TONGA NATIONAL FORM SEVEN CERTIFICATE
TOURISM AND HOSPITALITY
2017

QUESTION and ANSWER BOOKLET

Time allowed: 3 Hours

INSTRUCTIONS:
1. Write your Student Enrolment Number (SEN) 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 SEN 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>TOPICS</th>
<th>Time (mins)</th>
<th>Total Skill Level</th>
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<tbody>
<tr>
<td>STRAND 1 Introduction to the Tourism and Hospitality Industry</td>
<td>40</td>
<td>17</td>
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<tr>
<td>STRAND 2 Development of the Tourism and Hospitality Industry</td>
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<td>STRAND 3 Working in the Tourism and Hospitality Industry</td>
<td>50</td>
<td>18</td>
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<tr>
<td>STRAND 4 Tourism, Culture and Opportunities</td>
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<tr>
<td>Section 4.1 Culture in the Tourism and Hospitality Industry</td>
<td>25</td>
<td>9</td>
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<tr>
<td>Section 4.2 Opportunities in the Tourism and Hospitality Industry</td>
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<td>TOTAL WEIGHT</td>
<td>180 mins</td>
<td>70 Scores</td>
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Check that this booklet contains pages 2-19 in the correct order and that pages 17-19 has been deliberately left blank.

YOU MUST HAND IN THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.
Strand 1: INTRODUCTION TO THE TOURISM AND HOSPITALITY INDUSTRY

QUESTION ONE: Features, common terms and forms of existence.

Tourism industry is very much a service industry. However, compared with most other service industries it has several differentiating features, deriving from complexity of destination product and intrinsic characteristics of Tourism, which may have an impact on brand management competences required in developing and maintaining successful destination brands. The basic concept has been broadened to include various forms of business, pleasure, educational or vocational travel because their economic significance is the same.

Use the paragraph above, to answer the following questions:

a. Identify a feature of Tourism and Hospitality.

b. Define the term Eco-Tourism.

c. Define Market Segment.

d. Describe free independent traveler and provide an example.
QUESTION TWO: One Industry Concept

“One Industry Concept can be very demanding yet interesting to execute. This concept serves as the umbrella and major source of revenue for a country if supported by all”.

a. Explain how One Industry Concept could affect our Economy.
QUESTIONS THREE: Sectors of Tourism and Hospitality Industry.

The diagram below shows some of the places providing Accommodation and catering services in Tonga.

a. Describe the standards of Accommodation and Catering services in Tonga.
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b. Explain the importance of achieving and maintaining the standards of accommodation in the Tourism and Hospitality Industry.
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Skill level 2
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Skill level 3
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c. Describe the characteristics that a person should have in order to work as a tour guide in the Leisure Sector.

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Skill level 2
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d. Describe the standard of public transport in Tonga.

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Skill level 2
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Strand 2: DEVELOPMENT OF THE TOURISM AND HOSPITALITY INDUSTRY.

QUESTION ONE: Tourism and Hospitality Industry in Tonga

A “Port of Entry” is an officially designated location where Customs and Border Protection (CBP) officers or employees are assigned to accept entries of merchandise, clear passengers, collect duties, and enforce the various provisions of CBP and related laws.

i. Explain the importance of receiving high number of international airlines and cruise ships in Tonga.

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ii. On the blank map of Tonga below, label **ONE** (1) tourist attraction activity/site and describe its positive impact to the environment.

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c. Locate and Label

i. Locate and label on the map of the Tonga the Fua'amotu International Airport

ii. Locate and label 1 major tourist attraction on the map of Tonga.

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QUESTION TWO: Tourism and Hospitality Industry in the Pacific Rim market segment.

a. On the map of Fiji shown below, locate and label Nadi Airport and write its 3 letter IATA code on the side.

Map of Fiji
b. From the graph below, analyze the flow of tourists into Fiji for 2008.

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Monthly Arrival Of Tourists In Fiji-2008

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MONTHLY ARRIVAL OF TOURISTS IN FIJI-2008

Month

January  February  March  April  May  June  July  August  September  October  November  December

Amount Of Tourists

0  10,000  20,000  30,000  40,000  50,000  60,000  70,000

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Skill level 4
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c. Predict the future of tourism and its likely impact on religion in the Pacific Region, based on developments to date and provide examples to support your answers.

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d. Describe any laws or regulations in Tonga that affect Tourists when visiting.
Strand 3: WORKING IN THE TOURISM AND HOSPITALITY INDUSTRY.

QUESTION ONE: Communication in the Industry

a. Describe the theoretical model of communication process

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Just as it’s one thing to join a team, but quite another to perform as a team member. To put it simply, teams don’t work without teamwork.

b. Explain the importance of teamwork in the Tourism industry.

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QUESTION TWO: Skills and Attitudes in the Industry

a. Identify an attitude required by a worker in the Reception area of a Hotel.

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b. Use the pictures above to answer the following question. Explain the importance of having healthy and safety procedures in accommodations.

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QUESTION THREE: Finance in the Tourism Industry

a. Credit cards are used as a method of payment in the Tourism and Hospitality Industry. Define credit card.

b. Describe 2 other methods of payments that are used for services provided in the Tourism and Hospitality Industry.

c. Explain the importance of having different methods of payments for services provided in the Tourism and Hospitality Industry.
d. Explain the purpose for preparing budgets and cash records.

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Strand 4: TOURISM, CULTURE AND OPPORTUNITIES

Section 4.1: Culture in the Tourism and Hospitality Industry.

a. Describe a disadvantage of Tourism on local traditions.

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b. Explain ONE (1) way of solving the conflict between Tourism and Tradition mentioned in (a) above.

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c. Evaluate with examples the ADVANTAGES of Tourism on the Communities.

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Section 4.2: Opportunities in the tourism and hospitality industry

a. Name a small business that you can set up in your community in response to tourists needs.

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b. Discuss how the success of the business mentioned in (a) can be evaluated by giving examples of the methods to be used.

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c. Describe the most important job opportunity required for a Catering service.

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d. Describe the type of qualification or training needs required to meet the job opportunity mentioned in (b) above.

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