S4 Tourism and Hospitality Practice Paper 1 | Visitor growth, time zones, theme park revenue, food cost, exchange rates and carrying capacity (with answers and marking scheme)

Senior Secondary Tourism and Hospitality

S4 Tourism and Hospitality paper: visitor growth, flight time zones, theme park revenue, food cost, exchange rates and carrying capacity, with answers and marks.

1. Visitor arrivals and market share (18 marks)

In a given year Hong Kong recorded 40,120,000 visitor arrivals, 6,120,000 more than the previous year. Arrivals by market were: Mainland 26,000,000, short-haul 8,000,000, with the rest long-haul. Three years earlier arrivals were 26,500,000.

#	Question
1	(a) Calculate the year-on-year growth rate of arrivals (percentage, 1 d.p.).
2	(b) Find the percentage share of the Mainland, short-haul and long-haul markets.
3	(c) Using the year three years earlier as the base, find the compound annual growth rate (CAGR, 1 d.p.).
4	(d) The long-haul market has the smallest share. Suggest one product idea a travel agent could use to attract it, with a reason.

2. Flight time and time zones (16 marks)

A flight leaves Hong Kong (UTC+8) for London (UTC+0 in winter). Flying time is 13 h 30 min and departure is 23:45 Hong Kong time.

#	Question
5	(a) Find the local arrival time in London (state which day after departure).
6	(b) The return flight leaves London at 18:20 local time and flies 12 h 45 min. Find the Hong Kong arrival time.
7	(c) If the passenger instead transits in Dubai with a 2 h 30 min layover, what is the total journey time?
8	(d) Besides journey time, state two other factors a traveller weighs when choosing a direct or connecting flight.

3. Theme park ticket revenue and costs (18 marks)

A theme park sold 2,400,000 adult tickets ($780 each), 2,100,000 child tickets ($560 each) and 700,000 annual passes (average $1,200 each). Annual operating cost was $2,900,000,000.

#	Question
9	(a) Calculate the revenue from each ticket type and the total ticket revenue.
10	(b) Find the average ticket revenue per visitor (1 d.p.).
11	(c) Find the annual profit and the profit margin (percentage, 1 d.p.).

#	Question
12	(d) The park raises the adult price by 8%%. If adult visits then fall by 5%%, find the new adult ticket revenue and compare it with the original.

4. Food cost percentage and menu pricing (16 marks)

A restaurant's set meal costs $38 in ingredients per portion and sells at $95. Average daily sales are 320 portions over 30 trading days a month.

#	Question
13	(a) Find the food cost percentage, the gross profit per portion and the gross margin.
14	(b) Calculate the total gross profit per day and per month.
15	(c) If ingredient cost rises 12% and the restaurant keeps a 40% food cost, what should the new price be?
16	(d) Apart from raising prices, suggest one way to protect gross profit without changing the food cost percentage.

5. Exchange rates and travel budgeting (16 marks)

A traveller plans to change HK$8,000 into Japanese yen. The bank quotes 19.2 yen per HK dollar and a money changer quotes 18.9.

#	Question
17	(a) Calculate the yen obtained at the bank and at the money changer.
18	(b) What is the difference in yen, and roughly how many HK dollars is that at the bank rate?
19	(c) A traveller buys an item priced at 12,000 yen before 8% consumption tax. What is the tax-inclusive price?
20	(d) Airfare HK$4,200, hotel HK$900 per night for 5 nights, daily spending HK$600 for 6 days. Find the total trip cost and the surplus against a HK$15,000 budget.

6. Carrying capacity and waste management (16 marks)

A site has a daily cap of 30,000 visitors and averages 27,500 on weekdays. Each visitor generates 0.85 kg of waste a day, the recycling rate is 35% and average transport emissions are 12 kg CO2 per visitor round trip.

#	Question
21	(a) What is the weekday utilisation rate (1 d.p.)? State in one sentence whether it is close to the cap.
22	(b) Find the total daily waste in kg and in tonnes (1 d.p.).
23	(c) At the current recycling rate, find the daily waste sent to landfill; how much would be saved if the rate rose to 50%?
24	(d) Find the total daily CO2 from visitor transport and suggest one measure to manage carrying capacity.