

卷一

1(a)(i)

示例一

i)(i)	快艇
ii)	洗手間 - 水上娛樂設施, 例如: 水上滑板. - 小型廚房
iii)	年度1 = 9660000 年度2 = 10250000 年度3 = 10640000 年度4 = 10800000
	從以上數字顯示得知, 該四年間由航空到訪的人次有持續上升的趨勢, 但從整體而言, 使用航空交通的百分比是愈來愈減。導致此問題的原因是陸路交通的發展愈來愈迅速, 更有人選擇較便宜的交通。

評語

1(a)(i). 「快艇」不屬於出入境的運輸工具；分數 0/1

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。「水上滑板」是對的，故可以得分；分數 1/3

1(a)(iii). 雖然考生沒有列出計算程式，但人次答案正確；故可給分；分數 4+1/5

1(b)(c)

示例二

b)	- 由於政府不斷興建鐵路, 以及其他有利於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, 促使兩地的到訪人次上升。
	- 其次, 利用陸路交通與水路及航空相比下, 價格較便宜。
	- 使用陸路交通, 到達目的地的準時度較高。

評語

1(b). 「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; 故此不能給分; 分數 2/3

1(b)(c)

示例三

c)	- 推廣優惠計劃, 利用廉價的機票吸引更多人利用水路交通。
	- 採用較環保的燃料, 除了吸引商務、度假旅客, 還可以吸引到著重環保的旅客。
	- 政府要興建更多碼頭, 吸納更多郵輪設香港為其中一個中途站。

評語

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)-(c)

示例四

(a) (i) 郵輪

- iii) - 小食店售賣小食、零食、飲品
- 電影播放
- 酒吧

$$\begin{aligned} \text{ii) 第一年度} &= 23000000 \times 42\% = \\ \text{第二年度} &= 25000000 \times 41\% = \\ \text{第三年度} &= 28000000 \times 38\% = \\ \text{第四年年} &= 30000000 \times 36\% = \end{aligned}$$

這四年間的趨勢持續下降，亦即愈來愈少人
選擇以航空途徑來港。

(b) 由於中國內地實施自由行政計劃(7天)，所以有不少
內地省份的人士也會乘搭巴士來港。

(c) 一與不同的船務、郵輪公司合作。

評語

1(a)(ii). 「電影播放」不是一項設施；不能給分；分數 2/3

1(a)(iii). 考生只列出計算程式，沒有答案；故不能給分

1a(iii). 解釋趨勢前後矛盾；故不能給分；

分數：0/4 + 0/1

1(b). 答案及解釋正確，但未有足夠項目；分數：1/3

1(c). 答案及解釋正確，但未有足夠項目；分數：1/3

1 (a), (b)

示例五

(a)	(i) 渡輪
	(ii) 洗手間、床、椅子
	(iii) 由航空到訪的人次 第一個年度是 9,660,000
	" 第二個年度是 一億
	" 第三個年度是 10,640,000
	" 第四個年度是 10,800,000
	在這四年間來港並由航空來的人次是不斷上升，由第一個年度九百萬人次，在第二至四個年度已突破一十萬，雖然由航空來港的比例減少，但是來港人次仍然不斷上升
(b)	陸路到訪人次改變的原因主要是香港是一個交通繁忙的城市，中國對外的開放政策也包括了香港，中國的人民不再需要依靠由航空來港消費，由陸路，汽車、旅遊車經文錦道已經可以來港，也可以使用火車經落馬洲和羅湖來港。
(c)	增加由水陸載客工具上的設施
	放寬澳門來港的限制
	增加船及渡輪班次

評語

1(a)(i). 答案錯誤，因為「渡輪」已列明於題目中，故不能給分

1(a)(ii). 「洗手間」，「床」及「椅子」不是運輸工具上特別的設施；故此不給分

1(a)(iii). 雖然考生沒有列出計算程式，但人次答案正確（除第二年度外）；故可給分：3+1/5

1(b). 答案內容大多屬於例子，故只屬同一論點；只給 1 分：1/3

2(a)-(d)

示例六

2. a) 商務酒店

2 b) 往當地進行商業活動的商人

2 c) 有形服務有：餐飲服務，例如：咖啡及茶

無形服務有：提供互聯網連接服務

2 d) 一、提供收費租借個人書房服務。由於有部份的商人需要在酒店內處理文件，因此酒店提供租借書房服務，給商人有一個安靜的環境處理商業事務。

二、提供收費商業工具服務，例如，電腦服務、印表機服務等。在處理商業事務時，同時需要一些工具作助，這時候，行政樓層會有租供商業工具服務，為商人帶來方便。

評語

2(b). 答案及解釋正確，但未有足夠項目；分數 1/2

2(d). 答案及解釋正確，但未有足夠項目；分數 2/4

2(e) - (f)

