

HKDSE Tourism and Hospitality Studies Practice Papers Briefing Section

(20 February 2012)

Programme Rundown

2:00 – 2:10	Registration
2:10 – 2:30	Question paper requirements of the DSE THS Examination
2:30 – 2:45	Paper 1A - Students' performance on MC questions
2:45 – 3:30	Paper 1B - Marking scheme interpretation and students' performance
3:30 – 3:45	Break
3:45 – 4:30	Paper 2 - Marking scheme interpretation and students' performance
4:30 – 5:00	Q&A

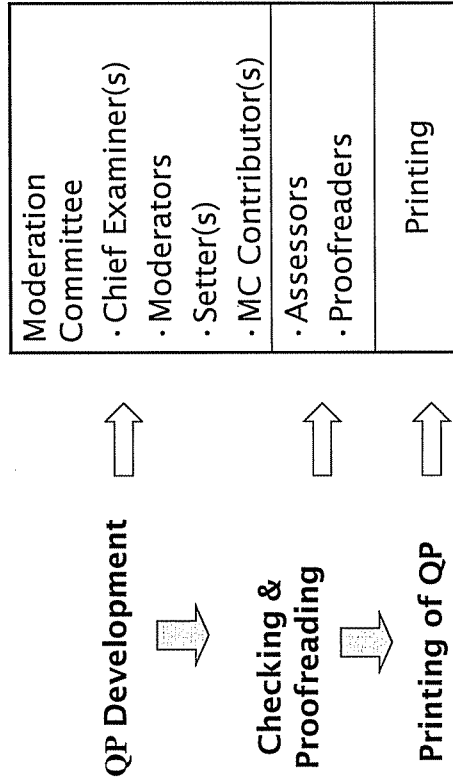
Acknowledgement

- Schools participated in the piloting (6 schools and about 100 students involved)
- All those who has contributed to the successful implementation of HKDSE THS

What the Practice Papers can illustrate

- Curriculum emphases
- Question types
- Levels of difficulty
- Skills to be tested
- Hospitality issues and topics to be tested

Development of Examination Papers (Pre-exam Work)



Marking and Grading (Post-exam Work)

Marking of scripts

- Selection of sample scripts
- Markers' Meeting
- Checkmarking of scripts

Standards-referenced Reporting

English & Chinese words

- Wrong spelling / 錯別字
 - importance of the words
 - assessing the entire answer as a whole
- English words in Chi paper & vice versa
 - general rule: NOT acceptable

The Marking Scheme

- Suggested answers not exhaustive
- Markers' discretion and professional judgment
- Alternative answers accepted as long as being correct and well reasoned
- Marks for effective communication (Paper 2)

Assessment Framework

	Description	Weighting	Duration
Public Exam	Paper 1 Section A: Multiple-choice questions (x30) Section B: Data-based questions (1 out of 2)	43%	1¼ hours
	Paper 2 Essay-type questions (3 out of 5)	57%	1¾ hours

Paper 1-Section A-MC questions

- Allow more comprehensive coverage of curriculum
- Encourage students to get a detailed grasp of the basic knowledge in the Compulsory Part
- Answer ALL 30 questions
- 4-option design (1 key & 3 distractors)
- Choose the BEST answer

Paper 1-Section B-Data-based Qs

- Based on Compulsory Part
- Require students to perform various skills such as analysis and application of the data provided in the question
- Answer 1 out of 2
- 15 marks @

Paper 2-Essay-type questions

- Based on Compulsory Part
- Allow students to discuss tourism and hospitality issues in depth
- Require higher-order skills
- Answer 3 out of 5
- 18 marks @ for content + 2 marks @ for effective communication

