

PRACTICE PAPER
TOURISM AND HOSPITALITY STUDIES PAPER 1

(1 hour 15 minutes)

This paper must be answered in English

GENERAL INSTRUCTIONS

1. There are **TWO** sections, A and B, in this Paper. You are advised to finish Section A in about 45 minutes and Section B in about 30 minutes.
2. Answer **ALL** questions in Section A and any **ONE** question in Section B.
3. Section A consists of multiple-choice questions and Section B contains data-based questions.
4. Answers to Section A should be marked on the Multiple-choice Answer Sheet while answers to Section B should be written in the Answer Book. **The Answer Sheet for Section A and the Answer Book for Section B must be handed in separately at the end of the examination.**

INSTRUCTIONS FOR SECTION A (MULTIPLE-CHOICE QUESTIONS)

1. Read carefully the instructions on the Answer Sheet. After the announcement of the start of the examination, you should first stick a barcode label and insert the information required in the spaces provided. No extra time will be given for sticking on the barcode label after the 'Time is up' announcement.
2. When told to open this book, you should check that all the questions are there. Look for the words '**END OF SECTION A**' after the last question.
3. All questions carry equal marks.
4. **ANSWER ALL QUESTIONS.** You are advised to use an HB pencil to mark all the answers on the Answer Sheet, so that wrong marks can be completely erased with a clean rubber. You must mark the answers clearly; otherwise you will lose marks if the answers cannot be captured.
5. You should mark only **ONE** answer for each question. If you mark more than one answer, you will receive **NO MARKS** for that question.
6. No marks will be deducted for wrong answers.

Section A Multiple-choice questions

Answer ALL 30 questions. Choose the **best** answer for each question.

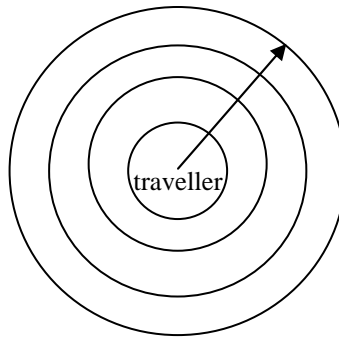
1. The study of tourism covers many disciplines. Which of the following disciplines are either directly or indirectly related?
 - (1) art and culture
 - (2) business
 - (3) information technology
 - (4) social science
 - A. (1) and (3)
 - B. (1) and (4)
 - C. (2), (3) and (4)
 - D. (1), (2), (3) and (4)

2. A destination has enough facilities and accommodations available to receive early mass tourists. According to the Tourist Area Life Cycle, at which stage is the destination at?
 - A. consolidation
 - B. development
 - C. expansion
 - D. involvement

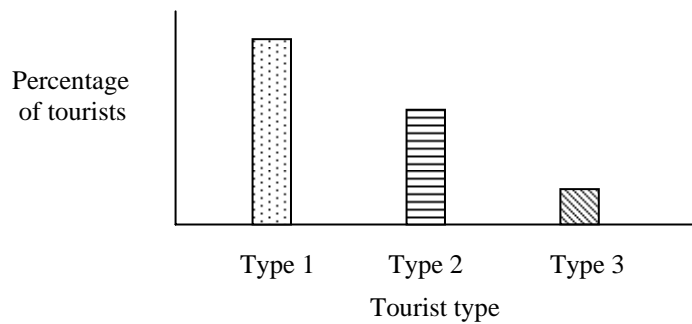
3. How should a restaurant manager handle guests' complaints?
 - (1) listen to details of the complaint
 - (2) restate the complaint briefly
 - (3) handle the complaint instantly after departure of guests
 - (4) not take offense when guests complain
 - A. (1), (2) and (3)
 - B. (1), (2) and (4)
 - C. (1), (3) and (4)
 - D. (2), (3) and (4)

4. Which of the following government departments are related to the tourism industry in Hong Kong?
 - (1) Marine Department
 - (2) Department of Health
 - (3) Immigration Department
 - (4) Trade and Industry Department
 - A. (1) and (2)
 - B. (1) and (3)
 - C. (2), (3) and (4)
 - D. (1), (2), (3) and (4)

5. With the traveller in the centre of the Integrated Tourism Model, which of the following best illustrates the linkages among different sectors in the tourism industry (from inner to outer)?



- A. traveller → external environment → tourism promoters → tourism service suppliers
 B. traveller → tourism service suppliers → external environment → tourism promoters
 C. traveller → tourism service suppliers → tourism promoters → external environment
 D. traveller → tourism promoters → tourism service suppliers → external environment
6. The purpose of inbound visits to Hong Kong is graphically displayed below. Which of the following combinations of tourist type is correct for the most recent 3 years?