示例七

2e) 一, 由於商務酒店主要的客源也是商人, 前往當地進行商業活動, 因此, 有些客人在訂房的時候, 已說明需要便用商業的工具。所以, 酒店為指定需要商業服務的客人, 入住: ... 完善商業設備的行政樓層。

二, 除此之外, 有一些重要人物, 例如, 政治人物, 特首等, 也會被酒店安排入住行政樓層。由於行政樓層通常位於酒店最高位置, 保安較嚴密, 而且還有特別快捷通道, 出入酒店, 可確保住客的方便。

2f) 一, 官憲部 及
二, 警款部

評語

- 2(e). 第一點只提到會怎樣安排旅客入住行政樓層, 而非解釋為何設立行政樓層; 此項沒有分數
2(e). 答案只有一個主旨, 得 1 分
2(f). 關鍵字錯誤, 不給分; 得分 1/2

2 (d)

示例八

客房服务: (干洗)

- 1. 其他个人化服务: 提供洗衣服务, 帮客人将穿过的衣服如西装, 衬衫清洗干净。
- 2. 房内提供打印机服务, 让顾客得以在须打印纸时时有设施可用。
- 3. 免费房内电话服务, 客人可在房内使用电话, 拨打到市内做公事联络或其他用途。

商务服务: 续的

- 1. 提供1小时会议桌服务, 让客人可利用会议室进行商讨。
- 2. 提供网络视频接收服务, 若客人需要进行网络会议, 可借酒店进行视频会议。
- 3. 电脑租借服务: 让客人有商务文印借用电脑等电器使用。

餐饮:

- 1. 客房送餐服务: 若客人需要长时间在房内进行工作, 可提供送餐甚至免费早晨送餐服务。

个人:

- 1. 健身设施, 泳池等娱乐设施的免费服务: 令顾客可以享受娱乐设施, 放松心情。
- 2. 租车安排服务, 若顾客出外开会, 应提供租车。

評語

2(d). 答案及解釋正確; 分數 4/4

2(e)

示例九

<p>酒店为客人设立行政楼层原因如下:</p> <p>第一, 宏观因素, 行政楼层的主要顾客类型为商务旅客, 商务旅客的特征是行程频繁, 不受季节性、地区、影响, 同时人数多, 因此是很大的市场, 以优质的楼层服务吸引商务客, 增加自身的竞争优势, 吸引客人持续光顾。</p> <p>第二, 不少公司和酒店有长期的合约, 即不少商务旅客或其所属公司为熟客, 而酒店因为有熟客是吸引新顾客的五分之一的时间, 因此给予熟客最尊贵贴心的服务让顾客相信自己的选择。</p> <p>第三, 行政人员重视时间效率, 设立行政楼层, 可以减少许多繁杂的入住手续, 在顾客身以行政楼层这一渠道快速入住, 省掉不必要的麻烦。</p> <p>第四, 大多行政及商务旅客因为以公事为主, 如开会、调研、考察等, 多会在酒店活动, 同时是使用许多科技用的设备, 会议通讯、Wi-Fi网络连接、传真等设备, 而此设备难以随身携带, 设立行政楼层, 即可可为他们提供所需物品。</p> <p>第五, 不少商务旅客及行政人员为重要人士, 如高级主管、公司高级经理、政府显要等, 他们不希望被陌生人“打扰”, 同时, 也需要保障自身的安全, 在行政楼层是一般旅客不可到达的地方, 保安更有保障。</p>

評語

2(e). 答案正確及解釋非常詳細; 分數 4/4

卷二

1(a)

示例十

旅遊的發展為香港的經濟帶來了正面及負面的影響。

首先，旅遊業在經濟上能夠令失業率下降，職位增加，旅遊業發展迅速，市場需求配合旅遊的發展，有關旅遊業的行業大增數目，例如零售業、酒店業等需要更多的人士協助旅遊業發展，因此旅遊業發展能夠增加大量的職位。

其次，旅遊業發展使旅遊的行業的營業額、銷售額大增，公司收入上升，使員工的收入上升，令香港的本地生產總值增加，最後令人民的生沽質量亦隨之而上升，使旅遊業及香港的经济上升。

(2分@)

再者，正面影響有提高高國際知名度，旅遊業會帶動國際旅遊的更高的知名度。

(0分)

最後，負面影響有物價上漲，旅遊業會帶來大量旅遊客，而遊客會在地的大量購物，當遊客和當地居民對某種東西的需求變得龐大時，在需求大於供應的時候，物價會上漲。

(2分)

評語

正、負面的經濟影響：

滿意表現。具邏輯、清晰的因果關係。能清楚推論出旅遊業的發展所帶來的就業、收入及生產總值的改善、通脹等等。惟未能提出高國際知名度所帶來的經濟影響。

1(b)

示例十一

旅遊業議會擔任管理角色。
 主要負責制定各項守則及指引。

旅遊業議會主要負責推行消費者保障計劃，及宣傳和監管旅遊業
 賠償金的印花稅徵收。

旅遊業議會主要負責向違反守則及指引的旅行社收回會員資格並
 罰款如扣銷牌照。

旅遊業議會主要資助旅行社提供培訓課程計劃。

(2分@)

