2019 HKDSE Tourism and Hospitality Studies Examination Briefing Session

2019 Grading Procedures

- **Post-marking exercise**

- **Expert Panel Meeting**

- **HKEAA Internal Meeting**

- **HKEAA Public Examinations Board Meeting**

Note : Reference to Grading Procedures & Standards-referenced Reporting in the HKDSE Exam (HKEAA)

Grading Results of 2019 THS Exam

	Normal Day School Candidates (excl. rep.) (2019 figures)	
No of Sat	3308	
	Chi	Eng
	2891	417
L5 **	0.5 %	
L5* or above	2.1%	
L5 or above	5.2 %	
L4 or above	16.7 %	
L3 or above	38.8 %	
L2 or above	77.7%	
L1 or above	93.6 %	

L5**: Top 10% of L5 (Approx.)

L5*: Next top 30% of L5 (Approx.)

Mark distribution across domains

	Paper 1		Paper 2	
	MC	DBQ (marks)	Essay (marks)	Approx. weighting
Tourism	7	12	16	23%
Hospitality	9	8	18	23%
Destination Geography	5	/	26	21%
Customer Relations	5	4	10	13%
Current Issues	4	6	18	20%
Total	30	30	90	

Some current issues or customer relations questions may fall into either of the Tourism or Hospitality settings

Popularity

Paper 1*	Popularity (%)
MC	NA
DBQ Q1	67
DBQ Q2	61
DBQ Q3	72

*Answer 2 questions out of 3

Paper 2*	*Popularity (%)
Q1	61
Q2	87
Q3	50
Q4	69
Q5	34

*Answer 3 questions out of 5

2019 Candidates' Performance Exemplars

http://www.hkeaa.edu.hk/tc/hkdse/assessment/subject_information/category_a_subjects/hkdse_subj.html?A2&2&24_25

How to get the PowerPoint?
http://www.hkeaa.edu.hk/en/

➢ **HKDSE**

➢ **Assessment Information**

➢ **Subject Information**

➢ **Tourism and Hospitality Studies**

➢ **Other Resources**

➢ **Briefing session of 2019 Exam**

Samples of Performance

General Observations of 2019 Exam

Some Observations

- Steady improvement in the grade awards across years

- Grade distribution over years

	L5	L4	L3	L2	L1
2015	4.0%	14.5%	33.0%	70.3%	92.2%
2016	4.2%	15.8%	35.9%	73.1%	91.4%
2017	4.4%	14.9%	35.1%	74.1%	92.1%
2018 (Day School)	4.6%	15.3%	35.5%	75.1%	93.1%
2019	5.2%	16.7%	38.9%	77.7%	93.6%

Considerations in Setting 2019 Exam Papers

1. Emphasis and balance of hospitality/tourism; application/concepts; business/social science

2. Make reference to question setting in 2018

3. Test both theory and application in Paper 2

Explanation of the question requirements, marking criteria and candidates' performance of Paper 1

Paper 1: Multiple Choice General Observations

- Level of difficulty
  - The percentage of correct answers in individual questions ranged from almost 90% to less than 10%.
  - Average number of questions answered correctly was about 16

- Candidates' performance
  - Candidates were less capable with questions testing travel-related knowledge and current issues
  - Candidates are advised to have a wider scope of knowledge in tourism and hospitality context

MC Q5, Q26 and Q28

5. A passenger is prohibited from boarding a flight to Kuala Lumpur at the boarding gate at Hong Kong International Airport. Which of the following is a possible reason?

    A. The passenger failed to show his/her identity card. (9%)
    B. The passenger has lost the boarding pass and can only show his/her passport. (55%)
    *C. The passenger refused to check in the oversized hand-carried luggage. (23%)
    D. The passenger has a bottled drink in his/her hand luggage. (13%)

26. Which tourist destination was shut down temporarily in 2018 because of sustainability issues?

    A. Phuket Island in Thailand (25%)
    *B. Boracay in the Philippines (28%)
    C. Easter Island in Chile (31%)
    D. Mount Aso in Japan (15%)

28. A Chinese restaurant wishes to attract more Muslim customers. Which of the following may appeal to them?

    A. offer alcoholic drinks at a discounted price (6%)
    B. design some healthy fusion food with different types of red meat (20%)
    *C. use disposable tableware (6%)
    D. serve a light menu during lunch in the month of Ramadan (the fasting month) (68%)

Candidates would have performed better if they had been familiar with travel-related knowledge, such as the boarding requirements, the eating customs of Muslim.

