INSTRUCTIONS

1. Write your Student Personal Identification Number (SPIN) on the top right hand corner of this booklet.
2. Answer ALL QUESTIONS. Write your answers in the spaces provided in this booklet.
3. 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.

**SECTION A**

**INTRODUCTION TO THE TOURISM AND HOSPITALITY INDUSTRY**

**Question 1 - 5**

<table>
<thead>
<tr>
<th>Pages</th>
<th>Time (mins)</th>
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<td>2 - 8</td>
<td>65</td>
<td>36</td>
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**SECTION B**

**DEVELOPMENT OF TOURISM AND HOSPITALITY INDUSTRY**

**Question 1 – 2**

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<td>9 - 13</td>
<td>40</td>
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**SECTION C**

**TOURISM, CULTURE AND OPPORTUNITIES IN TOURISM AND HOSPITALITY**

**Question 1 - 2**

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<tr>
<td>14 - 21</td>
<td>75</td>
<td>42</td>
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</table>

**TOTAL**

21 pages 180 mins 100 marks

Check that this booklet contains pages 2-23 in the correct order. Page 22 and 23 has been deliberately left blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.
SECTION A: INTRODUCTION TO THE TOURISM AND HOSPITALITY INDUSTRY

Question 1: FEATURES OF TOURISM AND HOSPITALITY (11 marks)

Tourism is the major source of revenue and one of the fastest growing and most important industries in the world today. Pacific Island Countries have realized and acknowledge the tremendous revenue generator of the Industries and have set it as priorities now and in the future. Tourism will inspire sustainable growth and Empower Pacific people.

Read the resource below from a Council of Ministers of Tourism Meeting at the Fa’onelua Convention Centre in Nuku’alofa, October 2014 and answer the questions that follow.

South Pacific Tourism Organization (SPTO) to Empower Pacific Islanders to take their Tourism Products up another level

Nuku’alofa, Tonga – Expect Tourism projects that focus on the development of human resources and empower Pacific Islanders to take their tourism products up another level to increase.

These were the words of the CEO of the SPTO, Ilisoni Vuidreketi at the end of the 24th Council of Ministers of Tourism meeting at the Fa’onelua Convention Centre in Nuku’alofa.

“These programmes upskill and help to improve the lives of the workers in our industry.”

“The sector has been identified by our respective governments as a priority sector for future economic growth through the attraction of foreign direct investment (FDI), the generation of foreign exchange earnings, the stimulation of indigenous entrepreneurs and provision of employment and linkages to other sectors.”

a. Name THREE Tourism Products.

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</table>
b. Explain the meaning of the phrase “development of human resources” as referred to in the article.

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Skill level 3
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Skill level 4
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c. Discuss how “the generation of foreign exchange earnings, the stimulation of indigenous entrepreneurs and provision of employment” relate to having increase numbers of Foreign Investors in Tonga.

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Skill level 3
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d. Explain why it is important to empower Pacific Islanders to take their Tourism Products up another level.

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Question 2: TOURISM AND HOSPITALITY CONCEPTS (4 marks)

a. Differentiate between **Marketing** and **Promoting**.

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b. Define the term **Domestic Tourist**.

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..........................................................................................................................
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c. Define the term **eco-tourism**.

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Question 3: ONE INDUSTRY CONCEPT (6 Marks)

a. Describe the **ONE Industry** concept.

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b. Explain how you, your community and tourism operators can contribute to achieving the **One Industry** concept.

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c. State one reason why it is important to be concerned about the **One Industry** concept.

________________________________________________________________________

Question 4: SECTORS OF THE TOURISM AND HOSPITALITY INDUSTRY (9 marks)

a. For the tourism sectors named below, identify their purpose, and provide a detail description of the standards and costs they provide.

   Name of Sector: **Accommodation**

   i. State its purpose.

   ______________________________________________________________________

   ______________________________________________________________________

   ______________________________________________________________________

   ii. Description of its Standard.

   ______________________________________________________________________

   ______________________________________________________________________

   ______________________________________________________________________
iii.  Description of its Costs

_____________________________________________________________

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b.  Explain why **Leisure** is an important tourism sector.