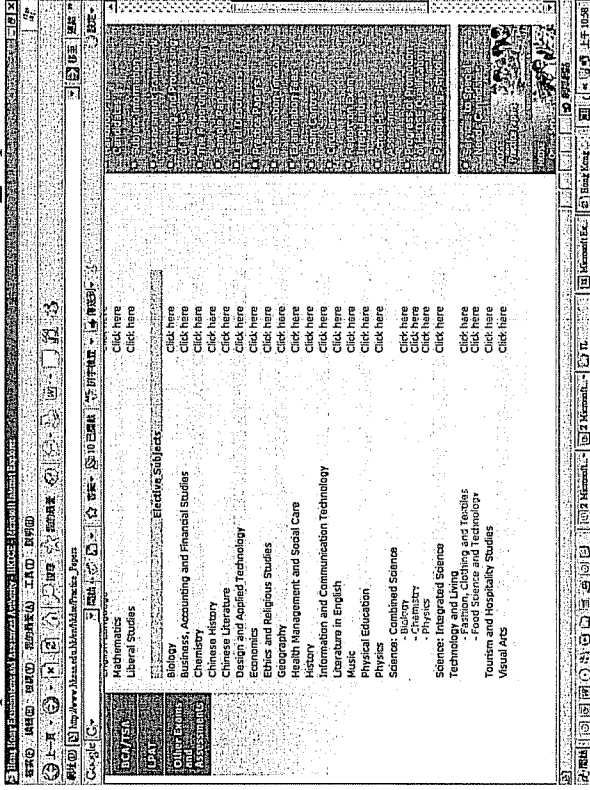
Standards Setting in 2012

- Level descriptors
- Panel judges
- Statistical data - Group Ability Index (GAI) to reflect overall performance (ability) in the core subjects for all candidates taking a subject (group) to be used as reference by the panel members to determine cut scores for elective subjects

General Performance of Students

Thank You

http://www.hkeaa.edu.hk/en/hkde/Practice_Papers/



卷一 選擇題及資料回應題

- 整體表現不俗，平均答對約22條
- 最高28條對，最低15條對

卷一 選擇題及資料回應題 (中文)

Paper 1 MC and Data-based questions
 Paper 2 Essay type questions (English)

Speaker: Josiah Chan

Date: February 20, 2012

卷一 選擇題及資料回應題

- 表現較差題目：「模型」或概念性的題目
 - #17 旅遊地理 (North/Central USA)
 - #2 旅遊目的地生命週期 (Tourist Area Life Cycle)
 - #5 基本旅遊關係概念 (Tourism Integrated Model)
 - #4 旅遊業的關連政府機構
 - #22 服務的五個特徵 (Service characteristics)
 - #23 服務承諾 (Service pledge)
 - #12 食物處理

卷一 選擇題及資料回應題

表現較為出色題目：

- #13 酒店物業管理系統 (PMS)
- #24 日本人禮儀
- #1 旅遊業範疇概念
- #3 投訴處理方法
- #10 酒店價格

卷一 選擇題及資料回應題

節錄部份考生試卷作分析

1) 由於政府不斷興建鐵路以及其他有利發展交通方面的基礎建設，例如：高鐵，增加內地與香港的聯繫，促使兩地的人流增加，其間，利用陸路交通與水陸及航空相比，價格較便宜。
 2) 「價格較便宜」只解釋為何最多人選擇陸路，但未有解釋為何改變；故此不給分；分數 2/3
 3) 推廣優惠計劃，利用廉價的飛機吸引更多人利用水陸交通。
 4) 採用輕環保的燃料，除了吸引商務、度假旅客，也可以吸引到注重環保的旅客。
 5) 政府多興建更快捷的鐵路，以吸引更多郵而設香港是其中一個中遠站。

1(c). 雖然「建議答案」未有此項，但答案及解釋正確，故可得分；分數 3/3

1(a)(i). 「快艇」不屬於出入境的運輸工具；分數 0/1

ii) 洗手間
 水上的娛樂設施，例如：水上滑梯
 小型廚房

1(a)(ii). 「洗手間」及「小型廚房」不是運輸工具上特定的設施，故此不能給分。「水上滑梯」是對的，故可以得分；分數 1/3

iii) 雖然考生沒有列出計算程式，但答案正確；故可得分；分數 4+1/5

iv) 從以上數字顯示得知，該四年期由航空到航的人數有持續上升的趨勢，但從整體而言，使用航空交通的自備比是愈來愈減。導致此問題的原因是傳統交通的方便與快捷，更有人選擇較便宜的交通。

