

香港考試及評核局
HONG KONG EXAMINATIONS AND ASSESSMENT AUTHORITY

香港中學文憑考試
HONG KONG DIPLOMA OF SECONDARY EDUCATION EXAMINATION

PRACTICE PAPER

TOURISM AND HOSPITALITY STUDIES PAPER 1

MARKING SCHEME

(updated as at 29 Feb 2012)

本評卷參考乃香港考試及評核局專為本科練習卷而編寫，供教師和學生參考之用。學生不應將評卷參考視為標準答案，硬背死記，活剝生吞。這種學習態度，既無助學生改善學習，學懂應對及解難，亦有違考試着重理解能力與運用技巧之旨。

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Marking Scheme

General Notes for Teachers on Marking

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2. The marking scheme may not exhaust all possible answers for each question. Teachers should exercise their professional discretion and judgment in accepting alternative answers that are not in the marking scheme but are correct and well reasoned.

Section A

Question No.	Key	Question No.	Key
1.	D	16.	A
2.	A	17.	C
3.	B	18.	A
4.	D	19.	A
5.	D	20.	D
6.	B	21.	B
7.	C	22.	C
8.	D	23.	A
9.	A	24.	D
10.	D	25.	D
11.	C	26.	B
12.	A	27.	B
13.	C	28.	B
14.	A	29.	C
15.	A	30.	A

Section B

1. (a) (i) cruise 1
- (ii) Any three of the following:
- Accommodation: guest room, suite
 - Catering: restaurant, bar, lounge
 - Entertainment: cinema, shop, casino
 - Recreation: swimming pool, fitness centre
 - Others: medical centre, beauty centre, game room
- 3
- (iii) • Year 1: $23,000,000 \times 42\% = 9,660,000$ 1
- Year 2: $25,000,000 \times 41\% = 10,250,000$ 1
- Year 3: $28,000,000 \times 38\% = 10,640,000$ 1
- Year 4: $30,000,000 \times 36\% = 10,800,000$ 1
- Any one of the following:
- The number of visitor arrivals by air is increasing year by year (1)
 - The percentage of visitor arrivals by air is decreasing year by year (1)
- 1
- (b) Any three of the following:
- increasing number of mainland travellers
 - One-trip-multiple-destinations travel plan
 - 24-hours clearance service for cross-boundary passengers
 - more frequent ground transportation services
- 3
- (c) Any three of the following:
- provide additional piers
 - add more ferry routes
 - increase frequency of service
 - use larger boats and ferries

3
15

2. (a) commercial hotel 1
- (b) Any two of the following:
 • club members
 • loyal customers
 • business travellers
 • corporate travellers 2
- (c) tangible services:
 Any one of the following:
 • continental breakfast
 • coffee and tea
 • fax machine 1
- intangible services:
 Any one of the following:
 • secretarial service
 • internet access
 • pressing / ironing service
 • shoe polishing service 1
- (d) Any four of the following:
 • use of conference area
 • offer welcome drink
 • express check-in and check-out service
 • offer refreshments apart from coffee and tea
 • offer newspapers 4
- (e) Any four of the following:
 • increase profit margin or revenue
 • charge a higher room rate
 • provide higher level of privacy and security
 • provide a sense of prestige
 • increase customer loyalty 4
- (f) Any two of the following:
 • housekeeping department
 • food and beverage department
 • front office / business centre

$\frac{2}{15}$

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PRACTICE PAPER

TOURISM AND HOSPITALITY STUDIES PAPER 2

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3. For each question in this paper, 2 marks will be awarded for effective communication in accordance with the following marking criteria:

Mark	Performance of the Candidate
2	effectively communicated and systematically presented
1	adequately communicated but not systematically presented
0	ineffectively communicated, unreadable

* NO effective communication mark will be awarded to an answer which content mark is less than 5.