_____________________________________________________________

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_____________________________________________________________

c.  State an example of the catering sector of tourism.

_____________________________________________________________
Question 5: EMPLOYMENT OPPORTUNITIES IN THE TOURISM AND HOSPITALITY INDUSTRY (6 marks)

The tourism sector plays a significant part in the South Pacific Island Government’s efforts to achieve growth and create new jobs in the Tourism and Hospitality Industry.

Name TWO job opportunities and describe their characteristics for each of the sectors below.

a. **Sector 1: Retail**

   i. Job opportunities

      __________________________________________________________
      __________________________________________________________
      __________________________________________________________
      __________________________________________________________

   ii. Description of Characteristics

      __________________________________________________________
      __________________________________________________________
      __________________________________________________________
      __________________________________________________________

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<tr>
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<tr>
<td>NR</td>
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</tbody>
</table>
b. Sector 2: Catering

i. Job opportunities

<table>
<thead>
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<tr>
<td>NR</td>
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</tbody>
</table>

ii. Description of Characteristics

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</tbody>
</table>
SECTION B: THE DEVELOPMENT OF TOURISM AND HOSPITALITY INDUSTRY

Question 1: LAWS AND REGULATIONS (8 marks)

Read the extract below and answer the questions that follow:

Tourism Industry regulations are designed to protect businesses, visitors and the community by enforcing safe and responsible practices. Before you start a business, make sure that you have all the necessary licenses and permits, or you could face fines or prosecution.

**Tourism licenses and permits**

The permits and licenses you need to run a tourism business in Tonga will depend on the services you offer. For example, some specific licenses for tourism businesses may apply to travel agents and tour operators. If you serve alcohol you will need a liquor license, and if you intend to offer gambling services you will need a gambling license. Many other licenses or permits may apply to your tourism business. For example, you require licenses or permits for activities such as charter fishing, operation in protected areas or operating certain types of equipment (eg. A recreational boat).

a. State the basic law or regulation required for a tourism operator to establish a business here in Tonga.

b. If a tourism operator wants to start a travel agent business, what would be the steps taken to get the license?
c. State the purpose of having laws and regulations for tourism operators of travel agent businesses.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

d. Evaluate the effects on the Tourism and Hospitality industry of having laws and regulations for tourism operators.

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________________________________________________________________________
The growth of whale-watching internationally has been spectacular. It now occurs in almost 100 countries and is estimated to be worth in excess of U.S.$1 billion each year in revenue. Thus, whales have become valuable as a resource for tourism.

The Vava’u island group in the northern part of the Kingdom of Tonga in the South Pacific is an area with a growing reputation as a whale-watching destination. However, the industry is relatively new there and the impacts of whale-based tourism in these islands are, as yet, unknown. In addition, there has been a recent consideration of a return to hunting whales in Tonga. As a result, concerns regarding the value of these animals for tourism and the potential impact of a return to hunting have arisen. Consequently, a study was designed to provide a preliminary assessment of the economic impacts of these animals for the island community. This study estimates that humpback whales may be worth in excess of U.S.$700,000 annually as a tourism attraction and that there is significant potential for future growth. Furthermore, the study shows that current visitors are opposed to any resumption of whaling practices in the islands and that such a move would likely displace large numbers of tourists from Tonga. Thus, it is concluded that a resumption of whaling in Tonga would likely have a significant opportunity cost in terms of lost tourism revenues.

a. Complete the table below with the relevant answers related to the extract above.

<table>
<thead>
<tr>
<th>Benefits/Positive Effects of whale watching activities</th>
<th>Costs/Negative Effects of whale watching activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic</td>
<td></td>
</tr>
<tr>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td>Social</td>
<td></td>
</tr>
<tr>
<td>Political</td>
<td></td>
</tr>
</tbody>
</table>

Skill level 4

4
3
2
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NR
b. Study the table below and answer the questions that follow.

