provides the basis for a prioritised and coordinating approach to address the major sector impediments which will be required if the low level of investment and sector growth, is to be turned into a level of growth which is more comparable with other Pacific countries who have been successful in developing tourism. Addressing one or two of the identified constraints may only lead to marginal improvements in sector performance, but a concerted and sustained effort by all stakeholders can substantially change the investment climate and industry dynamics in the medium term.”


(a) Identify the Five Sectors of the Tourism and Hospitality Industry being referred to by the excerpt above.

i. ________________________________________
ii. ________________________________________
iii. ________________________________________
iv. ________________________________________
v. ________________________________________ (5 marks)

(b) Select any TWO sectors from the five sectors identified in (a) above and for each sector:
(i) give ONE example of a business type on this sector
(ii) evaluate how the business contributes to the development of tourism and hospitality industry in Tonga.

i) Sector 1: ________________________________________
ii) Evaluation of the Type of Business: ________________________________________

(iii) Sector 2: ________________________________________
iv) Evaluation of the Type of Business: ________________________________________

(2 marks)

P.8
(c) Using the same TWO Sectors and business type identified in (b), complete the table with reference to Purpose, Types, Standards, cost, and Services provided.

<table>
<thead>
<tr>
<th>SECTORS OF THE TOURISM INDUSTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.ii. SECTOR ONE:</td>
</tr>
<tr>
<td>Example of a Business in Tonga:</td>
</tr>
<tr>
<td>Purposes</td>
</tr>
<tr>
<td>Types</td>
</tr>
<tr>
<td>Standards</td>
</tr>
<tr>
<td>Cost</td>
</tr>
<tr>
<td>Services Provided</td>
</tr>
<tr>
<td>a.ii. SECTOR TWO:</td>
</tr>
<tr>
<td>Example of a Business in Tonga:</td>
</tr>
</tbody>
</table>

(d) Select any TWO other sectors apart from the sectors referred to in (b) and (c), critically (i) analyse their inter-relationships and (ii) their importance to the proper functioning of the tourism and hospitality industry in Tonga. Provide examples to support your answers.

(i) \[\text{Example of analysis on relationship between sectors}\]  

(ii) \[\text{Example of importance to the industry}\]

(2 marks)
(e) For each sector selected in (d), explain TWO ways in which individuals can help to improve the sector so that better services are provided.

i) Sector 1:_____________________

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(2 marks)

ii) Sector 2:_____________________

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(2 marks)

(f) Using your own observation and understanding of Tourism and Hospitality Industry in Tonga. Explain ONE method for each of the Five Sectors and use a method only ONCE.

(i) ________________________________

(ii) ________________________________

(iii) ________________________________

(iv) ________________________________

(v) ________________________________

(5 marks)
QUESTION FOUR: JOB OPPORTUNITIES (12 marks)

Read the job advertisement below and answer the questions that follow;

SEAVIEW LODGE AND RESTAURANT
New Head Chef at the
Seaview Lodge and Restaurant on Vuna Road
We aim to have the best top quality food and service

The newly reopened Seaview Lodge Restaurant has a new overseas experienced Tongan Head Chef, Soane Fakatava, and a completely new refurbished gourmet kitchen.
He aims to cook the best seafood and the best steaks in the Kingdom.
The Head Chef personally makes his own ice cream and sorbets they are a real treat. Worth going just to have a dessert.
The new gourmet kitchen of the Seaview Lodge and Restaurant is now open for public and booking can be made right now on Ph 23709 and 26904 or mobiles Soane 7707310 and Claudia 7734527

Source: WhatsOnInTonga advertisement, viewed at 1 June 2014.

(a) (i) With reference to the excerpt above, analyse any FOUR (4) types of skills / trainings and any FOUR (4) types of personal attributes that a Chef, such as Soane Fakatava, to lead the Kitchen for Seaview Lodge & Restaurant.

<table>
<thead>
<tr>
<th>SOANE FAKATAVA (HEAD CHEF)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SKILLS and / or TRAININGS</strong></td>
</tr>
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<td></td>
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<td></td>
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<td></td>
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</tbody>
</table>

(8 marks)
(ii) Complete the diagram below by filling in what you understand should be the appropriate entry level of qualification & trainings required from a Head Chef and it must be relevant to the hierarchical level of qualifications & trainings of how Soane Fakatava becomes the Head Chef for Seaview Lodge & Restaurant.