1. (a) Any five of the following and their elaboration (the answer should include at least one positive and one negative impact):

Positive impacts

- Creates jobs (1)
 - Tourism is a highly labor intensive industry, which depends very much on a large number of people with various levels of skills and abilities (1)
 - Tourism industry has a greater capacity to provide more job opportunities than any other industry (1)
 - Tourism industry generates both direct and indirect employment (1)
(Any one)
- Provides tax revenue (1)
 - Tourists' expenses result in an increased revenue from the tourism industry. Government receives taxes from direct taxes, e.g. salary tax on personal income or profit tax on business, and indirect taxes, e.g. expenditure tax and departure tax (1)
- Improves the balance of payment (1)
 - If Hong Kong receives more money than it pays, it has a surplus balance of payment (1)
 - Tourism can improve the balance of payment by bringing in a large amount of foreign exchange (1)
(Any one)
- Generates income and the linkage effect (1)
 - Wages and salaries earned by people who are directly or indirectly involved in the industry (1)
 - Hong Kong's income is greatly increased by a process of tourism income multiplier (1)
(Any one)

Negative impacts

- Leakage (1)
 - The profits from tourism drain out of the economic system, e.g. expenditure spent on imported goods and services required by tourists, money earned in Hong Kong and sent home by foreign workers in the industry, or profits of foreign-company-owned tourist facilities diverted overseas (1)
- High inflation (1)
 - Tourism industry places great pressure on the limited resources, such as land, transport, electricity, water supply, and food etc. (1)
 - An increasing demand on resources and facilities may result in inflation; thus causing negative impacts on local residents (1)
(Any one)
- Over dependence on tourism (1)
 - Tourism depends very much on external demand factors. A change in the economic condition of tourist generating countries will greatly affect the number of tourist arrivals to Hong Kong (1)
 - A decline in tourist flow to Hong Kong may greatly affect the local economy (1)
(Any one)
- Higher opportunity cost for tourism development (1)

(b) Role of Tourism Commission

Any two of the following:

- to formulate policy and overall strategy in promoting tourism (2)
- to consider the feasibility of new tourism attractions (2)
- to coordinate with other government bureaus and departments on tourism related matters (2)
- to work closely with the Hong Kong Tourism Board (2)
- to ensure that tourism receives proper recognition as one of the major sectors of the economy (2)
- to work in harmony with the Government, the Hong Kong Tourism Board, the industry, and the community (2)
- to position Hong Kong as a world-class destination (2)

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Role of Travel Industry Council of Hong Kong (TICCHK)

Any two of the following:

- to assist in the implementation of customer protection schemes, which includes monitoring and publicizing the collection of the levy for the Travel Industry Compensation Fund (2)
- to protect travellers buying tour packages with properly franked receipts through the Package Tour Accident Contingency Fund Scheme (2)
- to subsidize different training courses for travel agency staff (2)
- to ensure self-regulation of the outbound tourism industry (2)
- to maintain a high standard of professionalism within the industry (2)
- to protect the interests of both the trade and the travellers (2)
- to handle enquires and complaints lodged by outbound travellers and inbound visitors (2)

4

18 + 2 marks for
effective
communication

2. (a) Forms of tourism

Any three of the following:

- leisure / holiday tourism (1), e.g. hiking (1)
- cultural tourism (1), e.g. savoring local specialties, staying at stilt house, visiting local markets (1)
- ecotourism (1), e.g. watching dolphins, visiting a mangrove (1)
- heritage tourism (1), e.g. visiting temples and local villages (1)

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(b) Ways to develop Tai O into a sustainable tourism destination

Any six of the following and their elaboration (the answer should include at least one point from each of the three categories):

Preserve the lifestyle and culture of the local residents-

- respect and tolerate local culture (1), e.g. never touch or remove religious objects in temples (1)
- rehabilitate old buildings (1), e.g. Tai O Police Station (1)
- respect privacy (1), e.g. ask for permission before taking photos (1)
- respect local places (1), e.g. never go into a stilt house without obtaining approval from the owner (1)