評語

表現平平。能直接回應提問，列寫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。

示例十二

首先，旅遊事務署是向本港提出一些改善建議，eg 提出一些新的發展策略
 和收集名家的建議，以改善本港的旅遊業發展策略，以吸引更多遊客和
 改善本港旅遊。

(2分)

評語

能列寫出旅遊事務署的基本職能如制度旅遊發展策略，並可具體地進行闡述。

首先，旅遊事務署擔當計劃的角色，計劃不同類型的旅遊吸引
 海外的遊客，例如現時計劃的郵輪旅遊。

(0分)

評語

提出與旅遊事務署無關的角色。

2(a)

示例十三

a. 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、鱉等，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，而大澳亦有保存到這些文化例如：棚屋，可以讓旅客感受到漁村的生活究竟是什麼，喜歡探究歷史的及更加認識以前的小香港。

(2分@)

評語

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。

2a. 學習旅遊形式；透過學習旅遊可以讓更多的遊客瞭解到大澳居民的生活文化；更深入地感受大澳居民的生活。

娛樂及消閒形式；透過前往大澳，這個獨特的水鄉漁村；繁榮富庶的水上生活，還有劃水艇在水上穿梭；那種別具一格的娛樂。

(0分)

評語

旅遊形式與闡述內容不符；旅遊形式的名稱錯誤。

2(b)

示例十四

b. 要把大澳發展成爲一個可持續發展的目的地。首先，要把一些具有歷史價值的建築收葺，避免有建築物因缺乏修而有破壞或倒塌，而令旅客不能親身親覽。
 物如：棚屋，廟宇 (2分)

其次，可以把一些建築物轉成博物館或檔案館。例如把一些已空置的棚屋改成檔案館，內裏會存放展示以前的漁民生活及介紹有關的資料。讓旅客可以親身體驗 (2分)

除此之外，可以訓練當地村民作嚮導員，由於他們對大澳的認識較深，因此對大澳的文化及歷史會較熟識，能夠把準確的資料帶給旅客，而且亦可以為當地居民帶來一筆額外的收入 (2分)

2b) 首先，政府可控制到訪紅樹林的旅客數目如每日只允許五百人入場以減少人們流車划者所造成的破壞如踐踏植被，從而令大澳成爲可持續發展旅遊目的地。 (2分)

欠具體指出自然環境保護

評語

可持續發展的方法

表現平平。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。

26 標本成為一個可持續發展的旅遊目的地需要有以下

首先，關注環境，以環境的質與量為重，在發展旅遊時，確保不會造成污染及破壞自然環境。

其次，個人以至機構的積極參與與貢獻使^持續旅遊十分重要。旅遊群體和業界經營者的利益不可忽視，旅遊群體和業界經營者應互相合作，共同發展可持續旅遊，才會獲得支持。

~~最後~~，不可只單一項大型項目，應持續創新發展，帶臨多元化的項目，並關注這些項目會構成的問題。

~~培養~~ 教育及培訓當地居民，教育旅遊群體對環保的認識，增加他們的環保意識。

(0分)

評語

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澳達致可持續旅遊發展。

3(a)

示例十五

3a) 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。
 還有，目的地屬亞熱帶氣候。

(1分@)

評語

氣候和自然環境的特徵。

表現平平。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。

其次，自然環境方面，該地擁有豐富的自然景點，為遊客提供豐富的旅遊資源，其獨特、多樣性的自然景觀有助吸引遊客到訪，並進行一些較依賴自然環境的旅遊活動，例如踏單車、爬山等。

(0分)

評語

完全未有提及任何自然環境的特徵。

3(b)(i)

示例十六

b) 探險旅客、團暇度假式旅客、環保旅客、青年旅客

(1分@)

評語

潛在的顧客群組 / 旅客

表現一般。只提出群組的類別，未能逐一進行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。

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，消費力相對較強，故家庭式遊客可成為其中一種潛在市場群組。

最後，團暇及度假式旅客方面，由於該酒店建於全年可享日光浴的目的地，切合這類遊客的需要，有助吸引遊客入住，故團暇及度假式旅客可成為其中一個潛在市場群組。

總括而言，以及上所述便是年青旅客、家庭式旅客和團暇及度假式遊客是該酒店的三種潛在市場群組的原因。

(0分)

評語

未能描述旅客群組的特徵。

3(b)(ii)

示例十七

首先,高消費群組與家庭群組有時會留在酒店游玩,因此,應提供多些大型設施,如
同時亦應提供SPA房,以迎合他們想放鬆心情,好好游玩的需要。
其次,家庭群組可^{提供}提供幼兒照顧服務,可幫他們照顧小孩,讓他們盡情去玩。

(2分@)

