# S5 Tourism and Hospitality Studies Practice Paper: Visitor Flows, Hotel Operations, Tour Pricing, Service Quality, Sustainable Planning and Tourism Ethics

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

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## Part A - Tourism Concepts and Visitor Flows (16 marks)

**Show all working and units; answer the others in full sentences.**

**1. In 2019 Hong Kong received about 55.91 million visitors; in 2023 about 34.0 million. Calculate the percentage drop in 2023 against 2019 (1 decimal place). [4]**

**Answer:** Drop = (55.91 - 34.0) / 55.91 x 100% = 39.2%.

**2. A visitor stays 3.5 nights and spends HK$7,200 in total. Calculate the average daily spend (1 decimal place). [4]**

**Answer:** Average daily spend = 7,200 / 3.5 = HK$2,057.1.

**3. A hotel has 300 rooms and sold 261 room nights on one day. Calculate the occupancy rate. [4]**

**Answer:** Occupancy = 261 / 300 x 100% = 87.0%.

**4. The hotel average room rate is HK$1,200 with 87% occupancy. Calculate revenue per available room (RevPAR). [4]**

**Answer:** RevPAR = 1,200 x 87% = HK$1,044.0.

## Part B - Hotel Operations and Cost Control (16 marks)

**Show all working and units; answer the others in full sentences.**

**5. Room rate is HK$1,200 and variable cost is HK$360 per room night. Calculate the contribution per room night and the contribution margin ratio. [4]**

**Answer:** Contribution = 1,200 - 360 = HK$840; margin ratio = 840 / 1,200 x 100% = 70.0%.

**6. Monthly fixed cost is HK$1,680,000 and contribution is HK$840 per room night. Calculate the monthly break-even room nights. [4]**

**Answer:** Break-even = 1,680,000 / 840 = 2,000 room nights.

**7. Food and beverage revenue is HK$368,000 and food cost is HK$92,000. Calculate the food cost percentage. [4]**

**Answer:** Food cost = 92,000 / 368,000 x 100% = 25.0%.

**8. Annual revenue is HK$8,400,000 and labour cost is HK$1,240,000. Calculate labour cost as a percentage of revenue (1 decimal place). [4]**

**Answer:** Labour cost ratio = 1,240,000 / 8,400,000 x 100% = 14.8%.

## Part C - Tour Packaging and Pricing (18 marks)

**Show all working and units; answer the others in full sentences.**

**9. A package includes a return air ticket at HK$3,200, four hotel nights at HK$1,100 each and local transport at HK$800. Calculate the total cost and set the selling price at a 15% mark-up. [4]**

**Answer:** Cost = 3,200 + 1,100 x 4 + 800 = HK$8,400; price = 8,400 x 1.15 = HK$9,660.0.

**10. A tour has 24 paying passengers and 1 tour leader, each costing HK$8,400. Calculate the cost per paying passenger after sharing the leader cost (1 decimal place). [4]**

**Answer:** Total cost = 8,400 x 25 = HK$210,000; per passenger = 210,000 / 24 = HK$8,750.0.

**11. The exchange rate is 100 Japanese yen to HK$5.30. A tour costs 250,000 yen; calculate the amount in Hong Kong dollars. [5]**

**Answer:** Amount = 250,000 / 100 x 5.30 = HK$13,250.0.

**12. Peak-season demand is 12,000 room nights against supply of 9,000. Calculate the percentage by which demand exceeds supply (1 decimal place) and state one pricing measure. [5]**

**Answer:** Excess = (12,000 - 9,000) / 9,000 x 100% = 33.3%; measure: apply a peak-season surcharge or dynamic pricing.

## Part D - Guest Service and Quality Management (16 marks)

**Show all working and units; answer the others in full sentences.**

**13. A hotel served 5,600 guests in a year and received 84 complaints. Calculate the complaint rate. [4]**

**Answer:** Complaint rate = 84 / 5,600 x 100% = 1.5%.

**14. The service standard requires a reply within 20 minutes, but the actual average is 28 minutes. Calculate the percentage over the standard. [4]**

**Answer:** Over standard = (28 - 20) / 20 x 100% = 40.0%.

**15. The hotel collected 4,200 questionnaires with a total score of 15,960 on a five-point scale. Calculate the mean satisfaction score (1 decimal place).** [4]

**Answer:** Mean score = 15,960 / 4,200 = 3.8.

**16. Refunds were HK$46,000 and compensation stays cost HK$32,000 against annual revenue of HK$2,600,000. Calculate service recovery cost as a percentage of revenue (1 decimal place).** [4]

**Answer:** Recovery cost = 46,000 + 32,000 = HK$78,000; ratio = 78,000 / 2,600,000 x 100% = 3.0%.

## Part E - Tourism Planning and Sustainable Development (18 marks)

**Show working in calculations; answer explanation questions in full sentences.**

**17. A site has a daily carrying capacity of 1,800 visits; in peak season it recorded 2,340 visits in a day. Calculate the percentage over capacity.** [5]

**Answer:** Excess = (2,340 - 1,800) / 1,800 x 100% = 30.0%.

**18. A passenger flies 1,200 km with emissions of 0.15 kg of carbon dioxide per km. Calculate the emissions; carbon offset costs HK$25 per 100 kg, so calculate the offset fee.** [5]

**Answer:** Emissions = 1,200 x 0.15 = 180 kg; offset fee = 180 / 100 x 25 = HK$45.0.

**19. A hotel uses 320 litres of water per room night over 26,000 room nights a year. Calculate the annual water use in cubic metres.** [4]

**Answer:** Water use = 320 x 26,000 = 8,320,000 litres = 8,320 cubic metres.

**20. A hotel generates 520 tonnes of waste a year and recycles 156 tonnes. Calculate the recycling rate and state one waste reduction measure.** [4]

**Answer:** Recycling rate = 156 / 520 x 100% = 30.0%; measure: replace single-use plastics with refillable dispensers.

## Part F - Tourism Ethics and Community Benefits (16 marks)

**Show all working and units; answer the others in full sentences.**

**21. An eco-site charges HK$120 admission with 3,500 visits a year, and 35% of revenue stays in the local community. Calculate total admission revenue and the community share.** [4]

**Answer:** Revenue = 120 x 3,500 = HK$420,000; community share = 420,000 x 35% = HK$147,000.0.

**22. A tour guide earns HK$68 per hour and is offered an 8% rise. Calculate the new hourly rate (1 decimal place).** [4]

**Answer:** New rate = 68 x 1.08 = HK$73.4.

**23. There are 4 tours of 38 people on the same day and each guide can look after at most 25 people. Calculate the minimum number of guides needed.** [4]

**Answer:** Total = 4 x 38 = 152; 152 / 25 = 6.08, so at least 7 guides are needed.

**24. The standard room rate is HK$1,450 and a 12% surcharge applies during Lunar New Year. Calculate the peak-season rate.** [4]

**Answer:** Peak rate = 1,450 x 1.12 = HK$1,624.0.

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