- | | <u>Type 1</u> | <u>Type 2</u> | <u>Type 3</u> |
|----|----------------------|----------------------|----------------------|
| A. | Business | Vacation | VFR |
| B. | Vacation | Business | VFR |
| C. | Vacation | VFR | Business |
| D. | VFR | Business | Vacation |
7. There are different types of hotels in Hong Kong. Which of the following combinations is correct?

- | | <u>The Peninsula</u>
<u>Hong Kong</u> | <u>Hong Kong</u>
<u>Gold Coast Hotel</u> | <u>1881</u>
<u>Heritage</u> |
|----|--|---|--|
| A. | boutique hotel | commercial hotel | resort hotel |
| B. | boutique hotel | resort hotel | commercial hotel |
| C. | commercial hotel | resort hotel | boutique hotel |
| D. | commercial hotel | boutique hotel | resort hotel |

8. Which of the following socio-cultural impacts are brought about by the development of tourism?
- (1) modification of consumption patterns
 - (2) transformation of forms and types of occupation
 - (3) local resentment resulting from the “demonstration effect”
 - (4) the disappearance of traditional artistic designs, art and craft forms
- A. (1) and (3)
 - B. (2) and (4)
 - C. (1), (2) and (4)
 - D. (1), (2), (3) and (4)
9. The hotel staff member whose major responsibility is to ensure the smooth daily operations and management of the hotel is the
- A. resident manager.
 - B. security manager.
 - C. food and beverage manager.
 - D. sales and marketing manager.
10. Which of the following types of room rate is normally the highest?
- A. airline rate
 - B. corporate rate
 - C. group rate
 - D. rack rate
11. Which of the following can be considered as a typical Continental Breakfast?
- A. a buffet serving a variety of food
 - B. a set meal serving Japanese pickles, sushi, miso soup, and steamed rice
 - C. a set meal serving breads with butter, jam, cereal, fruit juice, and coffee or tea
 - D. a set meal serving shrimp dumplings, pork dumplings, deep-fried spring rolls, fried rice or noodles, congee, and tea
12. Which of the following personal hygiene practices is required for a chef engaged in food handling?
- A. wearing light-coloured outer clothing or protective overalls
 - B. wearing non-disposable gloves when handling ready-to-eat food
 - C. washing hands with water in a basin before and after handling food
 - D. taking medicine before engaging in food handling if suffering from an infectious disease, sore throat or abdominal pain
13. Which of the following combinations correctly shows the information required to be displayed by the Property Management Systems (PMS) in each hotel department?
- | | <u>Front
Office</u> | <u>Executive
Office</u> | <u>Housekeeping
Department</u> |
|----|-------------------------|-----------------------------|------------------------------------|
| A. | room cleaning status | financial analysis | deposit |
| B. | financial analysis | deposit | room cleaning status |
| C. | deposit | financial analysis | room cleaning status |
| D. | deposit | room cleaning status | financial analysis |

14. What type of menu is shown below?

<u>Appetizer and Soup</u>		<u>Dessert</u>	
Caesar salad with chicken -----	98.0	Cake of the day -----	48.0
Green salad -----	58.0	Pancake with ice cream -----	58.0
Cream of chicken -----	48.0		
<u>Steak and Seafood</u>		<u>Beverage</u>	
Seafood platter -----	368.0	House wine (white/red per glass) -----	48.0
Fried shrimp or scallop -----	188.0	Fresh juice (orange/pineapple) -----	38.0
Sirloin steak (8 oz.) -----	168.0	Coffee -----	38.0
T-bone steak (8 oz.) -----	138.0	Tea -----	38.0
<u>Poultry</u>		<p style="text-align: center;">Menu</p> 	
1/2 Roast chicken -----	118.0		
Roast duck (Chinese style) -----	228.0		
Fried chicken (4 pieces) -----	88.0		
<u>Children's Set</u>			
Roast chicken fillet with salad--	118.0	<p style="text-align: center;">All prices are in Hong Kong dollars (HK\$)</p>	
Fish and chips -----	128.0		
Complimentary juice and ice cream			

- A. À la carte menu
 B. Carte du jour
 C. Cocktail menu
 D. Cyclical menu
15. Which of the following continents has the highest population?
- A. Asia
 B. Africa
 C. Antarctica
 D. North and South America
16. A flight departs Hong Kong at 11:00 pm (local time) and arrives at Frankfurt at 4:00 am (local time) on the next day in March. The flight journey takes 12 hours. What is the time difference between the two destinations?
- A. Hong Kong is 7 hours ahead of Frankfurt.
 B. Hong Kong is 12 hours ahead of Frankfurt.
 C. Frankfurt is 7 hours ahead of Hong Kong.
 D. Frankfurt is 12 hours ahead of Hong Kong.

