



# Tourism 2018

## Question booklet

- **Part A: Short responses** (Questions 1 to 4) 50 marks  
Write your answers in this question booklet  
Allow approximately 75 minutes
- **Part B: Extended responses** (Questions 5 to 7) 30 marks  
Write your answers in the separate script book  
Allow approximately 45 minutes
- Answer ***all*** questions

**Download these resources to complete the examination**

- [Source sheet A3](#)
- [Source sheet A4](#)

## Examination information

### Materials

- Question booklet
- 8-page script book
- Sources sheet
- SACE registration number label

### Reading time

- 10 minutes
- You may begin writing during this time
- You may begin using an approved calculator during this time

### Writing time

- 2 hours
- Use black or blue pen
- Approved calculators may be used

**Total marks 80**



Government  
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Attach your SACE registration number label here

## PART A: SHORT RESPONSES (Questions 1 to 4)

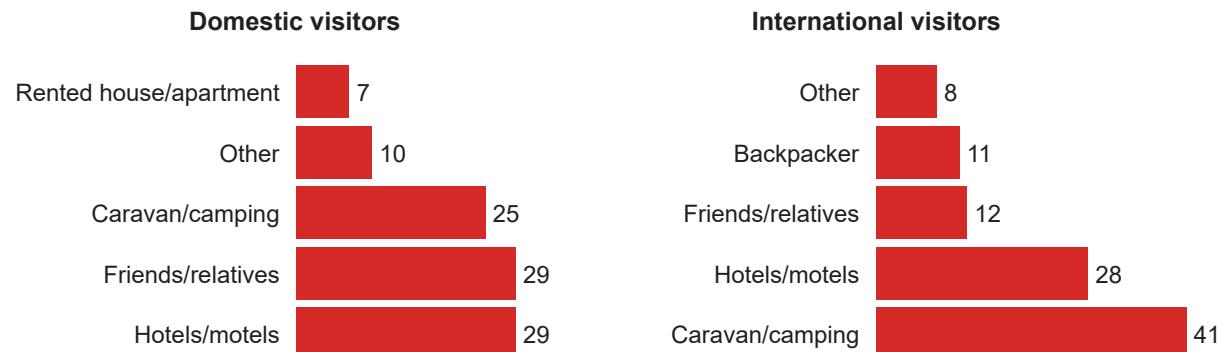
(50 marks)

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.

- Refer to the sources below:

**A**

### Visitor use of accommodation (%), Eyre Peninsula, 2016



**B**

### Origin of visitors to Eyre Peninsula, 2014–2016

	Intrastate	Interstate	International
Visits	279 000	118 000	18 000
%	68	28	4
Nights	1 024 000	566 000	156 000
%	59	32	9
Average stay	3.7 nights	4.8 nights	8.7 nights

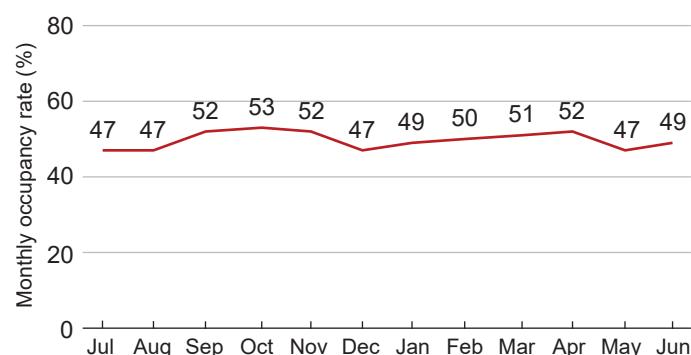
**D**

### Popular attractions, Eyre Peninsula



**C**

### Monthly occupancy rates (%), Eyre Peninsula, 2015–2016



This photograph of a seal cannot be reproduced here for copyright reasons.

Sources: **A**, **B**, and **C**: Adapted from South Australian Tourism Commission 2016, 'Eyre Peninsula Regional Profile 2014–2016', [www.tourism.sa.gov.au](http://www.tourism.sa.gov.au)

**D**: Images from [australiantraveller.com](http://australiantraveller.com), [www.tunarama.net](http://www.tunarama.net), and Adventure Bay Charters

- (a) Using Source **A** on page 2, state *two* differences between visitor use of accommodation for domestic visitors to the Eyre Peninsula and international visitors to the Eyre Peninsula.