(a) 的運輸

iii) 小吃店、快餐、零食、飲品
 電影播放
 酒吧

1(a)(ii). 「電影播放」不是一項設施；不能給分；分數 2/3

iii) 第一年度 = $23000000 \times 42\% = 9660000$
 第二年度 = $25000000 \times 41\% = 10250000$
 第三年度 = $28000000 \times 39\% = 10920000$
 第四年度 = $30000000 \times 36\% = 10800000$

1(a)(iii). 考生只列出計算程式，沒有答案；故不能給分
 1(a)(iii). 解釋趨勢前後矛盾；故不能給分；分數：0/4+0/1

這四年間的趨勢持續下降，亦即愈來愈少人選擇以郵遞信件寄件。
 (小冊紙)

(b) 由於中國內地實施自由化計劃(FTZ)，所以有不少內地省份的人均能與香港交流。

1(b). 答案及解釋正確，但未有列出項目；分數 0/1

(c) 與不同的飛行、郵輪合作。

1(c). 答案及解釋正確；分數：1/3

1. (a)(i) Wrong answer, no mark

1(a)(ii). 'Room' is not subject specific, no mark. Other answers are correct, full marks.

1(b) The term 'Free Travel policy' is not correct, but its elaboration conveys the right idea, therefore, marks given.

1(a)(i). Wrong spelling, no mark. Mark 0/1

1(a)(ii). The three facilities are correct to get full marks. Mark 3/3

1(a)(i). Wrong spelling, no mark. Mark 0/1

1(a)(ii). The figures are correct, full mark given. Mark 4+1/5

1(b). The elaboration is not clear, and there is only one relevant point. Mark 1/4

1(a)(i). Wrong spelling, no mark. Mark 0/1

1(a)(ii). The three facilities are correct to get full marks. Mark 3/3

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1(a)(i). Wrong spelling, no mark. Mark 0/1

1(a)(ii). The three facilities are correct to get full marks. Mark 3/3

1(a)(i). Wrong spelling, no mark. Mark 0/1

1(a)(ii). The three facilities are correct to get full marks. Mark 3/3

2(e). 答案正確及解釋非常詳細：分數 4/4

1(a)(i) Wrong spelling, no mark. Mark 0/1

1(a)(ii) Answers in respect of facilities correct, mark 3/3

1(a)(iii) The figures are correct, full mark given. Mark 4+1/5

1(b) The elaboration is not clear, and there is only one relevant point. Mark 1/4

1) For entertaining, the cruise has casino and game centre provided for the guests. For food and beverage, the cruise has different restaurants or even bars for the customers. For staying overnight, the cruise has different types and price bedrooms for the guests.

1(a)(ii). Correct answers, full marks given. Mark 3/3

b) There are several reasons for the change of visitor arrivals by land.

Firstly, it may result in the beautiful scenery which along the trip by taking the land transportation. For example, you can enjoy the scenery along the road by rail train but it can't be in airplane.

Secondly, the price of taking Land transportation is much more cheaper than the "air" and the "sea" transportation.

Thirdly, it may cause vomiting by the transportation of "sea" and cause sick by the transportation of "air". But it happens less in Land transportation. While the land transportation, one more safety for them and not easily to catch a sickness.

In conclusion, the beautiful scenery, the price and the sickness cause by the transportation are the reasons for the change of visitor arrivals by land.

1(b). Although the elaboration is very detailed, the points presented are not relevant to the changes over the period. Mark 0/3

here are several methods can be used to increase the number of the visitor by sea.

Firstly, the sea transportation company can resort to the guest in order to attract tourists are easily choose the transportation is comparatively cheaper than others.

Secondly, the companies can do more on. While people may have fewer information about the sea transportation, it only sit on a boat or it easily is a sea sickness. To be cleaning up all around the island, the most possible way is promotion. It can be doing advertisement and magazines.

Thirdly, the cruise company can add more to attract tourists. For example, people having golf in the cruise. The group of golf players tourist may be interested in it. Besides, providing products can attract tourist and makes want to try.

Other methods above are possible to increase the number of the visitor arrival by sea.