評語

表現一般。能針對某市場群組/顧客群組來列寫其所需的服務,例如家庭群組/顧客群組需要康樂設施~泳池或幼童託管服務。

3b(ii) 客房餐飲服務
康樂設施服務例如: ~~健身室~~ 健身室, 游泳池。
洗衣服務
皮飲服務
接床服務
客房清潔服務
租DVD或CD服務
浴室設有滑設施
為不同客人提供吸煙樓層或非吸煙樓層

(0分)

評語

未能根據顧客群組的需要來提供個別的服務。

4(a)

示例十八

4(a). 酒店的前堂部利用(PMS)酒店資產管理系統為客人即時辦理入住手續，既可為即將來臨的客人即時入冊紀錄及資料，讓前堂部的工作效率能大大提高，令盈利增加。

其次，酒店的餐飲部亦會利用(PMS)為客人記帳(入單)，這可減低人手操作出錯的機會；亦同時令廚師內部連繫系統即時得知客人所需菜式，加快傳單的效率，提升服務質素。(每點) (每點)

(2分@)

評語

採用酒店資產管理系統的好處

表現尚可。能依據每項優點，提出相關例證，例如效率增加~前堂部查核入住紀錄、餐飲部的記帳及點菜工作，惟重覆部份好處，或欠關聯闡釋。

示例十九

4(c). 以下是酒店管理系統對餐飲部的好處。

首先，利用酒店管理系統(PMS)這系統會在顧客落單時已能出顧客結帳的總數，當顧客結帳時可加快其結帳所需的時間，加快其顧客量，增加其收入。

其次，利用酒店管理系統可撥款準確地落單，減少人手抄錯的机會，從而令日常管理更順暢。

還有利用其管理系統可提升服務的質素，準確度，能減低顧客的不滿情緒，從而令日常運作更順暢。

以下是其系統對房建部的好處。

首先，其系統將會提供多種言語，英語，日語等，其操作簡單易學，能減低其培訓成本，增加酒店盈利。

其次，其系統能預示房間的最新資料，已清潔房間數目，入住房間數目等，能迅速替負責辦理入住手續，從而令日常運作更順暢。

還有其系統能一為辦理各種手續，而且其速度快，能減少房建人員的兼聘數量，減少其勞工成本，增加酒店盈利的。

(2分@)

評語

在闡述不足下，令部份好處與其所提及的職能無關。

4. 以下為酒店其中兩個部門採用資產管理系統的好處。

第一，前堂部。系統可為前堂部顯示客房銷售情況及酒店收
入情況，能提升前堂部的運作效率。(0分)

此外，當潛在顧客致電到酒店想預訂房間時，前房員可即
時透過系統，作出接受或拒絕訂房的要求。(1分)

另外，若當房間爆滿，前房員可把客房列入等候名單，以
提升酒店的客房銷售量。(0分)

此外，交易情況，加快
然後，系統功能紀錄客房~~情況~~，有利處理客人結帳退房
時的進度，提升服務量及質素。(2分)

最後，系統可紀錄新入住客人及預定客人的資料~~名單~~，有助
前接員在客人到達酒店前，預先安排客房及其他服務。(1分)

第二是管家部，系統可提供所有客房的狀態，以便管家
部員工安排清潔工作。(1分)

此外，系統能紀錄清潔用品的數量及情況，方便
在編算購買清單時，作參考。(0分)

此外，管家部可利用系統暫時封鎖客房，以便進行清
潔的工作，加快效率。同時，可~~紀錄~~透過系統顯示已清潔客
房的數量，令前堂部能迅速銷售客房，提升酒店收入。(2分)

最後，酒店資產管理系統可~~有~~編排員工工作~~列表~~，有
助分配工作，並減少出現工作重疊的情況。(1分)

評語

另外，只能提出部門的工作，卻未能指出其好處。

4(b)

示例二

(類) (對) (評語)

(b) 能 (PMS) 的電腦化管理設備並不是簡易操作，因此酒店可能需安排培訓員工去操作(PMS)令酒店的管理成本增加，造成財政負擔。

(實則)

其次，(PMS)的電腦化管理設備是連接各部門，倘若電腦系統出現問題故障，將會嚴重影響酒店日常運作。

投資

其次，採用資產管理系統需要安裝強力的電腦保安程式，防止黑客入侵，因為系統中存有大量的顧客個人資料，因此需花大量費用安裝電腦保安系統。

(2分@)

評語

使用資產管理系統的弊處

滿意表現。能提出系統的弊處，並加以逐一闡述，例如成本、電腦故障、資料保安等問題。

4(b) 以下是採用資產管理的弊處。

酒店 難

首先，系統受網絡互聯限制，必須藉互聯網才能連接全球酒店銷售管理系統。若頭端用堵塞，較慢的運作速度可能會影響。

(1分)

評語

未能具體說明對酒店方面的缺點。

5(a)

