S5 Tourism and Hospitality Studies Practice Paper

S5 | Tourism and Hospitality Studies | Time: 75 minutes | Total: 100 marks | 24 questions

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Part A: Visitor Arrivals and Growth Rates (18 marks)

Show your working; give percentages to one decimal place.

1. Visitor arrivals were 46 million in one year and rose to 50.6 million the next year. Find the growth rate.

2. Mainland visitors numbered 3,900 million that year. Find their share of total arrivals and state one risk of reliance on a single source market.

3. Short-haul visitors numbered 460 million and long-haul visitors 240 million. Check that the three groups add up to the total, and find the long-haul share (one decimal place).

4. Taking 365 days in the year, find the average daily arrivals (to the nearest visitor) and explain why peak-season figures are higher.

Part B: Hotel Occupancy and Room Revenue (17 marks)

Express occupancy as a percentage and give units for all revenue figures.

5. A hotel has 500 rooms and sold 425 of them on one night. Find the occupancy rate.

6. The average daily rate that night was $1,200. Find the revenue per available room (RevPAR) and state the formula.

7. Find total room revenue for that night.

8. If annual average occupancy is 78%% and the average daily rate is unchanged, find the annual RevPAR.

Part C: Attraction Ticket Revenue (17 marks)

Show adult and child revenue separately before the total.

9. Adult tickets cost $480 and child tickets $300. One day 3,200 adult and 1,800 child tickets were sold. Find total ticket revenue.

10. The adult ticket price rises 10%% and adult admissions fall 5%%; child price and numbers are unchanged. Find the new total revenue and its percentage change from the original (one decimal place).

11. Total admissions that day were 5,000. Find the average ticket spend per visitor (one decimal place).

12. If the target ticket revenue is $2,280,000 with child revenue unchanged, how many adult tickets must be sold?

Part D: Tourism Multiplier and Economic Contribution (16 marks)

Give the multiplier to two decimal places and money in ten-thousand or hundred-million units.

13. Visitors bring 8,000 ten-thousand dollars of new spending and the multiplier is 1.8. Find the total economic contribution.

14. The marginal propensity to consume is 0.64. Find the multiplier (two decimal places) and explain its meaning.

15. Every 1 million dollars of visitor spending supports 6 jobs. How many jobs does 8,000 ten-thousand dollars support?

16. If the multiplier rises from 1.8 to 2.0, how much does the contribution increase and what is the percentage rise (one decimal place)?

Part E: Carrying Capacity and Sustainable Tourism (16 marks)

Show calculations and use the figures to describe the extent of overloading.

17. A site has a daily carrying capacity of 12,000 visits, while peak-season demand averages 15,000 visits a day. Find the percentage overload.

18. Each visitor produces 1.8 kg of waste a day. How many tonnes does 15,000 visits generate in one day?

19. After an online booking system is introduced, demand falls to 10,800 visits a day. What percentage of carrying capacity is that?

20. Each visitor generates 12 kg of carbon emissions a day. Compare the daily emissions of 15,000 visits and 10,800 visits and find the percentage cut (one decimal place).

Part F: Package Tour Costing and Agency Profit (16 marks)

List each cost item and give the margin per person and for the whole group.

21. A package includes a flight at $2,400, 3 hotel nights at $800 each and transfers at $300. Find the cost per person.

22. The agency adds an 18%% mark-up on cost. Find the selling price.

23. The group has 24 travellers. Find the margin per person and the total gross profit.

24. If the hotel rate rises 10% to $880 and the selling price is unchanged, find the margin per person and the percentage fall in margin (one decimal place).