QUALIFICATION & TRAININGS HIERARCHY OF THE HEAD CHEF FOR SEAVIEW LODGE & RESTAURANT

1. Head Chef
   (Soane Fakatava)

2. Entry Point:

(4 marks)
SECTION B: DEVELOPMENT OF TOURISM AND HOSPITALITY (42 MARKS)

QUESTION FIVE: Laws and Regulations (12 marks)

This question is in three parts:

1. Complete the following TWO (2) tables by:
   (a) naming TWO (2) Laws and Regulations you have learnt in class relevant to the Tourism and Hospitality Industry. (2 marks)
   (b) describe the purpose of the Law and Regulation and its effectiveness to protect the Tourism and Hospitality Industry in Tonga. (8 marks)
   (c) discuss how each of the Laws and Regulations identified affects the operations of tourism operators, tourism employees, tourists, and effect on the Tourism and Hospitality Industry as a whole. (Give ONE effect on each) (12 marks)

Law & Regulation 1:

<table>
<thead>
<tr>
<th>Name of Law &amp; Regulation:</th>
<th>(1 mark)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose:</td>
<td>(1 mark)</td>
</tr>
<tr>
<td>Affect Tourism Operators (1 mark)</td>
<td>Affect Tourism Employees. (1 mark)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Law & Regulation 2:

<table>
<thead>
<tr>
<th>Name of Law &amp; Regulation:</th>
<th>(1 mark)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose:</td>
<td>(1 mark)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affect Tourism Operators</th>
<th>Affect Tourism Employees</th>
<th>Affect Tourism</th>
<th>Effect on the Tourism &amp; Hospitality.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1 mark)</td>
<td>(1 mark)</td>
<td>(1 mark)</td>
<td>(1 mark)</td>
</tr>
</tbody>
</table>
QUESTION SIX: Benefits and Costs (Positives and Negative effects) of Tourism in the region and in Tonga. (20 marks)

This question is in three parts:

Read the information in the tables below and complete with appropriate interpretations and recommendations.

(a) Complete the table below by giving an example of the effects of Tourism in the Region and in Tonga with regards to Infrastructure, Number of Tourists, Goods and Services Tax, and Natural Environment. (4 marks)

(b) Critique each example to produce the benefits and costs on how it affects tourism development in the region and in Tonga. (8 marks)

(c) Recommend any TWO (2) ways on how to mitigate or minimize the negative impacts on tourism development in the region and in Tonga. (8 marks)

<table>
<thead>
<tr>
<th>Effects of Tourism in the Region and in Tonga</th>
<th>Benefits</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Infrastructure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Example:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1 mark)</td>
<td>(1 mark)</td>
<td>(1 mark)</td>
</tr>
</tbody>
</table>

Recommend TWO ways to Mitigate or Minimize the negative impacts of Tourism Development in the region and in Tonga:

(2 marks)

<table>
<thead>
<tr>
<th>Number of Tourists Example:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(1 mark)</td>
<td>(1 mark)</td>
<td>(1 mark)</td>
</tr>
</tbody>
</table>

Ways to Mitigate or Minimize the negative impacts of Tourism Development in the region and in Tonga:

(2 marks)
<table>
<thead>
<tr>
<th>Goods and Services Tax</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 mark</th>
<th>1 mark</th>
<th>1 mark</th>
</tr>
</thead>
</table>

**Recommend TWO ways to Mitigate or Minimize the negative impacts of Tourism Development in the region and in Tonga:**

<table>
<thead>
<tr>
<th>Natural Environment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1 mark</th>
<th>1 mark</th>
<th>1 mark</th>
</tr>
</thead>
</table>

**Recommend TWO ways to Mitigate or Minimize the negative impacts of Tourism Development in the region and in Tonga:**

(2 marks)

(2 marks)
QUESTION SEVEN: Future of Tourism (10 marks)

In your own words, write at least 150 words on what you think will be the Future for the Tourism & Hospitality Industry here in Tonga. Whilst considering your answers, think about what the tourism & hospitality industry can do to improve the destination image, the economy of Tonga and the kind of tourism and hospitality problems that Tonga should avoid not to experience bad returns from the tourism & hospitality industry. *(N.B. the Good signs and the Bad signs of tourism and hospitality).*
SECTION C: TOURISM, CULTURE AND OPPORTUNITIES  (90 MARKS)

QUESTION EIGHT: Local Traditions  (12 marks)

Read the questions on the table below and answer questions (i, ii,) that follow;