MC Q18, Q19 and Q21

18. A tourist had a New Year's Eve countdown in one city before getting on a flight to another city on January 1. Upon arrival at the destination, the tourist was able to have another New Year's Eve countdown. Which of the following is the route taken by the tourist?

A.	Auckland to Bangkok		(20%)
*B.	Beijing to San Francisco		(63%)
C.	Kuala Lumpur to Port Moresby		(10%)
D.	Paris to Abu Dhabi		(7%)

19. A tourist is travelling to the capital city of a country in which the official language is the same as the country where the Running of the Bulls Festival takes place. Which city is the tourist now travelling to?

A.	Perth in Australia	(8%)
B.	Rio de Janeiro in Brazil	(37%)
*C.	Buenos Aires in Argentina	(50%)
D.	Riyadh in Saudi Arabia	(5%)

21. A tourist is planning to visit one of the world's largest coral reefs in December. Which of the following is the correct combination of the destination, its geographical region, and the general weather condition there in December?

	Destination	Geographical region	Weather	
A.	Koh Samui	in the Southern Hemisphere	warm with typhoons	(13%)
B.	Langkawi Island	in the Southern Hemisphere	hot and rainy	(8%)
C.	The Great Florida Reef	in the Northern Hemisphere	cold and windy	(12%)
*D.	The Great Barrier Reef	in the Southern Hemisphere	hot and humid	(67%)

Candidates' performance improved in items testing their knowledge on destination geography.

DBQ: General Observations

- Candidates generally had a fair performance in the data-based questions. The majority of them merely provided a few correct answers, reflecting their inadequate understanding of the concepts assessed, i.e. Gap Model, Aspects of Tourism Data.

- Candidates found difficulty in answering questions related to concepts such as The Hong Kong Hotel Association and valued added services. Their performance is more satisfactory in answering some popular concepts, such as Hudman's Travel Motivator and elements of MICE.

Paper 1 DBQ Q1

1. Trip distance has a profound relationship with the number, type, background, travel motives and behaviour of tourists. Generally, the further tourists travel, the more likely they are to be older and first time visitors. Table 1 compares typical profiles of leisure tourists who visited Hong Kong from Singapore, Australia and France.

Table 1

	Country of origin	Country A	Country B	Country C
1	Average age	59	45	31
2	Repeat visitors (percentage)	6 %	28 %	62 %
3	Average stay in Hong Kong (days)	2.6 days	4 days	3.7 days
4	Whole trip duration (days)	18 days	10 days	4 days
5	Average number of children in travel party	0.1	0.6	1.3
6	Five most popular activities, or places visited in Hong Kong (percentage)	The Peak – 76 % Po Lin Monastery – 60 % History and culture museums – 44 % Sampan ride in Aberdeen – 40 % Cultural festival – 28 %	The Peak – 59 % Sampan ride in Aberdeen – 45 % Spa and wellness programme – 38 % Sports event or competition – 30 % Stanley Market – 28 %	Theme park – 55 % Buy local food and snacks – 44 % Shop at open market – 30 % Visit friends and relatives – 30 % Hiking and sports – 20 %
7	Expenditure per person per night (HK$) → Dining in hotel (percentage) → Shopping (percentage) → Others (excluding accommodation) (percentage)	$4,500 27 % 13 % 20 %	$2,000 20 % 17 % 25 %	$1,600 8 % 45 % 22 %

Paper 1 DBQ Q1

(a)   Based on the information provided, name Countries A and C, and explain your answer with evidence.   (2 marks)

