S6 Tourism and Hospitality Practice Paper I Tourism demand and market structure, hotel revenue management, aviation and cruise, food cost control, heritage carrying capacity and sustainable policy

S6 Tourism and Hospitality I Time allowed: 75 minutes I Total: 100 marks I 24 questions

Part A Tourism demand and market structure

Question 1 (20 marks)

1. Visitor arrivals to a destination rose from 28.0 million in 2023 to 33.6 million in 2024. Find the rate of growth. (5 marks)

2. Total visitor spending in that year was HKD 134.4 billion. Find the per-capita spending. (5 marks)

3. The top three source markets together supplied 11.76 million arrivals. Find the concentration ratio and state one risk. (5 marks)

4. Overnight visitors are 45% of arrivals, staying 3.2 nights on average with 1.8 guests per room. Find total guest nights and room nights required. (5 marks)

Part B Hotel revenue management

Question 2 (20 marks)

5. A hotel with 500 rooms sold 10,500 room nights over a 30-day month. Find the occupancy rate. (5 marks)

6. The average daily rate (ADR) that month was HKD 1,260. Find RevPAR. (5 marks)

7. If the rate is cut to HKD 1,200 and occupancy rises to 75%, find the new RevPAR, the percentage change and whether the move helps. (5 marks)

8. Room revenue that month was HKD 13.23 million with a GOP margin of 35%. Find the GOP amount. (5 marks)

Part C Aviation and cruise operations

Question 3 (15 marks)

9. A route runs 4 daily flights with 240 seats each; in a 30-day month it carried 23,040 passengers. Find the load factor. (4 marks)

10. A flight leaves Hong Kong (UTC+8) at 10:00 and flies 12 hours 30 minutes to Vancouver (UTC-8 in winter). Find the local arrival time. (4 marks)

11. A cruise ship has 3,600 berths, each voyage lasts 7 nights with 1 night between voyages, operates 365 days a year at 90% occupancy. Find voyages per year and annual passengers. (4 marks)

12. Each cruise passenger spends HKD 1,200 in port, of which 30% leaks to imports. Find the annual net local benefit. (3 marks)

Part D Food and beverage cost control

Question 4 (15 marks)

13. A dish sells at HKD 288 with a food cost of HKD 92.16. Find the food cost percentage. (4 marks)

14. If the target food cost percentage is 30%, find the new selling price with the same food cost. (4 marks)

15. The outlet serves 4,200 covers a month at HKD 288 each, with 32% food, 38% labour and 22% other costs. Find the monthly operating profit. (4 marks)

16. If the food cost rises 15% with the price unchanged, find the new cost percentage and profit margin. (3 marks)

Part E Heritage tourism and carrying capacity

Question 5 (15 marks)

17. A village has a daily social carrying capacity of 2,400 visits but receives 3,000 a day in peak season. Find the overload percentage. (4 marks)

18. Each visit generates 1.8 kg of waste and 40% is recycled. Find the daily waste sent to landfill in tonnes. (4 marks)

19. The village has 1,500 residents and receives 3,000 visits a day in peak season. Find the visitor-to-resident ratio and state one effect. (4 marks)

20. Entry is HKD 80 with 3,000 visitors a day over 330 days, and 25% of revenue goes to a conservation fund. Find the annual fund amount. (3 marks)

Part F Economic contribution and sustainable policy

Question 6 (15 marks)

21. Tourism value added is HKD 112 billion against a GDP of HKD 2,800 billion. Find its share of GDP. (4 marks)

22. The tourism multiplier is 1.8 on direct receipts of HKD 112 billion. Find the total economic impact. (4 marks)

23. Tourism employs 260,000 people out of total employment of 3.8 million. Find tourism's share of employment. (4 marks)

24. Each visitor emits 0.42 tonnes of CO_2 equivalent, with 33.6 million arrivals a year. Find total emissions and the level after a 15% cut. (3 marks)