示例二十一

首先，餐廳經理可要求員工提升其服務素質。例如當客人前來及離開時，與客人說一些歡迎語和道別的語話，例如歡迎下次光臨，以及加以察聽客人的需要，提高其服務質素，令客人感覺更貼心而會再次光臨，提升業績。

其次，餐廳經理可以設計一些宣傳單張，吸引一些客人及令更多人認識其好處，可使客人前往光臨，從而提升其業績。

另外，餐廳經理亦可以提出一些優惠給客人，例如優惠券或現金券，如在該餐廳光顧滿 \$150 可享受 15% 折扣優惠，從而吸引更多人前往其餐廳，使其餐廳的業績提升。

(2分@)

另外，再次培訓職員，由於該餐廳是高級餐廳，因此職員的服務態度必須保持良好，因此如他們的服務可以令到客人滿意，以有被尊重的感覺，便會再次光臨，業績亦會同時提升。

還有是購買資產管理系統，~~由~~在「落單」、「買單」、「送單」都是使用電腦的話可以節省非常多的時間，而且~~其~~出菜時間便是相對地快，自然「翻枱」的時數亦會大大增加。

(2分@)

評語

良好表現。能闡釋各種不同增加餐廳生意額的方法如提升服務質素、宣傳形式、優惠、培訓等等，甚至提出一些評卷參考以外的答案如電腦化。

5(b)

示例二十二

首先是考慮食物的供應是否穩定，例如日本北海道長腳蟹，是去年365天供應，如果不是的話，就避免加入菜單，以免有客人為了這道菜而來，但最後有而失望，亦影響餐廳的聲譽。

另外是菜式的健康，由於現時的人均非常注重食物是否健康，因此在定菜單時必須是達到均衡飲食的標準，必定要有類類，菜、肉、蛋，以吸引一些健康飲食的客人。

另外是要配合餐廳的地點位置，如果餐廳是在香港旺角區的話，而菜色而菜單上都是昂貴的菜色，如進口牛扒 (\$200 一份) 是無法經營，因此不論是在價錢以及食物供應都需要符合當地該地區的人士。

其次是該菜色是否在製作時需用特別爐具，例如點心需要蒸爐，如餐廳沒有，話便不要加入該菜式，因為需要另購爐具，令到支出增加。

最後是是否有人懂得製作，如用高如甜品，而可能餐廳內師傅沒有人懂得的話，必須請另請一個人，令其支出增加，因此亦需注意。

(2分@)

示例二十三

廚師在擬定一份全新的菜單時應考慮食料材^以來源的穩定程度，不會容易出現短缺的情況，以免食材經常短缺而常常不能供應予客人。

同時，廚師應考慮食物的受歡迎程度，避免客人間爭的情況出現，造成食材的損耗，導致金錢上的損失。

其次，廚師應考慮餐廳主要的服務對象，例如該餐廳多是高消費群組，就應擬定高級菜式，如鰻魚、鮑魚等，以迎合他們的喜好，從而使盈利上升。

另外，廚師應考慮食材的價格穩定性，避免再~~選~~選一些價格時常變動的食材，否則當食材價格上升時，餐廳所賺的盈利就會減少。

廚師應考慮菜式能否令餐廳賺取更多的利潤，若然某道菜式的成本低，售價卻很高的話，則可令餐廳的盈利增加。

(2分@)

評語

滿意表現。能提出不同影響新菜式設計的因素如市場、供求、飲食均衡、餐廳位置、廚房設備、廚師技能等等。

首先，市場目標方面，廚師應考慮片廳的目標顧客群。例如素食片廳應供應不含肉類的膳食，以符合客人的期望。

其次，片廳定位方面，廚師應考慮片廳的市場定位。例如高價片廳應供應較高質素的食物，以滿足顧客的需求，並符合片廳的定位、角色。

(0分)

評語

闡述欠深入，故未能與新菜式所需考慮因素有關。

1. (a)(i)	coast
(ii)	Room, playground, swimming pool
(iii)	<p>In year 1 is $23000000 \times 42\% = 9660000$</p> <p>year 2 is $25000000 \times 41\% = 10250000$</p> <p>year 3 is $28000000 \times 38\% = 10640000$</p> <p>year 4 is $30000000 \times 31\% = 9300000$</p> <p>The trend of this four-year period is increasing from year 1 to year 4.</p>
(b)	<p>First, More tourist from mainland. It is because of the free travel policy by China that mainland visitor can visit Hong Kong more easy, And ^{Hong Kong is close} to mainland that's why the to by land is increase.</p> <p>Second, more cheaper using car, coach and rail is more cheaper than by air and by sea.</p> <p>Third, More convenience. Use car, coach and rail is quickly and door-to-door service, and no time limit, more convenience to use.</p>

Comments

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.