1(c). There are three relevant points supporting the increase of visitor arrivals by sea. Mark 3/4

b) Commercial hotel

b) Business travellers or corporate business travellers are the most common types of guests staying on the executive floor. They would use the facilities in the executive floor like conference rooms.

c) Providing faxing services by fax machine is a kind of tangible service. Show parking by staff is a intangible service.

d) On the executive floor, business travellers can check-in with special counters that shorten the waiting time.

Make security guards and security systems are provided to ensure the safety and the privacy of the travellers.

Business travellers can offer a conference room to hold a conference.

Communication services like translation are also provided.

2(a-d). The answers are correct and well presented, full marks given to all the questions.

4) There are seven positive impacts and four negative impacts of tourism.

For the positive impacts, firstly, tourism provide job opportunities and create employment. There are many jobs related to tourism, for example, housekeeper in hospitality industry, salesperson in retailing industry. More job opportunities will be created by tourism development.

Secondly, tourism industry help the government to have more tax revenue, both direct tax and indirect tax. Profit tax is an example of government tax revenue.

Thirdly, tourism industry improve the balance of payment in Hong Kong. Tourism can help to improve the capital outflow problem.

Fourth, it helps to generate income and multiplier effects. If a foreigner buy a outfit in a boutique, it generates income for the salesperson. Then the salesperson spend this money in a local restaurant, the staff in restaurant can enjoy the benefits given by tourism industry.

Fifth, it has intersectoral linkage effect. Many industries can enjoy the benefits created by tourism.

1(a). The answers are correct and well presented. Elaborations on each point are also clear and appropriate.

1(a). The key point is highlighted, and brief explanation that is relevant to the tourism context is also provided.

1(a). The key point is highlighted, but no elaboration is made.

1(a). The point is correct and well applied in the tourism industry.

2(a-c). Neat and tidy, full marks given to all the questions.

2(d). The answers are correct with detailed explanations, full marks given to all the questions.

should be a convenient hotel.

Businesses located in the executive floor and would be the most common types of guests staying on executive floor.

is mental breakfast in the executive lounge, would be of the tangible service and the secretarial desks is one of the intangible service.

At the executive floor, that given in above. Here is other personalized services that be offered on the executive floor.

the executive floor may provide spas, gyms. Since the business men, V.I.Ps or other target guests want to relax after a day. Yet, they don't want to go to the common spa and gym in the hotel. A spa or gym would be a choice for them.

ingly, Wi-Fi is needed in a hotel nowadays as the development of I.T. However, a public Wi-Fi is not enough. For a businessman, the document might need a secret. Therefore, an executive floor should provide and private Wi-Fi account to them.

ply, since the businessmen usually have frequent and the Wi-Fi usually stay in the same hotel, therefore,

b) For Tourism Commission, it is in charge in formulating government policies, plans, strategies in tourism development. That means Tourism Commission is a decision maker. It has to foresee the future development of tourism.

Besides, Tourism Commission has to coordinate the work of other government departments on development that have impacts on tourism. For example, building of West Kowloon Project will help to attract tourists or not.

For Travel Industry Council, it has to handle tourists complaints such as compensating the unsatisfactory of the services provided by a hotel in Hong Kong.

In addition, it helps consumer to apply for the payment for Package Tour Accident Contingency Fund Scheme. Consumers can have compensation through this scheme.

Travel Industry Council helps to promote consumer awareness of travel protection and travel safety.

1(b). Part of the roles and duties of Tourism Commission and TICHK are not correct, therefore, some marks deducted.

1(a). The positive and negative impacts are both presented properly in the answer.

1(a). The point is correct and well applied in the tourism and hospitality context.

1(a). The point is well supported by a tourism example.

ple, tourists travel different attraction by a team like by. It helps the transportation to make higher profit.

Local residents can have a higher living standard due to a good economic condition in Hong Kong. A property development in Hong Kong helps to stimulate Hong Kong's economy.

the, tourism industry attract foreign investment and development in tourism industry can help international companies to invest in Hong Kong like Four Seasons Hotel etc.

the negative impact, there will be a cost of money. Since money is drawn out of the home countries by foreign workers in Hong Kong, tourism industry leads to an increase in the price and land price. Tourists will increase demand for local goods and services. According to demand, price will increase because of demand.