(i) \_\_\_\_\_

\_\_\_\_\_ (1 mark)

(ii) \_\_\_\_\_

\_\_\_\_\_ (1 mark)

- (b) Explain the difference between *interstate* tourists and *intrastate* tourists.

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\_\_\_\_\_ (2 marks)

- (c) Using Source **B** on page 2, state *one* difference between the tourism data for domestic visitors to the Eyre Peninsula and international visitors to the Eyre Peninsula. Give *one* reason for this difference.

(i) Difference: \_\_\_\_\_

\_\_\_\_\_ (1 mark)

(ii) Reason: \_\_\_\_\_

\_\_\_\_\_ (1 mark)

- (d) Sometimes overseas currencies are stronger than the Australian dollar.

Identify and explain the effect of stronger overseas currencies on the number of international visitors to the Eyre Peninsula.

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\_\_\_\_\_ (2 marks)

(e) Suggest and justify *two* strategies that tourism businesses in regions such as the Eyre Peninsula might put in place to improve occupancy rates.

(i) Strategy 1:

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(2 marks)

(ii) Strategy 2:

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(2 marks)

***Question 2 begins on page 6.***

2. Refer to the sources below:

A

### Digital nomads in Bali

Digital nomads are entrepreneurs and freelancers who work online from anywhere in the world.

Ayok is a 24-year-old surf teacher whose family has lived in Bali for generations. For him, the rampant development of Bali is concerning. 'I worry a lot because I know how Bali has changed just in my lifetime,' says Ayok. 'With more people coming, it's going to be good and bad. Most of the businesses here are owned by Westerners. It's about trying to find a balance.'

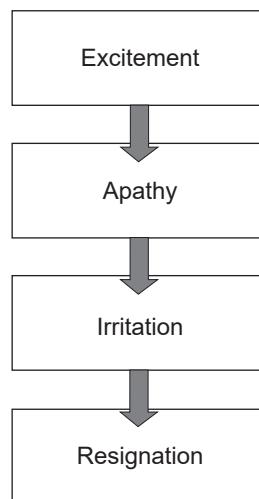
Michael Craig, manager of Dojo Bali, a workspace for digital nomads, agrees, saying, 'There's unchecked development here.'

Ayok isn't particularly concerned about foreigners who come to Bali to work online, as they aren't taking Balinese jobs. 'They can spend their money here and stay in the local places long term,' he says.

Some of the digital nomad community try to minimise their impact by working on projects that solve problems in Bali; for example, a waste management initiative. According to Michael Craig, this is a crucial part of the digital nomad lifestyle.

C

### Doxey's irridex model (Irritation index)



B

### A freelance graphic designer working in Bali



Sources: A and B: Adapted from Kassel, N 2018, 'Ultimately it's freedom: the young digital nomads descending on Bali for a poolside career', ABC news, viewed 15 February 2018, [www.abc.net.au](http://www.abc.net.au)

C: Adapted from Doxey (1976), as cited in Weaver, DB & Lawton, L 2006, *Tourism management*, 3rd edn, John Wiley & Sons, Milton, Qld, p. 287, © Dave Weaver & Laura Lawton 2000, 2002, 2006

- (a) With reference to the sources above and to your knowledge of the tourism industry, explain one reason why digital nomads could be categorised as tourists.

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(2 marks)

- (b) With reference to the sources on page 6 and to your knowledge of the tourism industry, explain how digital nomads might create an economic multiplier effect within Bali host communities.

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(4 marks)

- (c) Doxey's irridex model (Source C on page 6) illustrates how the attitudes of local residents change over time in response to tourism development.

- (i) Discuss the extent to which Doxey's irridex model can be applied to Ayok's perception of digital nomads in Bali (Source A on page 6).

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(4 marks)

- (ii) Explain one limitation of using Doxey's irridex model to assess the attitudes of host communities such as those referred to in Source A. Do not discuss the age of the model.

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(2 marks)

3. Refer to the source below:

### **Palau passport stamps**

Palau is a group of islands in the Pacific Ocean, situated east of the Philippines.

The Palau Legacy Project has launched a campaign to build awareness of the environmental effect of mass tourism on the islands. Visitors to Palau need to sign a pledge within the visa stamp in their passports.

The stamp, which outlines a promise to help Palau protect its environment, acts as an agreement on entering the small country.

According to the Palau Legacy Project, a group of international volunteers who work alongside the government, the country is the thirteenth smallest nation in the world, but it attracts almost eight times its population in tourists each year.

The campaign aims to preserve the vital economic value of tourism and also create a better understanding of small behavioural changes that responsible tourists can make to help preserve the environment.

