

TOURISM & HOSPITALITY STUDIES PAPER 1 (Sample Paper)

Time allowed: 1 hour 15 minutes

This paper must be answered in English.

GENERAL INSTRUCTIONS

1. There are **TWO** sections, A and B, in this Paper. Section A carries 30 marks and Section B carries 15 marks. 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.**
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SECTION A (MULTIPLE-CHOICE QUESTIONS)

INSTRUCTIONS FOR SECTION A

1. Read the instructions on the Answer Sheet carefully. Stick a barcode label and insert the information required in the spaces provided.
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.
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.

Not to be taken away before the
end of the examination session

Section A Multiple-choice questions (20%)

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

1. Which of the following are the main responsibilities of Hong Kong's Tourism Commission?
 - (1) organising tourism festivals and events
 - (2) promoting Hong Kong as a tourism destination
 - (3) formulating policies, strategies and plans for tourism development
 - (4) leading and coordinating the work of other Government bureaux and departments on policies related to tourism
 - A. (1) and (2) only
 - B. (1) and (4) only
 - C. (2) and (3) only
 - D. (3) and (4) only

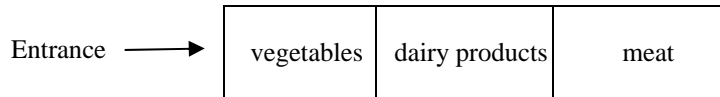
2. Which of the following are the tourism-related functions of the Immigration Department in Hong Kong?
 - (1) facilitating the visits of travellers
 - (2) assisting Hong Kong travellers who have accidents overseas
 - (3) checking the luggage of every visitor
 - (4) providing a travelling hotline service to visitors
 - A. (1) and (2) only
 - B. (1) and (4) only
 - C. (3) and (4) only
 - D. (2) and (3) only

3. Which of the following is a function that existing front office software CANNOT perform?
 - A. storing guest records
 - B. billing for travel agents on credit
 - C. tuning the guest room's bedside control panel
 - D. linking with the restaurant's points of sale system

4. The common types of pathogens causing food borne disease are
 - (1) E. coli O157.
 - (2) Salmonella.
 - (3) Campylobacter.
 - (4) Lactobacillus Acidophilus.
 - A. (1) and (2) only
 - B. (1) and (3) only
 - C. (2) and (4) only
 - D. (1), (2) and (3) only

5. Which of the following are the characteristics of French style food services?
- (1) The food is pre-proportioned in the kitchen.
 - (2) The dishes are placed on hot plates on the table for customers to serve themselves.
 - (3) The food is prepared on a trolley next to the customer's table.
 - (4) The food is served by the staff from the serving dish onto the customer's plate by using a spoon and a fork.
- A. (1) and (2) only
 - B. (1) and (3) only
 - C. (2) and (3) only
 - D. (3) and (4) only
6. What are the on-site pollutants produced during hotel operations?
- (1) sewage
 - (2) organic waste
 - (3) sulphur dioxide
 - (4) particulate matters
- A. (1) and (2) only
 - B. (1), (3) and (4) only
 - C. (2), (3) and (4) only
 - D. None of the above 4 choices
7. What are the actions taken by the catering industry to support the non-smoking legislation?
- (1) creation of easy-to-remember slogans
 - (2) organisation of workshops to educate employees
 - (3) design of relevant posters and stickers
 - (4) mandatory installation of air filtering systems
- A. (1), (2) and (3) only
 - B. (1), (2) and (4) only
 - C. (1), (3) and (4) only
 - D. (2), (3) and (4) only
8. Which of the following may have an impact on hotel development in Hong Kong?
- (1) plot ratio of the development site
 - (2) fire safety requirements
 - (3) building height limits
 - (4) building safety, health and sanitation requirements
- A. (1) and (2) only
 - B. (1) and (3) only
 - C. (2), (3) and (4) only
 - D. (1), (2), (3) and (4)

9. According to Cohen, what is a traveller driving across the countryside classified as?
- A. a wandering type
 - B. an exploring type
 - C. an independent type
 - D. a mixed type
10. The following sketch shows the location of vegetables, dairy products and meat in a hotel's walk-in freezer.