Sample 2

(i) Cntises.
 ii) The three facilities provided by it is rooms for accommodation, canteen for meals and refreshment and swimming pool for entertainment.
 iii) The number of visitor arrivals by air in Year 1 is 966 00 00, Year 2 is 10 250 000, Year 3 is 10 640 000, and Year 4 is 10 800 000.
 The number of visitor arrivals by air is increasing in a decreasing rate in the four-year period. ^(the trend is) So the number of visitor increase in each year is decreasing.
 b) The reasons for the ^(increase number and percentage) ~~change~~ of visitor arrivals by land is mainly because the number of mainland tourist visitor is increase as more and more mainland people are able to visit HK with out a VISA. So It became a trend for ^{number of tourist flow} ~~(long-haul)~~ from China.

Comments

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

i) The another carrying unit that can be provided "by sea" is ~~the~~ cruise.

ii) In cruise there are 3 facilities can be provided are gym room, swimming pool and Ball room.

While cruise is a largest size of carrying unit in the sea. It contains different types of services of entertainment.

For gym room, it can be provided for the ~~gts~~ guest to exercise.

For swimming pool, it can be provided to guest to enjoy such destination's sun shine and have fun.

For ball room, it can be provided for such large organization to held a ~~celebrating~~ Gala dinner.

Comments

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

Sample 4

ii)	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 over night, the cruise has different types and prices bedrooms for the guests.

Comments

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" transportations is much more cheaper than the "air" and the "sea" transportations.

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" transportations are 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.

Comments

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

c) There are ~~several~~ several methods can be used to increase the number of the visitor arrivals by sea.

Firstly, the sea transportation company can give discount to the guest in order to attract them. Tourists are easily choose the transportation which is ~~comparably~~ cheaper than others.

Secondly, the companies can do more promotion. While people may have fewer ~~knowledge~~ information about the sea transportation, such as it only sit on a boat or it easily to have a sea sickness. To be cleaning up all those preconceived ~~the~~ ideas, the most possible way is doing promotion. It can be doing advertisement on TV and magazines.

Thirdly, the cruise company can add more facilities to attract tourists. For example, people can playing golf in the cruise. The group of ~~st~~ golf players tourist may be interested and attracted by it. Besides, providing new products can attract tourist and makes them want to try.

Those methods above are possible to increase the numbers of the visitor arrivals by sea.

Comments

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

Question 2

Sample 7

a)	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. Shoe polishing by staff is a intangible service.
d)	On the executive floor, business travellers can check-in with special counters that shorten the waiting time. More security guard 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.

Comments

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

(a) It should be a convention hotel.

(b) Businessmen ~~would be the most common type~~ and VIPs would be the most common types of guests staying on executive floor.

(c) Continental breakfast in the executive lounge ~~would be~~ is one of the tangible service and the secretarial services is one of the intangible service.

(d) Except the services ~~provide~~ that given in above leaflet. Here is other personalized services that can be offered on the executive floor.

First, the executive floor may provide Spas, Gyms. ~~on the~~ Since the businessmen, VIPs or other target guests usually want to relax after a day. Yet, they don't want to go to the common spas and gyms in the hotel. A private Spa or gym would be a choice for them.

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

Lastly, since the businessmen usually have frequent trips and the VIPs usually stay in ~~the~~ the same hotel, therefore,

Comments

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.

a)	There are seven positive impacts and four negative impacts of tourism.	
	For the positive impacts, firstly, tourism provide job opportunity and create employment. There are many jobs related to tourism, for example, housekeepers in hospitality industry, salesperson in retailing industry. More job opportunity will be created by tourism development.	2
	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.	2
	Thirdly, tourism industry improve the balance of payment in Hong Kong. Tourism can help to improve the capital outflow problem.	1
	Forthly, it helps to generate income and multiplier effect. 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.	2
	Fifth, it has intersectoral linkage effect. Many industries can enjoy the benefits created by tourists.	

Comments

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.

Sample 10

For example, tourists travel different attraction by transportation like bus. It helps the transportation industry to make higher profit.

Sixth, local residents can have a higher living standard due to a good economic condition. Tourism industry is one of the major economic pillars in Hong Kong. A prosperous development in tourism helps to stimulate Hong Kong's economy.

Seventh, tourism industry attract foreign investment. A mature development in tourism industry can attract some international company to invest in Hong Kong, like Four Seasons Hotel Inc.

For the negative impacts, there will be cash leakage. That means some money is drain out of economy. It can be caused by sending money back to home countries by foreign workers in Hong Kong.

Besides, tourism industry leads to an increase in consumer price and land price. Tourists will increase the demand for local good and services. According to law of demand, price will increase because of excess demand.

Comments

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.

Sample 11

b,	For Tourism Commission, it is in charge in formulating government policies, plans, strategies on tourism development. That means Tourism Commission is a decision maker. It has to forecast the future development of tourism.
	Besides, Tourism Commission has to coordinate the work of other government department on development that have impacts on tourism. For example, building of West Kowloon Project will help to attract tourists or not. 1
	For Travel Industry Council, it has to handle tourist complaint. Such as complaining the unsatisfactory of the services provided by a hotel in Hong Kong. 1
	In addition, it helps consumer to apply for the payment for Package Tour Accident Contingency Fund Scheme. Consumers can have compensation through this scheme. 0
	Travel Industry Council helps to promote consumers' awareness of travel protection and travel safety.