The forms of tourism appropriate for making Tai O a popular destination is holiday / leisure tourism as Tai O have Markets and still house and a good environment in the remote area, it provides a nice place for tourists to relax and refresh their mind while ~~relax~~ relief from pressure. Also, the market and a place for tourist to shopping for products.

2(a). The key terms are accurate but elaboration is minimal. Insufficient points are given.

Tai O is an old fishing village on Lantau Island. In the meantime, it also is a very popular destination in Hong Kong.

The forms of tourism appropriate for making Tai O a popular destination is to keep the traditional style of Hong Kong. At the same time can make it as a destination. To let the visitors know more about how old fishing village looks like and also the gain more income and stimulate more opportunities in Tai O, to make sure this old fishing village is sustainable.

2(a). There is no specific forms of tourism identified. Examples given should be based on specific forms of tourism. Therefore, no mark given.

It is a well-known old fishing village. Located on Lantau Island. Although it is an old fishing village at the same time, it is a sustainable destination. It can be developed into a sustainable destination.

It is a well-known old fishing village. Located on Lantau Island. Although it is an old fishing village at the same time, it is a sustainable destination. It can be developed into a sustainable destination.

2(b). The key points and elaborations are well presented. Examples given are also relevant to tourism context.

2(b). The term used is not quite accurate, but the elaboration well supports the idea to achieve sustainable tourism.

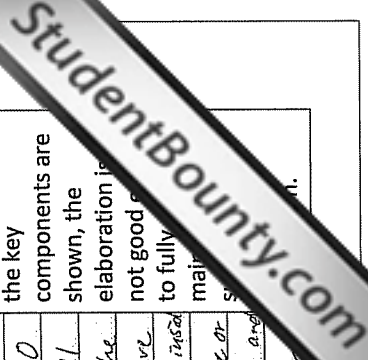
Tai O can be developed into a sustainable tourism destination by the cooperation of different sectors of Hong Kong.

Firstly, sustainable tourism development means to meet the present needs of tourists and the host society while protecting and enhancing the opportunities of the future.

To ~~be~~ ~~more~~ satisfy the above statement, the development of Tai O should consider the above aspects: Environment, Society and Economic.

For Environment, the development of Tai O should not exist its carrying capacity or will bring different kind of pollution or even destroy the destinations like the mangrove of Tai O. We have to consider its ecological state and the price paid. Therefore, we can't have any infrastructure or construction work there and we have to supervise and monitor the tourist from cruise or other.

2(b). Although the key components are shown, the elaboration is not good enough to fully main...



The chef should consider the equipment available and the skill of the workers. Are the workers know to cook Japanese food? Do we have the equipment to prepare for a large banquet? The chef should also consider the supplies that needed to deliver the menu requirement. For example, watermelon is only available in summer. In winter, it should not have a dish made by watermelon. The balance of the menu should be planned. For example, the meal should range heavy to light or light to heavy. The type of menu is also important. For example, the menu is a la carte menu or cyclical menu.

5(b). The points are well explained in a restaurant setting. However, there is insufficient points to get full marks.

Tourism & Hospitality

旅遊與款待科

2012 Practice Paper

- 1(a) 正、負面的經濟影響：
- 滿意表現。具體顯、清晰的因果關係。能清楚推論出旅遊業的發展所帶來的職業、收入及生產總值的改善、通脹等等。惟未能提出高國際知名處所帶來的經濟影響。

例二

旅遊業的發展為香港經濟帶來了正面及負面的影響。
 首先，旅遊業在發展上能為香港帶來工作機會，能增加旅遊業發展，增加高收入的職位。
 旅遊業發展，能為旅遊業帶來更多收入，增加就業機會，增加就業機會，增加就業機會。
 其次，旅遊業發展能為旅遊業帶來更多收入，增加就業機會，增加就業機會，增加就業機會。
 最後，旅遊業發展能為旅遊業帶來更多收入，增加就業機會，增加就業機會，增加就業機會。

(2分)

再者，正面影響有提高高國際知名度，旅遊業發展會帶動國際旅遊業的發展。	(4分)
最後，負面影響有物價上漲，旅遊業發展會帶來更多旅遊業發展，而旅遊業在發展的地方會增加，旅遊業發展會帶來更多旅遊業發展，而旅遊業在發展的地方會增加。	