- The ideal temperatures for storing these items starting from the entrance is:
- A. 12°C ; 10°C ; 8°C
 - B. 10°C ; 5°C ; 0°C
 - C. 8°C ; 3°C ; -1°C
 - D. 6°C ; 4°C ; 0°C
11. Which of the following hotel staff are in the Food and Beverage department of a large hotel?
- (1) steward
 - (2) room service attendant
 - (3) bakery chef
 - (4) pantry assistant
- A. (1) and (2) only
 - B. (1), (3) and (4) only
 - C. (2), (3) and (4) only
 - D. (1), (2), (3) and (4)
12. The principles of the development of sustainable tourism refer to
- (1) environmental concerns.
 - (2) economic development.
 - (3) community involvement.
 - (4) education and training.
- A. (1) and (2) only
 - B. (2) and (3) only
 - C. (1), (3) and (4) only
 - D. (1), (2), (3) and (4)
13. Which of the following is NOT a measure to cope with hygiene problems in Hong Kong's restaurants?
- A. assigning a qualified employee to be the hygiene manager in a restaurant
 - B. installing hand cleaning lotion dispensers in restaurants
 - C. carrying out regular cleaning
 - D. setting up a laboratory specifically for restaurants to test for food pathogens

14. Which of the following could be an in-room feature of a boutique hotel in Hong Kong?

- A. electronic game programmes and facilities
- B. round or oval shaped bath tubs
- C. artistic decorations
- D. all of the above

15. Which of the following are ways of classifying hotels?

- (1) star-based rating
- (2) service-based rating
- (3) room-rate-based rating
- (4) environmental-performance-based rating

- A. (1) and (2) only
- B. (1) and (3) only
- C. (2), (3) and (4) only
- D. (1), (2), (3) and (4)

16. Climate is important for tourism because

- (1) climate affects the attractiveness of a destination.
- (2) climate affects an individual's comfort level.
- (3) climate has a close relationship with landforms.

- A. (1) and (2) only
- B. (1) and (3) only
- C. (2) and (3) only
- D. (1), (2) and (3)

17. Which of the following are factors that influence travel patterns?

- (1) proximity
- (2) cost of travelling
- (3) presence of international connectivity
- (4) the national characteristics of the tourist-generating country

- A. (1) and (2) only
- B. (1), (3) and (4) only
- C. (2), (3) and (4) only
- D. (1), (2), (3) and (4)

18. In tourism, "intervening opportunities" refer to

- A. the interaction between places.
- B. the substitution of one place for another.
- C. the ease with which a person can go from one place to another.
- D. none of the above.

19. What are the roles of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in promoting cultural tourism?
- (1) organising tourism and cultural heritage workshops and conferences
 - (2) safeguarding cultural diversity
 - (3) enhancing the linkage between culture and development
 - (4) assisting members in preparing the policies of tourism and development
- A. (1) and (2) only
 - B. (3) and (4) only
 - C. (2), (3) and (4) only
 - D. (1), (2), (3) and (4)
20. Which of the following are dimensions that people generally consider when judging the quality of a service?
- (1) responsiveness
 - (2) assurance
 - (3) sympathy
 - (4) reliability
- A. (1), (2) and (3) only
 - B. (1), (2) and (4) only
 - C. (1), (3) and (4) only
 - D. (2), (3) and (4) only
21. Which of the following is NOT a tourism company's policy that can improve or maintain its quality of service?
- A. conducting regular customer surveys
 - B. maintaining interaction with customers
 - C. increasing the number of management levels
 - D. seeking and listening to frontline employees' opinions
22. Which of the following should the employees of a tourism company be aware of when greeting guests of different cultural backgrounds?
- (1) eye contact
 - (2) manner
 - (3) using guests' names
 - (4) gestures
- A. (1) and (2) only
 - B. (1), (3) and (4) only
 - C. (2), (3) and (4) only
 - D. (1), (2), (3) and (4)