Comments

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

Question 2

Sample 12

a) The forms of tourism appropriate for making Tai O a popular destination is holiday / leisure tourism, as Tai O have Markets and Stilt house and a good environment in the remote area, It provides a nice place for tourists to relax and refresh their mind while ~~shopping~~ ^{relief} from pressure. Also, the market are a place for tourist to ~~the~~ shopping for products. 2

Comments

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

Sample 13

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. 0

Comments

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

Sample 14

Tai O is a well-known old fishing village, which located on Lantau Island. Although it is an old fishing village, but at the same time, it is a sustainable tourism destination also. Let's us talk about it.

Tai O can be developed into a ~~sustainable~~ sustainable tourism destination.

Firstly, keeping the old style, but install some modern daily facility. Such as Tai O's one of the tourist attraction — Market. Which has kept the whole old style of an fishing old village's market should have. And they also have kept the shops which can represent the old fishing village well. Such as some shops only sells those dried fish. But in the meantime, they also have installed some modern facility to let make the visitors more convenient. Such as Bank, ATM, etc. So which can keep the old appearance and shops, at the same time can have some convenient modern shops. **2**

Secondly, the natural destination. Such as one of the Tai O's tourist attraction, Mangrove. Which has kept the beautiful view of the little forest. There always have some special birds or special flowers and plants there. Which attract lots of flower lovers or bird lovers to come for taking beautiful picture. **2**

Thirdly, provide some short trip. Since there are some still house in Tai O. There provides some short trip services, to let the visitors know

Comments

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.

Sample 15

b) Tai O can be developed into a sustainable tourism destination by the cooperate of different sectors of Hong Kong

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

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

~~For Environment~~ **2**

For Environment, the development of Tai O should not exceed its carrying capacity or will bring different kind of pollution or even destroy the destinations. Like the mangrove of Tai O, we have to conserve it's ecological state and the trees inside it, therefore, we can't have big ~~if~~ infrastructure or construction work there and we have to supervise and ~~use~~ monitor the tourist from ~~crave~~ or draw on th

Comments

2(b). Although the key components are shown, the elaboration is not good enough to fully cover the main concept of sustainable tourism at a destination.

Question 3

Sample 16

Q3(a) Because the hotel is located near the sea and it can have a year-round sunbathing destination. Therefore the climate of the hotel is warm and sunny in the whole year. 2

The climate is very comfortable that with hot humid and wind. The weather is not cold and wet. 2

The natural environment is ~~was~~ there are beautiful scenery in there. Because of hotel near the sea, the coastline with beach, sea and other beautiful scenery. Tourists can enjoy a lot of activities through this natural environment. They can swim, diving, fishing and photography and sunbathing too. 2

Comments

3(a). The climate and features of natural environment is well covered.

(b) I think the sea-side hotel has a potential market segment on resort hotel. It located at the sea side, and it has a year-around sunbathing destination. It is good for people who wants to relax yourself.

I think it ^{can} also be a boutique hotel. It can sell some special tourism products which ha their country's characteristics, such as their traditional customs. It can also has different themes for different guest rooms. That can give a deeply image to the tourist because they in an unique guest room and has the traditional decoration of the country.

I think it can be a suburban hotel. The sea usually far away from the centre of city. It can be for the whole family vacatation. The suburban site usually has the beautiful view. That can let the travellers feel comfortable and relax.

Comments

3(b)(i). The question is examined on tourist segment, not hotel segment. No mark is given.

03(b)(i) Because of the hotel located in a year round sunbathing destination. The climate is warm and sunny. Tourists can enjoy a lot of outdoor activities.

Therefore the hotel can attract the tourists who come from a country where in cold weather such as Northpole. They can enjoy the sunny and warm weather in this sunbathing destination. They can do a lot of outdoor activities in there. 0

Besides, the hotel can also attract the leisure tourist to come. Because the environment of the hotel is comfortable with beautiful scenery and natural features. The leisure tourists can have a rest and relax in this enjoyable place. They can enjoy the sunbathing, viewing the sea and swimming. 2

Moreover, the hotel can also attract the family to go. Because the hotel has an abundance of natural attractions. It is a good time for family to view the natural environment and the children can learn more from this natural attractions and know more the natural features too. Family can have some to communicate and interact through a lot of outdoor activities in there, such as playing in the beach, sunbathing, photographing and swimming. etc. 2

Comments

3(b)(i). The answer does not relate to tourist segment. No mark

3(b)(i). Both leisure tourists and families are good examples who may stay at the hotel. Their needs in a hotel setting are also properly identified.

DEVELOP The hotel may need to provide more relaxing facilities for the leisure tourists. Because leisure tourists are main for enjoy and relax.