(b)   Match the three hotel types (excluding guesthouses) under the Hong Kong Hotel Classification System with tourists from the above three countries, and explain your answer with evidence.
                                                                                                                                            (3 marks)

(c)   According to Hudman's Travel Motivators, identify the respective motive for tourists from each of the above three countries, and explain your answer with evidence.   (3 marks)

(d)   Apart from geographic and socio-economic data, there are two more aspects of data common in inbound tourism statistics. Name these two aspects and give each an example of data not shown in Table 1.
             (2 marks)

DBQ 1: General Performance

1	(a)	67	Satisfactory. More than half of the candidates were able to name the countries accurately and most of them were able to provide evidence to support their answers.
	(b)		Satisfactory. More than half of the candidates were able to match the hotel types with the tourists from the three countries and gave evidence to support their answer. Some weaker candidates did not have a correct understanding of the Hong Kong Hotel Classification System.
	(c)		Satisfactory. More than half of the candidates were able to identify and explain the travel motives of tourists from the three countries.
	(d)		Fair. About half of the candidates were unable to name and provide examples for two other aspects of tourism data.

Paper 1 DBQ Q2

2. → An event organiser is planning an annual event in Hong Kong for a global car manufacturer. The purpose is to provide training, to visit the manufacturing plant, and to reward outstanding staff. Among 1 500 participants from 30 countries; 1 000 are delegates paid for by the firm and 500 are their spouses who travel at their own expense. The proposed itinerary is as below.

Date	Itinerary	
Sep 28	Arrive in Hong Kong. Check into the hotel. All participants attend an outdoor gala dinner in Temple Street.	
Sep 29	Delegates attend meetings and training during the day. Participants are free to make their own arrangements in the evening.	
Sep 30	Full day sightseeing for all participants, including lunch in Po Lin Monastery and a visit to the Hong Kong Museum of History.	
Oct 1	Delegates visit the manufacturing plant in Guangzhou (08:00-20:00, by bus or high-speed rail). Spouses are free to make their own arrangements.	
Oct 2	Depart Hong Kong.	

→ The event organiser has proposed three meeting packages which fit the budget.

	Package A	Package B	Package C	
Accommodation	A resort with 1 200 rooms	A 4-star hotel with 1 100 rooms	5 hotels with a total of 2 000 rooms	
Meeting venue and capacity	At the hotel Indoor: 800 in classroom setting Outdoor: 800 in cocktail setting	At the hotel Indoor: 1 350 in theatre setting	A convention centre in the city Indoor: 3 500 to 5 000 in any setting	
Lunch arrangement	A la carte menu	Table d'hôte menu	Buffet	

Paper 1 DBQ Q2

(a)   What are the two MICE elements covered in the above event? Explain your answer with evidence.   (2 marks)

(b)   Choose the preferred meeting package and explain with evidence why it is suitable and why the other two choices are not suitable.   (3 marks)

(c)   Give three challenges the event organiser may face in executing the proposed itinerary. (3 marks)

(d)   The car manufacturer wishes to have added-value services free of charge. Name two services the event organiser can ask the service suppliers to provide.   (2 marks)

DBQ 2: General Performance

2	(a)	61	Satisfactory. More than half of the candidates were able to identify and explain the two MICE elements covered in the event.
	(b)		Fair. About half of the candidates were able to choose the preferred meeting packages and explain why the other two choices were not suitable. Weaker candidates did not know how to choose a meeting package.
	(c)		Poor. Less than half of the candidates were able to identify the three challenges in executing the proposed itinerary. Weaker candidates only gave a general discussion on the challenges in executing an itinerary without referring to the data.
	(d)		Fair. About half of candidates were able to name two value-added services. However, some explanations were not accurate.