23. Which of the following would be considered an example of negative body language?
- A. smiling and nodding
 - B. leaning forward when you speak
 - C. crossing your arms in front of you
 - D. looking clients straight in the eye
24. The benefits of the tourism industry to the Hong Kong economy in recent years include
- (1) the hotel sector contributing about 2 % to the gross domestic product.
 - (2) the tourism industry contributing about 8% to the gross domestic product.
 - (3) the number of employees in the catering industry reaching about 200,000.
 - (4) the registered number of inbound tourist guides reaching about 6,000.
- A. (1) and (2) only
 - B. (3) and (4) only
 - C. (1), (2) and (4) only
 - D. (1), (2), (3) and (4) only
25. Which of the following is NOT a measure of tourism demand?
- A. number of transit passengers
 - B. number of visitor arrivals
 - C. visitor days or nights
 - D. length of stay of visitors
26. Which of the following are the top source market areas of visitor arrivals to Hong Kong in recent years?
- A. China, Taiwan, Japan, USA, and UK
 - B. China, Taiwan, Japan, USA and South Korea
 - C. China, Taiwan, Japan, USA and Singapore
 - D. China, Taiwan, Japan, UK and South Korea
27. The “Frequent guest programme” in hotels assists the hotel manager by
- A. compiling guests’ demographic data.
 - B. determining the group rate.
 - C. increasing convention business.
 - D. encouraging guests to stay in a hotel of the same group.
28. Which of the following hotel services is the most difficult to copy?
- A. a fitness centre
 - B. a top-rated restaurant
 - C. a business centre
 - D. a concierge

29. What are the advantages of the widespread use of direct Internet booking to a hotel?
- (1) The cost of online bookings is lower than that of other distribution channels.
 - (2) It creates loyal customers.
 - (3) It provides the hotel with an opportunity to monitor real-time inventory.
 - (4) It appeals to younger generations.
- A. (1), (2) and (3) only
 - B. (1), (2) and (4) only
 - C. (1), (3) and (4) only
 - D. (2), (3) and (4) only
30. Which of the following type of room tariff is most expensive?
- A. corporate contract rate
 - B. group rate
 - C. rack rate
 - D. travel agent contract rate

End of Section A

Section B Data-based questions (10%)

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

1.

Category	Types of Room				Number of Employees
	Single	Twin	Triple	Suite	
5-star hotels	40	7,000	100	600	9,000
4-star hotels	600	13,000	800	1,200	14,000
3-star hotels	200	8,000	100	500	11,000
2-star hotels	800	2,000	100	100	2,000
1-star hotels	1,000	3,000	900	N.A.	5,000

Table 1: Number of Hotel Rooms and Employees in ABC City

- (a) Given the data in Table 1,
- calculate the daily room supply; (1 mark)
 - identify the hotel category that provides the largest room inventory and calculate its market share in room supply; and (2 marks)
 - calculate the ratio of employees per room for the 2-star hotels. (1 mark)
- (b) Identify and explain three areas in the management of a hotel that will be affected by the changes in hotel staff to room ratio. (6 marks)

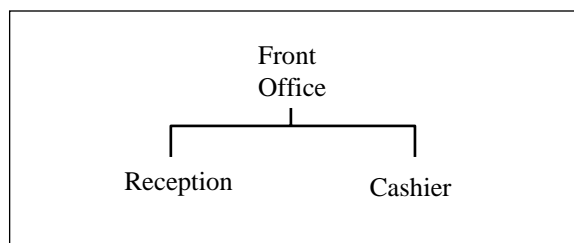


Figure 1

- (c) Figure 1 shows the simplified structure of a hotel's front office. List five jobs created by the front office. (5 marks)

2. One day, at a railway station in a foreign country, Mr. Chan queued up to purchase a train ticket. He had the train timetable in his hands. Mr. Chan was very unhappy because he had been waiting for more than 10 minutes. The following is the conversation between Mr. Chan and the ticket officer.

Chan:	One immediate sleeper ticket to station X.
Ticket officer:	Louder please! What do you want?
Chan:	One sleeper ticket to Station X.
Ticket officer:	All sleepers are sold out. Only chair-car tickets are available.
Chan:	No... I want a sleeper...now.
Ticket officer:	<i>(Printing the ticket)</i> 654 dollars, please.
Chan:	<i>(After looking at the ticket, cries out loudly)</i> Not even one sleeper?! I don't care! I only want a sleeper.
Ticket officer:	All sold out. Come tomorrow.
Chan:	You said a ticket is available.
Ticket officer:	I didn't say that. You've got a hearing problem.
Chan:	I'll complain about your attitude.
Ticket officer:	Go away. There are many people in the queue.

Mr. Chan made a complaint to the station manager about his encounter afterwards.

- (a) What type of difficult customer does Mr. Chan represent? Justify your answer with two examples from the above passage. (3 marks)
- (b) Name one other type of difficult customers. (1 mark)
- (c) Based on the above information, explain what personal attributes the ticket officer should possess to bring calm to the above situation. (5 marks)
- (d) What are the key actions the ticket officer should take when handling Mr. Chan's request? (6 marks)

END OF PAPER