They may want to diving, swimming or sunbathing. The hotel need to provide some diving ~~off~~ equipments, the safety measures are must be provided to the tourists. Besides, the hotel can be provide some sunbathing equipments to tourists. So that tourists can feel the care by the hotel. 2

Moreover, the hotel can provide some guest room facilities or services for the family. Such as baby cot ~~or~~ or a one more bed provide in the room. The hotel can inform the food and beverage department to provide a 2 special menu for the children and suitable for their taste.

Besides, the concierge in hotel can help these tourists ~~make a reservation~~ to book the place for sunbathing or other 0 outdoor facilities.

The hotel can provide personal services for these tourists. Such as housekeeping services, ironing service and room services, etc. Also provide the safety advice of doing the outdoor activities. 0

Comments

- 3(b)(ii). Good points for leisure tourists, and their preferences are also well identified.
- 3(b)(ii). Good points for children, and their needs in a hotel are also explored.
- 3(b)(ii). Not specific for the tourist group. No mark
- 3(b)(ii). The examples are not specific to the context set in the question. No mark given.

4(a)	The benefits of implementing PMS can help the front office department and housekeeping department in the hotel.
	The PMS help the front desk easily to control the reservation to revenue management. PMS help to provide most up-date information for the guests and the front desk staffs. PMS also help to 1
	For example, The PMS can help to give a name list of new arrival or departure guests for the front desk staff. Besides, the PMS can help to renew the electronic keys according the electronic door lock system. (door). 1
	Furthermore, the PMS can help the front desk staff to analysis the room rate, housekeeping report, etc. The PMS can help front desk easily to manage the front desk staff report. 1
	PMS also help the front desk to settle the guest account. And the front desk can reserve the most up-date room informations from the housekeeping department. 1
	On the other hand, the benefits of implementing PMS also can help the housekeeping department.
	The PMS can help the housekeeping department

Comments

4(a). There are a few points with appropriate examples in a hotel context covering two departments. However, there are insufficient points to be covered to get full marks.

to have schedule of room list so that they can ~~maintain~~ know which they need to clean and they can monitor a high standard of rooms in the hotel.

Besides, the PMS help the housekeeping department to block the door so that they can clean the guest room and the front desk can see the new update room information. Because housekeeping department can provide the room status and information to the front desk. PMS can help to increase the efficiency of housekeeping department and help them to save the time. 2

Moreover, the PMS help the housekeeping department to record the consumption of mini-bar in the guest rooms and update the accounts of the guests. It can be more clearly for the guest account. 1

Furthermore, the PMS can help the housekeeping department to record the cleaning supplies and also record the guest's opinion so that the housekeeping office can check it. 1

Lastly, the PMS also helps the housekeeping department to check the electronic door system record so that they can know the records on guests in and out of the guest room. That can help the housekeeping department to ensure the security and protect the safety of guests.

Comments

- 4(a). The point presented is well supported by appropriate examples in a hotel.
- 4(a). This point merely gives an example but does not do much on the benefit to the hotel.

Q4(b) There are some disadvantages of using PMS in hotel operations.

The first disadvantage of using PMS in hotel operation is easily to let departments know the guest personal information. Because the PMS help the data share in all department in the hotel. Therefore, the ~~for~~ personal information of guest may easily mistaken or let others know. 0

The second disadvantage of using ~~the~~ PMS is the staff may feel big pressure. Because the management team can check the staff working standard through the PMS. Therefore, the staff may ~~not~~ feel not comfortable and big pressure during working. 0

The third disadvantage of using PMS is the ~~data~~ data shared by all department may easily mistaken by other departments to be legal way. Or the department may input wrong information in PMS systems. 0

Because the PMS stored a lot of data and important personal information of guests and also the work duties of staff. If ~~the~~ unlucky, the PMS system has broken or lost, staff can't work efficiently like before. (or miss the information) 1

Comments

4(b). The points are mostly irrelevant.

Question 5

Sample 23

a) Firstly, restaurant manager can provide training courses to the employees. Employees can provide a better effective services to customers like minimize the mistakes. 1

Secondly, the manager can hire more workers to improve the efficiency of services. It is better to have more staff to share the jobs to ensure the quality of services. 1

Thirdly, the manager can improve the ambience of the restaurant. For example, add more decor or change the uniform. It can help to develop a new image of the restaurant. 2

Lastly, manager can promote the restaurant 2 through media like advertisement and commercial. This can help to create a fame for the restaurant

Comments

5(a). The first and second points are too similar. The other points are well presented and supplemented by good examples in respect of a restaurant setting.

The chef should consider the equipment available and the skill of the workers. Are the workers know to cook Japanese food? Do we have enough equipment to prepare for a large banquet? 2

The chef should also consider the supplies that are 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 2

The balance of the menu should be planned. For example the meat should arrange heavy to light or light to heavy. 2

Types of menu is also important. For example, the menu is a la carte menu or cyclical menu. 2

Comments

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