### Air Visitors to Tonga

<table>
<thead>
<tr>
<th>Month</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2,277</td>
<td>2,369</td>
<td>2,691</td>
<td>2,684</td>
<td>2,578</td>
<td>2,682</td>
<td>2,391</td>
<td>3,051</td>
<td>3,304</td>
<td>3,255</td>
</tr>
<tr>
<td>February</td>
<td>1,840</td>
<td>2,034</td>
<td>2,098</td>
<td>1,933</td>
<td>1,910</td>
<td>2,500</td>
<td>2,272</td>
<td>2,117</td>
<td>2,747</td>
<td>2,270</td>
</tr>
<tr>
<td>March</td>
<td>1,859</td>
<td>2,584</td>
<td>2,183</td>
<td>2,035</td>
<td>2,250</td>
<td>2,859</td>
<td>2,565</td>
<td>3,291</td>
<td>3,181</td>
<td>3,140</td>
</tr>
<tr>
<td>April</td>
<td>2,269</td>
<td>2,518</td>
<td>2,915</td>
<td>2,840</td>
<td>2,634</td>
<td>2,907</td>
<td>2,936</td>
<td>3,066</td>
<td>3,391</td>
<td>2,834</td>
</tr>
<tr>
<td>May</td>
<td>2,159</td>
<td>2,443</td>
<td>2,996</td>
<td>3,771</td>
<td>2,730</td>
<td>2,062</td>
<td>3,135</td>
<td>4,190</td>
<td>3,951</td>
<td>2,845</td>
</tr>
<tr>
<td>June</td>
<td>3,415</td>
<td>4,403</td>
<td>4,927</td>
<td>4,696</td>
<td>4,777</td>
<td>3,373</td>
<td>4,630</td>
<td>4,040</td>
<td>5,029</td>
<td>4,612</td>
</tr>
<tr>
<td>July</td>
<td>3,404</td>
<td>3,437</td>
<td>3,868</td>
<td>4,297</td>
<td>4,155</td>
<td>2,918</td>
<td>4,446</td>
<td>6,621</td>
<td>5,950</td>
<td>4,815</td>
</tr>
<tr>
<td>August</td>
<td>3,332</td>
<td>3,850</td>
<td>3,374</td>
<td>3,289</td>
<td>3,357</td>
<td>3,111</td>
<td>3,873</td>
<td>3,984</td>
<td>4,885</td>
<td>4,152</td>
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<tr>
<td>September</td>
<td>2,847</td>
<td>2,936</td>
<td>3,258</td>
<td>3,310</td>
<td>2,911</td>
<td>4,449</td>
<td>3,903</td>
<td>4,264</td>
<td>4,195</td>
<td>4,658</td>
</tr>
<tr>
<td>October</td>
<td>1,985</td>
<td>2,586</td>
<td>2,682</td>
<td>3,191</td>
<td>2,614</td>
<td>3,079</td>
<td>4,892</td>
<td>3,671</td>
<td>3,731</td>
<td>3,346</td>
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<tr>
<td>November</td>
<td>2,831</td>
<td>3,160</td>
<td>2,781</td>
<td>3,562</td>
<td>3,675</td>
<td>3,080</td>
<td>4,006</td>
<td>3,410</td>
<td>3,282</td>
<td>3,445</td>
</tr>
<tr>
<td>December</td>
<td>4,168</td>
<td>4,264</td>
<td>6,337</td>
<td>5,600</td>
<td>8,271</td>
<td>6,431</td>
<td>6,811</td>
<td>7,695</td>
<td>6,999</td>
<td>6,058</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32,386</strong></td>
<td><strong>36,584</strong></td>
<td><strong>40,110</strong></td>
<td><strong>41,208</strong></td>
<td><strong>41,862</strong></td>
<td><strong>39,451</strong></td>
<td><strong>46,040</strong></td>
<td><strong>49,400</strong></td>
<td><strong>50,645</strong></td>
<td><strong>45,430</strong></td>
</tr>
</tbody>
</table>

Note: Monthly data for 2000-2010

Source: Tonga Visitors Bureau Annual Report

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i. Describe the trend of the air visitors to Tonga in 2010.

ii. Explain **TWO** possible reasons for the high increase in June to September 2010.
iii. Give one possible reason for the drop in the total number of air visitors in 2006.