(2分)

Question 1



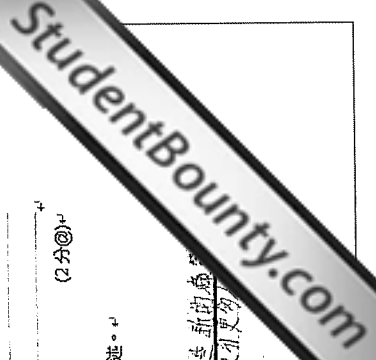
- 1(b) 表現平平。能清楚回應提問，列出旅遊業議會的基本職能如制度業內守則、監督印花稅的實行、籌辦培訓課程等等。

旅遊業議會推行管理月曆。
 旅遊業議會負責推行有責任保障計劃，及宣傳和監督旅遊業。
 旅遊業議會負責推行有責任保障計劃，及宣傳和監督旅遊業。
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 旅遊業議會負責推行有責任保障計劃，及宣傳和監督旅遊業。

(2分)

- 例三
- 能列出旅遊業議會的基本職能如制度旅遊發展策略，並可具體地進行闡述。

旅遊業議會負責推行有責任保障計劃，及宣傳和監督旅遊業。
 旅遊業議會負責推行有責任保障計劃，及宣傳和監督旅遊業。
 旅遊業議會負責推行有責任保障計劃，及宣傳和監督旅遊業。
 旅遊業議會負責推行有責任保障計劃，及宣傳和監督旅遊業。



提出與旅遊事務無關的角色。

首先，旅遊事務署掌管計劃的角色，計劃不同類型的旅遊吸引
外遊遊客，例如：現時計劃的郵輪旅遊。

(0分)

Question 2



旅遊形式。
良好表現。能清楚地舉出相關例證配對不同類別的旅遊形式，例如環保旅遊與自然生態、文
化旅遊與生活形式。

1. 舉辦不同的旅遊形式能令大澳成為一個受歡迎的目的地。
首先，可以舉辦環保旅遊。因為大澳內有紅樹林，可以讓人觀
賞到不同的植物或一些小動物如蜆、蟹、彈塗魚等，讓一班熱愛大自然的
旅客參加。

其次，亦可以舉辦文化旅遊。由於初期的香港也是一個漁港，而大澳
為保留這些文化，例如捕魚，可以讓旅客感受到漁村的生活究竟是怎樣的
更加認識以前的香港。

(2分)

旅遊形式與闡述內容不符；旅遊形式的名稱錯誤。

2a. 學習旅遊形式：透過學習旅遊可以更為預覽免曬解制
大澳原居民的生活文化；更深入作為文化博覽區的生活。
獲察反饋回答：意見前住入澳，這個獨特自然鄉港；
發展常地的水上互派，這有對小船在水上穿梭；那種別注
一根的輝煌。

2(b) 可持續發展的方法

- 表現公平。能闡述發展方法及相關例證，惟未能直接指出可持續發展的基本準則如保存當地文化、推動當地經濟等等。

例五

b. 要把大東發展成有一個可持續發展的目的。首先，要把一些具**自歷史之價值**的建築物以基礎建設物因以未修而存極低價值，而令該處才能夠有**現象**。

(2分)

其次，可以把一些建築物轉成博物館。例如，把一些已量化的建築物改裝成博物館，內裏會存放最表是以前的漁民生活及介紹漁民的資料。此做法可以辦好**旅遊**。

(2分)

除此之外，可以訓練當地的村長作輔導員，用於他們對大東的認識最深，因此對大東的文化和歷史意義**意識**，能夠把準確的資料總結成書，而且亦可以用作是**發展每年一筆額外的收入**。

(2分)