Paper 1 DBQ Q3

3. → The chairman of an association representing hoteliers in Hong Kong is being interviewed about the trends in the hotel industry. Highlights of the interview are shown below:

Because of the changes in the incoming tourist profile, the hotel industry is experiencing a number of changes now, for instance:

1. → The international franchise hotels and small independently-operated boutique hotels may have divergent development because......
2. → The location of new hotels is different from the existing ones because......
3. → Because of increased competition, we need to look for ways to lower our costs and generate additional revenue by......
4. → In a recent trial, 10 robot staff were installed in a hotel, and the number of human staff was reduced to 60 from the 120 that is usually required for this business resulting in......

Table 1 - Feedback from guests on the robot service

| Guest A	The hotel advertised that the robot can speak 24 languages, but it actually speaks only English and Chinese. I am French and cannot communicate with it.
Guest B	Can the robot clean the bathroom like a human? The toilet is not as clean as expected. I experienced a perfect stay last year.
Guest C	The robot at the front desk promised a towel would be delivered to me immediately; however, I waited an hour before it came. The service pledge has been broken. Who will handle my complaint?

Paper 1 DBQ Q3

(a)   Name the association and state one of its objectives.   (2 marks)

(b)   Based on the interview, identify two hotel development trends in Hong Kong and explain them with examples.   (4 marks)

(c)   Referring to Table 1, identify any two gaps under Parasuraman's Gap Model of Service Quality, and explain your answer with evidence.   (2 marks)

(d)   From the perspective of human staff, identify with evidence two concerns of using robots to deliver services.   (2 marks)

DBQ 3: General Performance

3	(a)	72	Poor. More than half of the candidates were unable to name the association and failed to state its objective.
	(b)		Fair. About half of the candidates were able to identify and explain hotel development trends in Hong Kong. Weaker candidates simply copied the answer from the data without any explanation.
	(c)		Fair. About half of the candidates were able to identify the two gaps under the Parasuraman Model but some of them failed to provide accurate explanations.
	(d)		Fair. About half of the candidates were able to identify two concerns of using robots to deliver services. Some weaker candidates only discussed some disadvantages of using robots.
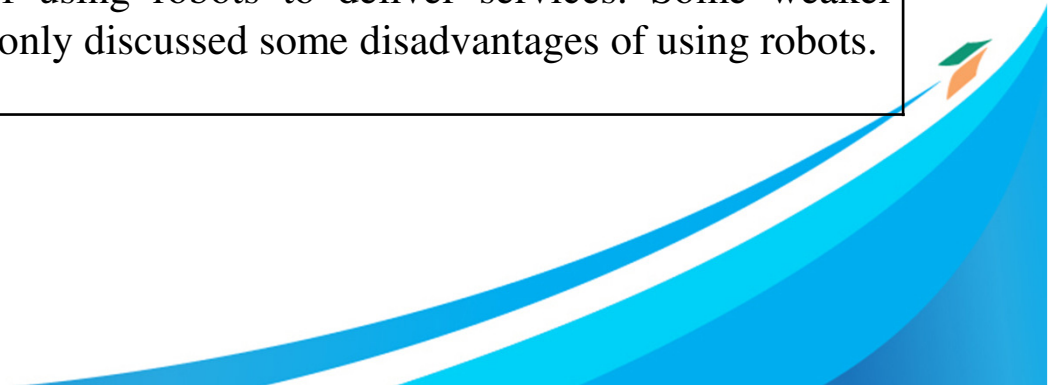
Samples of
Candidates' Performance
Paper 1