<table>
<thead>
<tr>
<th>LOCAL TRADITIONS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Name the local tradition provided in pictures below; (4 marks)</td>
<td>ii) How do these traditions are affected / not affected / are both affected by tourism? Provide examples to support your answer. (8 marks)</td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>How ?</td>
<td>Examples:</td>
</tr>
<tr>
<td>![Image a)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>How ?</td>
<td>Examples:</td>
</tr>
<tr>
<td>![Image b)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c)</td>
<td>How ?</td>
<td>Examples:</td>
</tr>
<tr>
<td>![Image c)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d)</td>
<td>How ?</td>
<td>Examples:</td>
</tr>
<tr>
<td>![Image d)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

P.18  Q.8  12  12
QUESTION NINE: Role of Culture  
(12 marks)

Read, study the excerpt below and answer the questions that follow;

The Cultural Tourism Convention which was held on Wednesday 21st & Thursday 22nd of May, 2014 at the Fa’onelua Convention Centre in Nuku’alofa was officially opened by Her Royal Highness Princess Mele Siu’ilikutapu Kalaniuvalu Fotofili.

The goals of the meetings were to discuss how cultural tourism can shift development towards more sustainable livelihood opportunities.

**Objectives:**

1. To build the momentum of support by a wider group of stakeholders.

2. To identify possible collaborations and secure commitments from participants to mainstream initiative into national, regional and international sustainable development agenda.

*Source: [www.thekingdomoftonga.com](http://www.thekingdomoftonga.com) viewed at 1 June 2014 and Photo by: Yvette Paea (2014).*
(a) With the purpose and focus of the excerpt on page 19, write down any FOUR (4) traditional Tongan cultural practices that you are familiar with at home, at school, at church and in your communities.

____________________________________________________________________________
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(4 marks)

(b) Discuss in your own words any other FOUR (4) types of the traditional Tongan cultural activities that earn livelihoods different from the practices mentioned above. These cultural practices were most likely to be discussed at the Cultural Convention. Provide examples to support your answers.

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(4 marks)

(c) Using your own experiences, discuss any FOUR (4) different ways of how tourists can consume the traditional Tongan culture and sustain livelihoods within your homes and communities. Provide examples to support your answers. **N.B. Your answers for this question must be different to your answers in 9(b) above.**

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(4 marks)
The inaugural South Pacific Tourism Exchange (SPTE) is the region’s largest travel and tourism business-to-business event.

It will bring together regional tourism operators and partners (SELLERS) and International tour operators and wholesalers (BUYERS), through a combination of pre-scheduled appointments and networking opportunities.

Ideal for tourism wholesalers seeking to grow their business into the region, the SPTE is a unique and cost effective means of learning about travel and tourism in the South Pacific.

It is also the perfect platform for Pacific tourism operators to directly promote their products to up to 50 international wholesalers/tour operators under 1 roof.


(a) The outcome of the South Pacific Tourism Exchange will sell TONGA as a desirable tourist destination to the rest of the world. Name any FOUR (4) countries you have studied in class where tourists from these countries have visited or mostly likely to visit Tonga and the region in the near future.

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(2 marks)
(b) Write TWO(2) nationalities from the countries mentioned in Q.10 (a) on page 21. For each nationality, state FOUR (4) different cultural characteristics of those nationalities.

<table>
<thead>
<tr>
<th>NATIONALITIES</th>
<th>CULTURAL CHARACTERISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>i.</td>
</tr>
<tr>
<td></td>
<td>ii.</td>
</tr>
<tr>
<td></td>
<td>iii.</td>
</tr>
<tr>
<td></td>
<td>iv.</td>
</tr>
<tr>
<td>b.</td>
<td>i.</td>
</tr>
<tr>
<td></td>
<td>ii.</td>
</tr>
<tr>
<td></td>
<td>iii.</td>
</tr>
<tr>
<td></td>
<td>iv.</td>
</tr>
</tbody>
</table>

(8 marks)

(c) For each country mentioned in Q.10 (a), discuss any TWO (2) reasons why tourists from those particular countries will visit or have visited Tonga. Use a reason only ONCE.

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>REASONS FOR VISITING OR TO VISIT TONGA</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>i.</td>
</tr>
<tr>
<td></td>
<td>ii.</td>
</tr>
<tr>
<td>b.</td>
<td>i.</td>
</tr>
<tr>
<td></td>
<td>ii.</td>
</tr>
<tr>
<td>c.</td>
<td>i.</td>
</tr>
<tr>
<td></td>
<td>ii.</td>
</tr>
<tr>
<td>d.</td>
<td>i.</td>
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<td></td>
<td>ii.</td>
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</tbody>
</table>

(8 marks)
QUESTION ELEVEN: Benefits and Costs (Positive and Negative Effects) of Tourism on Local Traditions and Communities.