- 所提及的方法如教育、業界合作、稅務減免等等均未能直接地闡述怎樣令大東達成可持續發展。

26. 目標成為一個可持續發展旅遊目的地區有以下的困難。

首先，旅遊業對環境的破壞最為嚴重。在發展旅遊時，隨着遊客的增長，亦帶來破壞自然環境。

其次，個以至於村長指出的困難是與發展及發展旅遊的矛盾。發展旅遊和發展可持續發展的矛盾在於在發展旅遊時，發展旅遊和發展可持續發展，兩者都係**發展**。

最後，不可不考慮一項大型項目，當該項計劃在發展，而發展加元化的項目，並帶來一些由工廠造成的問題。

增加他們的環境在系統。

(0分)

26) 首先，政府可控制和防止樹木的砍伐數目。如每日只允許五個人入場，以減少人們的砍伐數目。政府亦可限制遊客的數量，使向長入場的人可夠遠教育旅遊目的地。

(2分)

欠具體指出自然環境保護



Question 3

氣候和自然環境的特徵。
 表現平。能正確列寫出相關的氣候如亞熱帶和自然環境的特徵如海岸地貌、植物等等。

首先，該目的地鄰近海邊或沙灘，可享受日光浴。
 其次，該地氣候炎熱，適合享受日光浴。
 之後，該地植物種類繁多，作出不同的自然景點。
 此外，該地屬亞熱帶氣候。

(1分)

完全未有提及任何自然環境的特徵。

其次，自然環境方面，該地拥有丰富的自然资源，为游客提供丰富的旅游选择，其独特、多样性的自然景观有助于吸引游客到访，并进行一些较依赖于自然环境的旅游活动，例如脚踏单车、爬山等。

(0分)

30(i) 潛在的顧客群組 / 旅客

- 表現一般。只提出群組的類別，未能進一步描述如家庭群組所涉及的小孩、長者成員等、歷險群組所涉及的陽光海灘愛好者。

例七

1. 探險旅遊、度假度假式旅遊、珍珠旅遊、藝術旅遊

(1分)

未能描述旅客群組的特徵。

其次，家庭式遊客方面，一些國家如印度、他們的家庭觀念較重，普遍傾向家庭形式外遊，由於人數較多，迫使其力相對於市場，故家庭式遊客可成為其中一種潛在市場群組。

最後，開明式度假式旅客方面，由於該酒店建於近年可享有日光浴的目的地，切合這類旅客的需要，有助吸引遊客入住，故開明式度假式旅客可成為其中一個潛在市場群組。

此外而言，以上所述及便是年青旅客、家庭式旅客和開明式度假式旅客是該酒店三種潛在市場群組的原因。

(0分)

30(ii)

- 表現一般。能針對某市場群組即顧客群組所需的服務，例如家庭群組顧客需要康樂設施、泳池或兒童託管服務。

例八

此酒店與家庭群組有時在留宿酒店遊玩，因此它提供各大型設施如游泳池同時亦是提供 SPA 服務，且酒店亦提供數小時的租車服務。

此酒店與家庭群組提供租車服務可幫他們租車讓他們容易去玩。

(0分)

- 未能根據顧客群組的需要來提供個別的服務。

30(iii) 商務旅客
 康樂設施或服務例如：健身室、游泳池、更衣服務、按摩服務、客房清潔服務、租車或 CD 服務、旅遊保險服務
 高層管理人員提供以學管理或非以學

Question 4



4(e) 採用酒店資產管理系統的好處。

- 表現尚可。能依據每項優點，指出相關例證，例如效率增加、前臺審查核入住紀錄、餐飲部的記錄及點菜工作，惟重覆部份好處，或交關職解釋。

例九。

4(e) 酒店前臺利用(HIS)系統可為前臺提供客人即時預程入住記錄，並可為前臺提供客人即時查詢入住記錄及資料，讓前臺的工作效率大大提高，令前臺收入增加。

其次，酒店前臺利用(HIS)系統(記帳(收帳))可為前臺提供客人即時預程入住記錄及資料，讓前臺的工作效率大大提高，令前臺收入增加。

(編輯) (2分)

(2分)