17. North America is mainly comprised of:
- (1) the United States of America
 - (2) Canada
 - (3) Mexico
 - (4) Venezuela
- A. (1) and (2)
 - B. (3) and (4)
 - C. (1), (2) and (3)
 - D. (1), (2), (3) and (4)
18. Which of the following forms of tourism are the most common in Africa?
- (1) cultural tourism
 - (2) ecotourism
 - (3) health tourism
 - (4) study tourism
- A. (1) and (2)
 - B. (1) and (3)
 - C. (2) and (4)
 - D. (3) and (4)
19. What sports tourism activities are popular in Switzerland?
- | | <u>Summer Season</u> | <u>Winter Season</u> |
|----|----------------------|----------------------|
| A. | hiking | skiing |
| B. | swimming and diving | ice skating |
| C. | skiing | swimming and diving |
| D. | ice skating | hiking |
20. Which of the following is **NOT** a category of World Heritage?
- A. cultural heritage
 - B. mixed heritage
 - C. natural heritage
 - D. sensory heritage
21. Which of the following is used to distinguish between goods and services?
- A. reliable versus unreliable
 - B. tangible versus intangible
 - C. efficient versus inefficient
 - D. economical versus non-economical

22. An escort is arranged immediately on request to provide individual care to an elderly person. Which customer service dimensions does this case represent?
- (1) reliability
 - (2) responsiveness
 - (3) empathy
 - (4) assurance
- A. (1) and (3)
 - B. (1) and (4)
 - C. (2) and (3)
 - D. (2) and (4)
23. The service pledge of an airline generally does **NOT** cover
- A. weather condition at the destination.
 - B. waiting time at the check-in counter.
 - C. punctuality of flight departure or arrival.
 - D. lead time for handling a customer complaint.
24. What is the traditional Japanese greeting etiquette?
- A. giving a hug and kiss
 - B. giving a 'high five'
 - C. kissing the face and the hand
 - D. bowing the head and bending of the body forward
25. Which of the following is **NOT** a common practice for a tour guide handling a hearing-impaired tourist?
- A. repeating the instruction verbally
 - B. showing the instruction in a written form
 - C. never speaking to the tourist while his/her back is turned
 - D. shouting to the tourist
26. What are the concerns of the catering industry with the non-smoking legislation?
- (1) adverse impact on business
 - (2) mandatory installation of air filtering systems
 - (3) possible quarrels between frontline staff and customers
 - (4) additional cost of recruiting staff to implement the law
- A. (1) and (2)
 - B. (1) and (3)
 - C. (2) and (3)
 - D. (3) and (4)

27. Which of the following cities is suitable for outdoor skiing in July and August?
- A. Rome, Italy
 - B. Queenstown, New Zealand
 - C. Seoul, South Korea
 - D. Hokkaido, Japan
28. According to the Personal Data (Privacy) Ordinance, which of the following data collected from hotel guests may be regarded as excessive?
- A. full name
 - B. bank account
 - C. room type preference
 - D. travel document number
29. A tour guide, 'Ah Chun', had accused mainland Chinese tourists for not making 'sufficient purchases' in a Hong Kong shop in mid 2010. What are the possible reasons for this incident arising?
- (1) lack of licensing for tour guides
 - (2) malpractice in the travel industry
 - (3) extraordinarily low reception fees
 - (4) introduction of minimum purchase amount
- A. (1) and (3)
 - B. (1) and (4)
 - C. (2) and (3)
 - D. (2) and (4)
30. When the HKSAR Government raises the Outbound Travel Alert (OTA) for a destination to Black, what is the implication of this alert?
- A. Hong Kong residents should avoid all travel to the destination.
 - B. All scheduled flights to the destination will be suspended.
 - C. Tour groups at the destination must leave the destination within 24 hours.
 - D. The HKSAR Government will provide free air transportation for Hong Kong residents leaving the destination.

END OF SECTION A

Section B Data-based questions

This section has two questions. Answer any **ONE** question.

1.