**Source:** Adapted from McEleny, C 2017, 'Passport stamps are turned into an eco-pledge in a campaign to preserve Palau from the damage of tourism', *The drum*, viewed 16 December 2017,  
[www.thedrum.com/news](http://www.thedrum.com/news)

- (a) With reference to the source above and to your knowledge of the tourism industry, outline the difference between mass tourism and niche (special interest) tourism.

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(2 marks)

- (b) The author of the source above refers to the 'vital economic value of tourism' in Palau.

Explain **two** economic benefits of tourism for host communities in destinations such as Palau.  
*Do not discuss the economic multiplier effect.*

(i) \_\_\_\_\_

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(2 marks)

(ii) \_\_\_\_\_

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(2 marks)

- (c) Mass tourism is often associated with having a negative impact on the environment. Describe *two* tourism development strategies that governments might use to minimise the negative impact of mass tourism on the environment in destinations such as Palau.

(i) Strategy 1:

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(2 marks)

(ii) Strategy 2:

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(2 marks)

- (d) Explain *two* ‘small behavioural changes that responsible tourists can make to help preserve the environment’ (see source on page 8) in destinations such as Palau.

(i)

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(2 marks)

(ii)

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(2 marks)

4. Refer to the source below:

**A local council newsletter considering a wildlife park redevelopment**

A prominent overseas business identity has lodged an application to redevelop an existing wildlife park in Tasmania, with the main purpose of attracting international tourists. The local government supports this world-class vision on the basis that it will boost employment, and will seek feedback from members of the host community before implementing any plans.

The application includes controversial aspects such as a tree-top boardwalk, a cable car, an interpretive centre, and an area capable of sustaining white-water rafting.

Indigenous elders partially support the idea of redeveloping the site, but only if local Indigenous communities are consulted and the expected increase in visitor numbers does not destroy the natural environment. Residents also favour redeveloping the deteriorating wildlife park, as long as the flora and fauna in the area are not destroyed.

Those who oppose the plan fail to see that this redevelopment will bring an influx of tourists and has the potential to bring economic and environmental benefits to the area.

- (a) Describe an employment opportunity that a redevelopment such as the one described in the source above might bring to a sector of the tourism industry.

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(2 marks)

- (b) Identify and explain two environmental benefits associated with a redevelopment such as the one described in the source above.

(i) \_\_\_\_\_

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(2 marks)

(ii) \_\_\_\_\_

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(2 marks)

- (c) Evaluate the *validity*, *bias*, and *accuracy* of the source on page 10.

(6 marks)

## **PART B: EXTENDED RESPONSES** (Questions 5 to 7)

(30 marks)

*Answer all questions in Part B. Refer to the separate sources sheet 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.*

5. Explain how host communities might benefit from the commodification of culture.

In your response, refer only to sources 1, 2, 3, 4, and 5.

(8 marks)

6. Explain how the commodification of culture might lead to cultural loss.

In your response, refer only to sources 1, 2, 3, 4, and 5.

(10 marks)

7. Source 6 illustrates the concept of sustainability, which is achieved in tourism by maximising tourism's positive impact and minimising tourism's negative impact.

'Slow travel is more likely than mass tourism to achieve sustainability.'

Evaluate this statement.

In your response, refer to a range of the sources provided and to your knowledge of the tourism industry.

(12 marks)

## TOURISM 2018

### ACKNOWLEDGMENT

Question 1, diagrams A-C: The South Australian Tourism Commission, the Government of South Australia, 'Eyre Peninsula Regional Profile December 2014-2016', sourced 7 June 2018,

<http://tourism.sa.gov.au/research-and-statistics/regions/regional-tourism-profile>

Data source: Tourism Research Australia, Creative Commons Attribution 3.0 licence

<https://creativecommons.org/licenses/by/3.0/>

Question 1, source D, photo A: Editor 2015, 'The truth about shark diving', *Australian Traveller*, viewed 7 June 2018, <https://www.australiantraveller.com/sa/eyre-peninsula/port-lincoln/the-truth-about-shark-diving/>

Question 1, source D, photo C: photograph of a seal: Adventure Bay Charters

Source 3: Based on Elkhdar, A 2012, 'Tourism in Morocco and commodification of culture', *Morocco World News*, moroccoworldnews.com

Source 7: Based on Miller Research n.d., 'Slow travel: sustainable travel?', Miller Research Evaluation Consulting, [www.miller-research.co.uk](http://www.miller-research.co.uk)

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