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iv. Based on your own observations, understanding, knowledge and the table above, evaluate the future of tourism in Tonga. Provide examples to support your argument.

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Skill level 1

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Skill level 4

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SECTION C: TOURISM, CULTURE AND OPPORTUNITIES IN THE TOURISM AND HOSPITALITY INDUSTRY

Question 1: LOCAL TRADITIONS AND CULTURES (28 marks)

a. Define the term *local traditions*.

b. Name **TWO** local traditions.

c. Describe ways they are being affected by tourism. Provide examples to support your answer.

d. The Ministry of Commerce, Tourism and Labour through its continuous efforts to develop tourism and trade in Tonga highly regards handicrafts as a key sector which complements the efforts made by handicrafts artisans.

Imagine that you are living in a village in Tonga where a debate/argument/discussion is occurring on minimizing the activities that destroys the plants or trees of the village. However these trees are the basic needs for making handicrafts and source of income for most families in the village.

There are two sides to this debate. The village has asked you to present EACH Side of the debate, and to make recommendation on the best action. You must include reasons to support each point of views in your answer.
i. One side of the argument - For (with reasons).

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</table>

ii. The other side of the argument – Against (with reasons)

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</table>

iii. Your recommendations/solutions (with reasons)

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</tbody>
</table>
e. Refer to the cartoon below and answer the questions that follow.

i. Explain the message of the cartoon.

ii. Define **Cultural Characteristics**.
iii. Discuss the role culture plays in enhancing tourist experiences and expectations as shown in the cartoon above.

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f. Identify **FOUR** cultural characteristics of one group of tourists from the list below.

<table>
<thead>
<tr>
<th>GERMAN;</th>
<th>AUSTRALIAN;</th>
<th>AMERICAN;</th>
<th>JAPANESE;</th>
<th>CHINESE;</th>
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</thead>
</table>

Name (tourist group/country): ______________________

i. Characteristics:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
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ii. Recommend **TWO** ways you could use to enhance your selected group’s experiences in Tonga (make their stay more pleasant).
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Refer to the pictures below for examples of Traditions and Cultures in Tonga to answer the Question that follows.

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<thead>
<tr>
<th>Skill level 2</th>
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<tr>
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Question 2: EMPLOYMENT OPPORTUNITIES IN THE TOURISM AND HOSPITALITY INDUSTRY (14 marks)

a. Read the information below and answer the questions that follow:

The Unique Experience with the “The Flying Ball” in Vava’u

Siope offers a truly memorable Ball flying experience for all that fly with us, with scenery that is renowned for its beauty in Vava’u. We will pick you up from your accommodations and travel to our launch site on top of Mt Talau just a few minutes ride away. The climate offers ideal conditions that are safe, comfortable and peaceful.... View in safety from the sky and find out what makes the Island of Vava’u so special. Our basket can hold up to 12 guests comfortably as we fly over Vava’u. After coming peacefully to earth, you will enjoy a cold green coconut juice and local ripe pawpaw with scraped coconut on top.

About Us:

We are located in the heart of Neiafu, the capital of Vava’u. Our service focuses on safety and satisfaction of our customers. Regulations to operate in Vava’u are extremely strict and “The Flying Ball” exceeds these and our own international standards to ensure your safety. Our equipment exceeds all international standards for condition, quality and safety and our Pilots all have international flying experience as well as a thorough knowledge of the region in which you will explore. We also have the approval of the local villages to stop by entertainment and lunch if provided. The cultural experience is one that is enjoyed by many who participate in the flights and is another highlight of the experience.

i. State the core function of Siope’s new business in Vava’u.

ii. Define the term Entrepreneur.
iii. List FIVE job opportunities available in Siope’s business.

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iv. For the job opportunities identified in iii) above, describe the type of trainings or qualifications that the employees need to have in order to qualify for the jobs.

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v. Imagine that you are living in one of the villages that the ball usually stops for lunch and entertainment. Name a tourism and hospitality business that you can set up in this village.

________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________
vi. Explain the main function of your business including the services you will provide.

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vii. List THREE characteristics or abilities you would require, as a business person, to make this business a success.

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viii. Evaluate how successful your business would be.

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