例十。

4(c) 以下是資產管理系統的好處。

首先，利用資產管理系統(HIS)系統可在前臺管理酒店已入住及離店客人的紀錄，當前臺系統增加住店客人的機會，增加住店客人的數量，增加酒店收入。

其次，利用資產管理系統(HIS)系統可為前臺提供客人即時預程入住記錄及資料，讓前臺的工作效率大大提高，令前臺收入增加。

再者，利用資產管理系統(HIS)系統可為前臺提供客人即時預程入住記錄及資料，讓前臺的工作效率大大提高，令前臺收入增加。

以下是其子的好處。

首先，其子的好處是增加酒店收入，而酒店收入是酒店的主要收入來源，因此其子的好處是增加酒店收入。

其次，其子的好處是增加酒店的收入，而酒店收入是酒店的主要收入來源，因此其子的好處是增加酒店收入。

再者，其子的好處是增加酒店的收入，而酒店收入是酒店的主要收入來源，因此其子的好處是增加酒店收入。

(2分)

- 在闡述不足下，令部份好處與其所述的職能無關。

知以下酒店其主部門採用資產管理系統的好處。

第一，前臺部。前臺部可為前臺提供客人即時預程入住記錄及資料，讓前臺的工作效率大大提高，令前臺收入增加。

再者，前臺部在經營酒店到酒店應有的訂位系統時，前臺即可即時查詢及修改，令前臺的工作效率大大提高，令前臺收入增加。

此外，若酒店因管理不善，前臺即可把客人列入等候名單，以提供酒店的收入。

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最後，其子的好處是增加酒店的收入，而酒店收入是酒店的主要收入來源，因此其子的好處是增加酒店收入。

第二是營業部，營業部可提供供服務員的狀態，以便營業部員工安排清潔工作。(1分)

原有，營業部能紀錄每小時清潔小學用品的數量及情況，方便讓編排清潔工作時參考。(0分)

期，營業部可利用系統暫時封鎖系統，以便進行清潔的工作，加快效率。同時，可紀錄像這些系統記錄清潔用品的數量，令營業部能迅速銷售用品，提升酒店收入。(2分)

最後，酒店資產管理系統可~~提供~~編排員工工作分配，有針對性工作，並減少出現工作重複的情況。(1分)

未能具體說明對酒店方面的缺點。

她以下是在其資產管理的弊端。
酒店經營，系統會限制其聯網限制，必須通過互聯網才能接連全球酒店銷售及用系統。若互聯網斷線，傳統的運作，甚至可能受影響。
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另外，只能提出部門的工作，卻未能指出其好處。

4(b) 使用資產管理系統的弊端

● 滿意表現。能提出系統的弊端，並加以淺一闡述，例如成本、電腦故障、資料保安等問題。

例十一

(題人頭部)

此外，(IT)系統在管理上並非完美，因此酒店應考慮安排IT員工來操作(ITS)系統，以確保系統的正常運作，並能及時處理。

此外，(ITS)系統在管理上並非完美，因此酒店應考慮安排IT員工來操作(ITS)系統，以確保系統的正常運作，並能及時處理。

此外

其次，採用資產管理系統能增加中端管理程序，防止惡劣入侵，因為系統中所有不重要的個人資料，因此安全在主要費用是電腦作業系統。

(2分)

Question 5



● 阐述欠深入，故未能与新题型所需考虑因素有關。

首先，市場目標方面，廚師應考慮占一廳的目標顧客群，例如素食者與應提供不含肉類的素食，以符合客人的期望。

其次，內廳定位方面，廚師應考慮內廳的市場定位，例如高介占廳應應注重需求，並符合內廳的定位、角色。

(0分)

十四

即在該定一價金較低的餐單時應考慮是否因其在~~其~~的穩定度及不負虛名出現這些情況，以完全消除餐單能缺的弊端不能依此而害人。

的，廚師應考慮食物和餐單的穩定度，避免在客人間才出現出現，造成負面的觀感及金錢上的損失。

又廚師應考慮餐單的取捨對策，例如在冬季應多考慮高湯類，就應採取高湯類菜式。

外，廚師應考慮他們的喜好，欲而使店舖上升。

外，廚師應考慮食時的價格穩定性，避免要~~要~~一送一也價格的波動和食時，~~否則~~

食財價格上升時，未能所賺他盈利就減少。

的應考慮菜式能否在餐館取更多的利潤，若其菜式成本或低，會使到利潤增加，則其餐館能盈利增加。

(2分)

完