Year	Visitor Arrivals	By Air ⁽¹⁾	By Sea ⁽²⁾	By Land ⁽³⁾
1	23,000,000	42%	11%	47%
2	25,000,000	41%	11%	48%
3	28,000,000	38%	12%	50%
4	30,000,000	36%	12%	52%

⁽¹⁾ plane and helicopter

⁽²⁾ boat and ferry

⁽³⁾ car, coach and rail

Table 1: Visitor Arrivals by Mode of Transportation (into Hong Kong)

- (a) Given the data in Table 1,
- (i) identify another carrying unit that can be provided in the 'By Sea' column; (1 mark)
 - (ii) recommend three facilities provided by the carrying unit identified in (i); and (3 marks)
 - (iii) calculate the number of visitor arrivals by air in each year and describe its trend in the four-year period. (5 marks)
- (b) Identify the reasons for the change of visitor arrivals by land. (3 marks)
- (c) What possible methods can be used to increase the number of visitor arrivals by sea? (3 marks)

2. A hotel in Admiralty provides a wide range of personalized services for guests staying on the executive floor. The executive floor manager has listed the services available in the leaflet below:

Staying on the executive floor, you are entitled to enjoy the following personalized services:

Business services:

- Secretarial services
- Internet access for personal computer

Food and beverage:

- Continental breakfast in the executive lounge
- Coffee and tea throughout the day

Room services:

- Pressing / Ironing
- Fax machine in the room
- Shoe polishing

Please contact the executive floor manager at extension 1234 for enquiries

- (a) Given the services described in the above leaflet, identify the type of hotel it should be. (1 mark)
- (b) What would the most common types of guests staying on the executive floor be? (2 marks)
- (c) Identify one tangible and one intangible service offered to guests staying on the executive floor. (2 marks)
- (d) Suggest other personalized services that can be offered on the executive floor. (4 marks)
- (e) Give reasons why hotels set up executive floors for selected guests. (4 marks)
- (f) What key hotel departments are involved in providing the above services? (2 marks)

END OF PAPER

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PAPER 2

HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION

PRACTICE PAPER
TOURISM AND HOSPITALITY STUDIES PAPER 2

(1 hour 45 minutes)

This paper must be answered in English

INSTRUCTIONS

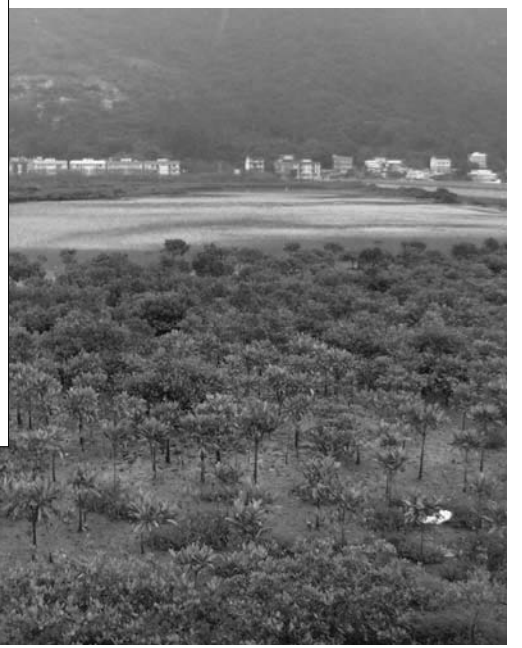
1. This paper has five questions. Answer any **THREE** questions.
2. Each question carries 18 marks for content and 2 marks for effective communication.
3. Write your answers in the Answer Book. Start each question (not part of a question) on a new page.

1. Tourism is one of the major economic pillars in Hong Kong.
 - (a) Explain the positive and negative economic impacts of the tourism industry. (10 marks)
 - (b) To facilitate tourism development, what roles have the Tourism Commission and the Travel Industry Council of Hong Kong taken? (8 marks)

2. Tai O is an old fishing village on Lantau Island. The pictures below show some of its tourist attractions.



Market



Mangrove



Stilt house

- (a) Identify the forms of tourism appropriate for making Tai O a popular destination. Give examples to illustrate your answer. (6 marks)
- (b) Explain how Tai O can be developed into a sustainable tourism destination. (12 marks)

3. A sea-side hotel is to be built in a year-round sunbathing destination which has an abundance of attractions.
- (a) Briefly describe the climate and features of the natural environment of the destination. (6 marks)
 - (b) Propose and describe:
 - (i) three potential market segments for the hotel; (6 marks)
 - (ii) the types of facilities or services the hotel should provide to cater for the needs of the segments in (i). (6 marks)
4. Property Management Systems (PMS) are computerized information devices commonly used in hotel operations.
- (a) With the help of examples, discuss the benefits of implementing PMS in any two departments of a hotel. (12 marks)
 - (b) What are the disadvantages of using PMS in hotel operations? (6 marks)
5. The profits made by a fine-dining restaurant are declining and the owner insists on immediate action to improve business.
- (a) Apart from designing a new menu, how can the restaurant manager boost business? (8 marks)
 - (b) Discuss the factors the chef should consider when planning a new menu. (10 marks)

END OF PAPER