(20 marks)

Study the picture below of a tourist in contact with a local handicraft seller and simultaneously think of the benefits and costs of tourism activities on the local traditions and communities. Use the picture and your own knowledge to answer the questions that follow:

Source: Fay Moorfield, a TBEC - VSA Volunteer (2014)

(a)(i) From your experiences and your knowledge of the Tourism & Hospitality Industry, write down FOUR (4) benefits of tourists and / or tourism activities on local traditions and communities when visiting Tonga.

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(4 marks)
(ii) For each benefits identified in (a)(i), justify why it is a benefit to Tonga.

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(4 marks)

(b)(i) From your experiences and knowledge of the Tourism & Hospitality Industry, write down TWO (2) costs of tourists and / or tourism activities on local traditions and communities when visiting Tonga.

____________________________________________________________________________
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(4 marks)

(ii) For each costs identified, justify why it is a cost to local communities here in Tonga.

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(4 marks)
(c) Evaluate ways that can help to minimize the negative effects of tourism on local traditions and communities in your village and society. Provide TWO (2) answers with examples.

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(4 marks)
QUESTION TWELVE: Employment Opportunities in the Tourism and Hospitality Industry. (28 marks)

Read the passage and answer the questions that follow:

LIK’ALOFA RESORT

Peseti & Tautala Ma’afu, Tongan owners and hosts of Liku’alofoa Resort, welcomes you with a Malo e Lelei to the Resort. It offers a real Tongan experience, a comfortable, all-inclusive holiday destination with affordable rates. The menu includes delicious Tongan meals with an added value of exciting Tongan entertainment.

The friendly staff and owners go out of their way to ensure you really enjoyed your stay. Liku’alofoa lives up to the aim of the resort being "Our family is dedicated to making your holiday memorable and exceeding your expectations".

Liku'alofa Resort is located right on the waterfront of the popular western beaches of Tonga’s main island. Nestled in the 14 acres of tropical gardens are our 17 comfortable fales, each with its own bathroom. Built towards the end of 2008, the accommodation is new and spacious, with tiled floors, overhead fans, TV and phone, plus a private terrace from which to sit and view the ocean and sunsets. Each bungalow accommodates 2 persons, but our duplex bungalows have inter-connecting doors making them ideal for families.

Source: Extracted from www.likualofa.to, viewed at 6 June 2014.

(a) With reference to the passage above of Liku’alofoa Resort, identify FIVE (5) different areas of employment opportunities mentioned. For each area, name an example of employment opportunities that the resort can offer to the general public.

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____________________________________________________________________________
(b) (i) The owners of Liku’alofa Resort are considered Entrepreneurs of the Tourism and Hospitality Industry in Tonga. Why do you think the statement is appropriate?
(ii) In general, name any other TWO (2) Entrepreneurs you are familiar with in the Tourism and Hospitality Industry and describe the nature of their businesses and why do you think they are considered entrepreneurs?

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(4 marks)

(c) If you were to live on the Western side of Tongatapu Island (around the villages of Fо‘ui, Ha’avakatolo, Kolovai, ‘Ahau, Kanokupolu & Ha’atafu), discuss THREE (3) ways in which you think would be your contributions towards the successful development of Liku’alofa Resort? Justify your answer with appropriate examples.

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(6 marks)
Apart from the examples you discussed in 10 (c), describe FOUR (4) other ways in which your village can contribute towards the development of tourism and to the overall success of Liku’alofa Resort and the tourism and hospitality industry in Tonga. Justify your answers with examples.

(N.B. The Map of Tongatapu on page 30 is provided for your reference).

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(6 marks)
Map of Tongatapu


Key:

LK - Liku’alofa Resort
# TOURISM AND HOSPITALITY

## 2014

**FOR MARKER’S USE ONLY**

<table>
<thead>
<tr>
<th>Sections</th>
<th>Marker</th>
<th>Check Marker</th>
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<tbody>
<tr>
<td><strong>Section A</strong></td>
<td>68</td>
<td></td>
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<td>1</td>
<td>12</td>
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<td>4</td>
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<tr>
<td><strong>SECTION B</strong></td>
<td>42</td>
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<td>7</td>
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<td><strong>SECTION C</strong></td>
<td>90</td>
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<td>12</td>
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<td>9</td>
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<td>20</td>
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<td>12</td>
<td>28</td>
<td></td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>200</td>
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</table>

**Student Personal Identification Number**

<p>| | | | | |</p>
<table>
<thead>
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