Protect the local environment-

- enforce strict waste and sewage treatment control (1), e.g. wastage from the stilt house should be well treated before disposal (1)
- enforce strict greening policy (1), e.g. protect mangrove from being polluted (1)
- enforce strict physical carrying capacity (1), e.g. access control, land use control (1)
- educate local residents about the concept of environmental protection (1), e.g. to organize conservation-oriented programmes (1)

Develop the local economy-

- promote community participation (1), e.g. allow stakeholder involvement in tourism development (1)
- provide employment opportunities for local residents (1), e.g. train up local residents as tour guides, employ local residents to work in souvenir shops (1)

12

18 + 2 marks
for effective
communication

- 3.(a) Any six from among the following categories (the answers should include at least one point from the climate of the destination and one point from the features of the natural environment of the destination):

The climate of the destination

- tropical / sub-tropical / Mediterranean climate
- prolonged hot / warm
- humid / sub-humid
- plenty of sunshine
- with rainy seasons

The features of the natural environment of the destination

- have beaches / sand spits / sand bars
- have islands
- have wildlife / marine life
- have rivers / waterfalls / rapid / delta
- have tropical/sub-tropical vegetation
- have mountain ranges / caves
- have protected areas such as national park, country park or marine park

(b) (i) Potential market segments

Any three of the following segments and their descriptions:

- Family segment (1)
 - families with children (1)
 - families with babies or elderly (1)
 - (Any one)

- Adventure segment / Youth segment (1)
 - sun-sand-sea lovers (1)
 - water sports lovers (1)
 - (Any one)

- Nature segment (1)
 - nature lovers (1)
 - visitors who love closer contact with the nature (1)
 - visitors who are interested in ecotourism (1)
 - (Any one)

- Corporate segment (1)
 - corporate clients / business travellers (1)
 - visitors who stay at the hotel for retreat, MICE, or corporate activities (1)
 - (Any one)

6

(ii) Any three of the following combinations:

Potential segments	Facilities or services provided
Family segment	- suitable indoor and outdoor facilities, e.g. karaoke, movie house, children playground, BBQ site, reading room, swimming pool (1) - game centre for children with seats for the elderly and parents watching the children and taking a rest (1) - facilities for infants, e.g. stroller, baby care centre, babysitting service (1) (Any two)
Adventure segment / Youth segment	- outdoor activities, e.g. sunbathing (1) - water sports and sunbathing, e.g. scuba diving, canoeing (1) - safe adventure activities, e.g. rock climbing (1) - facilities in the beach area, e.g. parasol, chairs for sunbathing (1) (Any two)
Nature segment	- guided hiking on walking trail (1) - ecotours, e.g. star gazing, bird watching (1) - hotels with concern and care for the environment e.g. green programmes and practices (1) (Any two)
Corporate segment	- team building activities (1) - conference rooms, exhibition areas, banquet rooms (1) - interpreter / translator, secretarial service (1) - activities for spouse or partner (1) (Any two)

6
 18 + 2 marks
 for effective
 communication

4. (a) Any six of the following benefits (each benefit should be quoted with relevant examples from any two of the following hotel departments):