Sample of Level 4 Q1

指出兩個國家並加以解釋

雖能配對酒店的分類，但未有就膳、宿費的支出加以解說，解說並不恰當

4

Sample of Level 4 Q1

(c) 國家 A 旅遊動机是 滿足 好奇心。
該國旅客偏向太平山、寶蓮寺及歷史有关之活动
他們可能欲求知香港本地獨有的建築與文化

國家 B 旅遊动机是 促進 健康。
該國旅客亦偏向 水療及健体計劃。
他們可能希望藉足以旅行強身健体，促進健康；

國家 C 旅遊动机是 探訪親友。
該國旅客偏向探視訪友。
他們可能為與親友團聚而到該国。
範疇是旅客自身，而當中一个

(d). 第一个數據是 旅客性別。
旅客性別亦可參考其旅遊动机。
如表一中国家 c 的旅客可能多為女性，因其偏向購物；

第二个數據是 旅客的收入。旅客的收入決定其可負擔旅費 旅客所溝通之語言有助

指出三個國家旅客動機，並以例證解說

未能辨識另外兩個旅遊數據的範疇

5

Sample of Level 5 Q2

(a) 首先，上述活動涵蓋了會議的元素。根據上述行程，代表們需出述會議。而當中有1000人為公司代表，他們來商討有關今述汽車生產規畫。

其次，上述活動涵蓋了商務的元素。上述行述包括了代表們要參觀位於廣州的生產廠房，透闊這個參觀，代表們能加深對汽車生產的理據，對他們的生意及工作有重大影響。

(b) 首選的會議套餐是套餐C，理據如下：

首先，套餐C合適的原因是套餐C的會議場地位於于中心的會議中心，這能帶來較方便的交通。而且會議中心能容納該公司的所有代表。因此合適。

其次，套餐A不合適的原因是套餐A的會議場地不能容納該公司的所有代表。套餐A的會議場地論是開放式室内只能容納800人，而公司的代表有1000人，故不能容納大量的人，所以不合適。

再者，套餐C不合適的原因是套餐C的會議場地設置不恰當。套餐B的會議場地是有劇場設置，這樣的設置未能使公司各代表能向眾人發表意見，本身的會議意義便會失去。故套餐C不合適。

僅指出會議，未能指出獎勵的元素

首選的會議套餐選錯，但有解說何以套餐A不合適

4

(c) 三個挑戰如下：
第一，活動統籌公司難以滿足所有人的膳食口味。行程中，他計劃去寶蓮寺遊食午餐。而寶蓮寺提供的是中式食物，以及大多是素食。這難以滿足非中國人的口味。
第二，活動統籌公司計劃行程不應到宗教景點。例如上述行程提及的寶蓮寺，該寺的宗教為佛教。其他宗教如天主教的旅客便會因未能前往參觀而失去樂趣。
第三，活動統籌公司建議行程時應建議去一個能容納大量旅客的景點。以行程為例，他建議到廟街以作戶外歡迎晚宴。廟街的人流多，加上難有很大的空間容納14多人。選擇地方時應要有足夠大的空間，才能容納眾參加者。

(d) 司要求服務供應商提供的服務如下：
第一，滿足特殊客人的需求。例如為伊斯蘭教徒提供不含豬肉的菜式，如雞肉等。讓他們有其他菜式選擇。
第二，安排懂得多種語言的領隊。上述公司為全球的公司，內有不同國籍的員工。懂得多種語言的領隊能為員工帶來安全感，因為有共同語言溝通

對行程安排所面對的挑戰有認識

辨識兩種免費增值服務

7

Sample of Level 5 Q3

(a) 該協會名稱是香港酒店業協會，它的一項目標是保育酒店之間有公平競爭。

(b) 香港酒店的發展趨勢如下：
第一，香港酒店引入更多的新科技。訪問中，酒店設置了10名機器人員工，從而減低酒店的人手，節省開支。
第二，香港新酒店的地點發展與現有不同。訪問指出新舊酒店地點的不同。新酒店有可能發展在郊外或工廠大廈。這是因為香港的土地供應量有限，故出現以上轉變。

(c) 服務品質差距如下：
第一，差距一，即認識差距。表一提及機器人只會說中文和英語，而不懂其他語言。酒店的管理人不認識客人希望機器人能提供多國語言的服務，導致顧客的認為未能符合期望。故此出現認識差距。
第二，差距三，服務差距。表一指出機器人的清潔不到預期的乾淨。客人期望機器人的清潔能像人類員工一樣。故此，客人的住宿體驗未能抵至完美。因此，出現服務差距。
像去年一樣，

清楚指出協會名稱 1 分

解說酒店發展的兩個趨勢

未能準確提出差距，所舉例證不恰當

30

Sample of Level 5 Q3

對員工的擔憂有認識

Thank you