S6 Tourism and Hospitality Practice Paper

S6 - Tourism and Hospitality Studies | Time: 75 minutes | Total: 100 marks | 24 parts

1. Visitor markets and the economic contribution of tourism (16 marks)

Show the working for every answer and give percentages to two decimal places.

1. (a) A destination received 1,250,000 visitor arrivals last year: 15% business, 62% leisure, 13% visiting friends and relatives and 10% other. Find the number in each segment and check the total. (4 marks)

2. (b) Visitors spend HK$480 million directly in the destination and the tourism multiplier is 1.6. Find the total economic impact and the indirect impact created by re-spending. (4 marks)

3. (c) Arrivals from one source market rise from 320,000 to 368,000. Find the percentage increase. (4 marks)

4. (d) The average length of stay is 2.8 nights at HK$2,150 per person per night. Find the spending per person per trip and the total annual spending in hundreds of millions of HK dollars. (4 marks)

2. Hotel operating ratios and revenue management (18 marks)

Give occupancy and percentages to two decimal places and money in HK dollars.

5. (a) A hotel has 300 rooms and the month has 30 nights, with 6,750 room nights sold. Find the available room nights and the occupancy rate. (4 marks)

6. (b) Room revenue for the month is HK$8,100,000. Find the average daily rate (ADR) and revenue per available room (RevPAR), then verify that RevPAR equals ADR times occupancy. (5 marks)

7. (c) Management proposes cutting the rate from HK$1,200 to HK$1,050, expecting occupancy to rise to 84%. Find the size of the cut and the new RevPAR, judge whether the cut is justified, and find the occupancy needed to hold RevPAR at HK$900. (5 marks)

8. (d) Of the 300 rooms, 40 are suites. Suites took 30% of room revenue (HK$2,430,000) at the same 75% occupancy. Find the share of rooms that are suites and the suite ADR. (4 marks)

3. Food and beverage cost and pricing (16 marks)

Give the food cost percentage to two decimal places and state the formula used.

9. (a) A restaurant took HK$320,000 of food and beverage revenue with HK$96,000 of food cost. Find the food cost percentage and the gross profit margin. (4 marks)

10. (b) The target food cost percentage is 28% and a dish costs HK$42 in food. A 10% service charge is added. Find the menu price and what the guest actually pays. (4 marks)

11. (c) Monthly fixed costs are HK$320,000 and the food cost percentage stays at 30%. Find the break-even revenue, to the nearest dollar. (4 marks)

12. (d) A buffet has 200 seats over two sittings at 85% occupancy. Food cost is HK$78 per cover and the price is HK$268. Find the covers per night, the food cost percentage, total food cost and revenue. (4 marks)

4. Air transport, scheduling and environmental cost (16 marks)

Show both Hong Kong time and local time, and give emissions in kg and tonnes.

13. (a) A flight offers 330 seats and carries 286 passengers. Find the load factor. (4 marks)

14. (b) A flight departs at 23:40 Hong Kong time (UTC+8), flies 12 hours 25 minutes and lands in a UTC+1 destination. Find the arrival time in Hong Kong time and in local time. (4 marks)

15. (c) On the same flight, economy has 280 seats with 245 sold at HK$4,200 and business has 50 seats with 42 sold at HK$18,500. Find both load factors, total revenue and revenue per passenger. (4 marks)

16. (d) Each passenger emits 0.09 kg of carbon dioxide per kilometre. For a 5,000 km sector carrying 286 passengers, find the emissions per passenger and for the whole flight. (4 marks)

5. Destination marketing and sustainable tourism (16 marks)

Support each written answer with specific detail and tie it to the data given.

17. (a) Explain the four elements of the tourism marketing mix (product, price, place, promotion) and give one concrete destination example of each. (4 marks)

18. (b) A beach has an ecological carrying capacity of 3,000 visitors a day but averages 4,500 in peak season. Find the percentage over capacity; then, if entry is capped at 80% of capacity, find the daily limit and the cut relative to peak arrivals. (4 marks)

19. (c) A tourism board has a HK$6,000,000 promotion budget split 45% digital, 20% trade familiarisation, 25% travel fairs and 10% other. Find each amount and check the total. (4 marks)

20. (d) State two positive and two negative socio-cultural impacts of tourism on a destination and suggest one measure to mitigate the negatives. (4 marks)

6. Guest service, package costing and exchange risk (18 marks)

Give costs and prices in HK dollars to two decimal places.

21. (a) A three-night package costs HK$4,200 return airfare, HK$980 per hotel night, HK$380 for transfers and HK$260 for insurance. The agency adds an 18% mark-up. Find the cost, the selling price and the margin per passenger. (5 marks)

22. (b) A Japanese hotel quotes JPY 86,000 at an exchange rate of 0.0528 Hong Kong dollars per yen. Find the cost in Hong Kong dollars; if the rate rises to 0.0555 before signing, find the extra cost and the percentage increase. (4 marks)

23. (c) List the five steps of handling a guest complaint and state the two principles any compensation must follow. (4 marks)

24. (d) The front desk target is check-in within three minutes. In 40 checks, 34 met the target. Find the success rate, judge whether the 90% service standard is met, and find how many more successes are needed. (5 marks)