Benefits of implementing PMS	Examples
<ul style="list-style-type: none"> • Improve efficiency by reducing repetitive tasks (1) • Enhance service quality by having the guests' preference or information in details (1) • The service provided to guests can be improved with regard to the timing and accuracy of pertinent information (1) • Facilitate the management in decision making (1) • Provide reliable and up-to-date information (1) • Speed up the work process and cut down on communication breakdowns between departments (1) 	<p><u>front office department</u></p> <ul style="list-style-type: none"> • Provide the most up-to-date information for both front office staff and guests (1) • From reservations to revenue management, PMS help to monitor its room sales and revenues (1) • When a potential guest calls the hotel to make a reservation, the reservations clerk can accept or reject a booking immediately by searching through PMS. The staff can put the caller on the waiting list if a room is not available (1) • During a guest's stay in a hotel, any transaction can be input directly into the system. Once the guest has checked out, the room status can be updated at once and the reservations clerk can take new bookings (1) • The front office can generate useful reports for other departments' use, such as check-ins and check-outs (1)
<ul style="list-style-type: none"> • Monitor work flow (1) • Lower operation costs (1) • Increase profit (1) 	<p><u>housekeeping department</u></p> <ul style="list-style-type: none"> • The executive housekeeper can input the cleaning schedules of guestrooms in order to maintain the standard of the rooms (1) • The housekeeping department can make use of the system to block any room for general cleaning or maintenance (1) • It provides inventory control for the executive housekeeper when preparing the budget (1) • The room inspection list can be retrieved whenever needed (1) • The executive housekeeper can review the performance of staff (1) • The housekeeping clerk can update the room status of guestrooms so that the front office can offer the room to guests (1)
	<p><u>food and beverage department</u></p> <ul style="list-style-type: none"> • Data about storage of equipment and materials can be easily accessed (1) • Store all the recipes used in the outlets (1) • Kitchen staff can order ingredients using these recipes and the order will be automatically scaled to the correct quantities required and cost of the menu items, thereby giving staff the correct selling price to achieve the expected profit margin (1) • Provide the executive chef and restaurant manager with financial modeling and forecasting (1)

(b) Disadvantages of using PMS

Any three of the following:

- Initial investment cost is high. Hotel has to invest in and purchase the PMS (2)
- Maintenance cost is high, e.g. Cost of data security and protection of personal privacy is high (2)
- Staff training cost is high. The staff has to be well trained to handle and use PMS (2)
- The operation may over-rely on PMS. Service will be suspended when the PMS malfunctions (2)
- The compatibility of PMS with in-house operations system can be complicated (2)
- Potential danger of misuse or leakage of guests' personal information (2)

6
18 + 2 marks
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5. (a) Ways to boost business

Any four from among the following categories:

management

- values the customers, e.g. appreciates “everyone” in the buying process (2)
- develops a culture to raise customer satisfaction, e.g. establishes a customer focused service philosophy (2)
- makes commitment to service quality, e.g. sets up a service standard (2)
- researches current service trend, e.g. gets to know competitors’ service quality (2)

staffing

- provides training, e.g. provides total quality training to all staff (2)
- offers incentive, e.g. rewards service-driven employees (2)
- delights customers to exceed their expectations (2)

ambience

- provides a comfortable environment, e.g. renovates the restaurant (2)
- provides new uniforms (2)
- enhances the customers’ perception of the restaurant by means of sight and touch (2)

promotion

- offers discount, e.g. “buy one get one free” (2)
- arouses customer awareness of the restaurant, e.g. organises promotional activities (2)
- changes habits and behaviours, e.g. practises suggestive selling (2)

customer service

- understands customers, e.g. knows customers’ needs, wants, demands, and expectations (2)
- takes up responsibilities, e.g. takes responsibility for customer problems (2)
- fixes and reacts to problems quickly, the ultimate goal being to try and fix the problem before customers complain (2)

(b) Factors that the chef should consider

Any five from among the following factors:

marketing issues

- socio-cultural elements. As consumers become more health conscious, restaurant menus have to change to accommodate this trend (2)
- image/theme of the restaurant. In menu designs, they must match with the restaurant's setting, image and theme (2)

customer

- preferences and needs of target customers. A well-planned menu is needed to satisfy guests' tastes, needs and food preferences (2)
- communicating with customers. The menu as an effective promotional tool to communicate with your potential customers by showing them what your restaurant has to offer (2)

staff

- skills needed. Ensure the required number of staff and their skill in producing the right quality of food for the required number of people (2)

food

- quality of food. Ensure food quality and consistency (2)
- nutritional concerns. Ensure customers can enjoy delicious food easily while providing their body with important nutrients (2)
- supplies that are needed to deliver the menu requirements. Select a stable supply of food items in menu planning (2)

cost and price

- food cost. Food cost must be kept to maintain at the established profit margin (2)
- selling price of the food. Menu items must have a reasonable selling price and profit margins have to be established (2)

10
18 + 2 marks for
effective
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