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]

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

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

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

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]

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]

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

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]

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]

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]

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]

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]

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]

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

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]

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]

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]

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]

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]

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]

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]

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

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