

TOURISM & HOSPITALITY STUDIES PAPER 2

(Sample Paper)

Time allowed: 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.

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

1. The recent tourism boom in Hong Kong has brought about the emergence of a number of new types of hotels. Budget hotels, theme hotels and boutique hotels have become the focus of local hotel development projects since 2000.
 - (a) Explain why there is such a focus emerging in Hong Kong's hotel industry. (16 marks)
 - (b) Give one local example of a theme hotel and boutique hotel respectively. (2 marks)

2. Following the economic boom and the development of Meetings, Incentives, Conventions and Exhibitions (MICE) business, hotels have received a number of enquiries about banquet booking. A hotel's banquet office has to plan the menus before the banquets.
 - (a) Describe the factors that banquet offices have to consider in the process of menu planning for western style banquets. (13 marks)
 - (b) Identify the ambience elements that should be noted in arranging banquet functions. (5 marks)

3. It is believed that the expanding market of senior citizen travellers from Asia will provide more business opportunities for the tourism industry worldwide.
 - (a) Explain why the market of senior citizen travellers from Asia is expanding. (12 marks)
 - (b) Identify and explain the safety measures which need to be in place for senior citizen travellers. (6 marks)

4. The Environmentally Sustainable Development Strategy for Hong Kong's Travel & Tourism Industry has stated: "In order to meet economic functions over the long term, the travel and tourism industry should strive to improve environmental quality and sustain its development into the future. This can be achieved by adopting principles that will steer the industry towards a path of environmentally sustainable development."
 - (a) What is the definition of sustainable tourism development according to the World Tourism Organization (UNWTO)? (2 marks)
 - (b) Illustrate the primary principles that need to be considered in order to achieve sustainable tourism development. Based on these principles, suggest and explain with examples how sustainable tourism can be developed in Hong Kong. (16 marks)

5. Some tourists travel just to appreciate the beauty of nature.
 - (a) With the help of examples, discuss the impact of the following on tourism in Hong Kong:
 - climate
 - landforms and natural vegetation(15 marks)
 - (b) Suggest ways to promote Hong Kong's tourism in less favourable climatic seasons. (3 marks)

END OF PAPER