S5 Tourism and Hospitality Studies Practice Paper: The Tourism Industry, The Travel Trade, Passenger Transport, Accommodation Services, Food and Beverage Services, Sustainable Tourism

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

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Part 1 The Tourism Industry

Study the data, show all working and give the answer.

1. Source 1: visitor arrivals rose from 34.0 million to 46.0 million. Find the percentage increase, correct to one decimal place. [4]

2. Source 2: visitors spend HK$120 million directly and the tourism multiplier is 1.8. Find the total economic contribution and explain why the multiplier exceeds one. [4]

3. Source 3: tourism products are intangible, perishable and produced and consumed at the same time. Using hotel rooms as an example, explain how perishability affects revenue management. [4]

4. Source 4: arrivals average 5.2 million a month in peak season and 3.1 million in low season. Find the seasonality ratio and suggest two ways to reduce seasonality. [5]

Part 2 The Travel Trade

Study the data, show all working and give the answer.

5. Source 1: an agency sells a ticket with a face value of HK$7,200 on a 6% airline commission and charges a HK$180 service fee. Find the commission, the agency income and what the customer pays. [4]

6. Source 2: a package costs HK$4,800 for the flight, HK$2,100 for three hotel nights and HK$300 for transfers. The agency adds a 15% mark-up. Find the cost, the selling price and the gross profit. [4]

7. Source 3: group tours and independent (FIT) packages differ in itinerary control, price transparency and liability. Compare two advantages of each and state one legal duty of a tour operator selling a group tour. [4]

8. Source 4: a tour costs HK$12,000. Cancellation terms: 20% is charged 30 days or more before departure, 50% from 15 to 29 days, and 100% within 14 days. The client cancels 20 days before departure. Find the charge and the refund. [5]

Part 3 Passenger Transport

Study the data, show all working and give the answer.

9. Source 1: a flight offers 240 seats and carries 168 passengers. Find the seat load factor. [4]

10. Source 2: a route earns HK$312,000 from 200 passengers over 1,200 km. Find the revenue passenger kilometres and the yield per RPK. [4]

11. Source 3: on the Hong Kong to Guangzhou route high-speed rail takes 47 minutes and a coach takes 210 minutes. Find the time saved and explain the effect of high-speed rail on short-haul air travel. [4]

12. Source 4: the checked baggage allowance is 23 kg and excess baggage costs HK$120 per kg. A bag weighs 29 kg. Find the excess charge and suggest two ways to avoid it. [4]

Part 4 Accommodation Services

Study the data, show all working and give the answer.

13. Source 1: a hotel has 240 available rooms and sells 186 of them on one night. Find the occupancy rate. [4]

14. Source 2: room revenue that night is HK$241,800. Find the average daily rate and revenue per available room, and check that RevPAR equals ADR times occupancy. [5]

15. Source 3: the hotel overbooks by 5%, that is 12 rooms. Explain why hotels overbook and what is offered to a guest who is walked because of overbooking. [4]

16. Source 4: the front office, housekeeping, food and beverage and engineering departments each have a role. Using a complaint about a faulty air-conditioner, describe the handling flow and the principles of service recovery. [4]

Part 5 Food and Beverage Services

Study the data, show all working and give the answer.

17. Source 1: food cost is HK$42 thousand against sales of HK$140 thousand. Find the food cost percentage and the cost allowed if it is to fall to 28%. [4]

18. Source 2: a restaurant has 60 seats and serves 180 guests in an evening. Find the table turnover and give one benefit and one risk of raising it. [4]

19. Source 3: a dish costs HK$38 and the target food cost is 30%. Find the price by cost pricing, and the actual cost percentage if it is sold at HK$128. [4]

20. Source 4: a kitchen handles raw meat, ready-to-eat food and seafood at the same time. Give three measures against cross-contamination and explain what a control point means in HACCP. [5]

Part 6 Sustainable Tourism

Study the data, show all working and give the answer.

21. Source 1: a site has a daily carrying capacity of 20,000 visits but receives 25,000. Find the percentage over capacity and suggest two visitor management measures. [4]

22. Source 2: a return flight covers 9,000 km and emits 0.15 kg of carbon dioxide per passenger-kilometre. Find the emissions per passenger and suggest one way the industry can cut them. [4]

23. Source 3: tourism receipts are HK$500 million, of which 45% leaks out through imports, foreign-owned profits and payments abroad. Find the income retained locally and give two ways to reduce leakage. [4]

24. Source 4: an old district sees a surge of visitors, and residents complain of rising prices, crowded streets and traditional shops replaced by chains. Explain two socio-cultural impacts of overtourism and suggest two ways to balance visitor and resident interests. [4]
