

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 20%
 - Average number of questions answered correctly was about 14
- Candidates' performance
 - Candidates' performance in multiple-choice questions was fair overall.
 - They demonstrated a general understanding of the concepts in the subject.
 - However, candidates were not familiar with the required operational knowledge of hospitality industry. Candidates are advised to have a wider scope of understanding of relevant concepts in tourism and hospitality context.





MCs Q17, Q18, Q30

17. A tourist has joined a multi-destination trip to Venice, Paris, Barcelona and Casablanca. How many capital cities has the tourist visited? [↵]
- [↵]
- | | | |
|------|------------|--------------------|
| * A. | <u>one</u> | (24%) [↵] |
| B. | two | (37%) [↵] |
| C. | three | (33%) [↵] |
| D. | four | (6%) [↵] |
- [↵]
18. A travel agent is designing an itinerary. One of its selling points is to travel to the largest country by land area in the Southern Hemisphere. Which of the following countries fits this itinerary? [↵]
- [↵]
- | | | |
|------|-------------|--------------------|
| A. | Argentina | (7%) [↵] |
| * B. | Brazil | (19%) [↵] |
| C. | Australia | (60%) [↵] |
| D. | New Zealand | (13%) [↵] |
- [↵]
30. Which of the following statements about the airport construction fee in Hong Kong are correct? [↵]
- [↵]
- | | | |
|------|--|--------------------|
| (1) | Both arriving passengers and departing passengers have to pay the same fee. [↵] | |
| (2) | Adults and children have to pay the same fee. [↵] | |
| (3) | A passenger travelling to New York has to pay a higher fee than a passenger travelling to Dubai. [↵] | |
| (4) | A traveller in first class and a traveller in business class on the same flight are charged the same fee. [↵] | |
| | [↵] | |
| A. | (1) and (3) only | (35%) [↵] |
| B. | (1) and (4) only | (30%) [↵] |
| C. | (2) and (3) only | (15%) [↵] |
| * D. | (2) and (4) only | (20%) [↵] |
- [↵]

Candidates would have performed better if they had been familiar with world geography knowledge and the current situation of Hong Kong tourism.



MCs Q14, Q20

14. Which of the following chefs is commonly responsible for the work of the sauté station of a fine dining restaurant's kitchen? ⁺
- ⁺
- | | | |
|------|-------------|--------------------|
| A. | sous chef | (59%) ⁺ |
| B. | pantry chef | (2%) ⁺ |
| C. | roast chef | (25%) ⁺ |
| * D. | sauce chef | (14%) ⁺ |
- ⁺
20. Generally, which of the following items will be included in the master folios (master bills) of a hotel guest when settling the guest account?⁺
- ⁺
- | | | |
|------|--|--------------------|
| A. | spa charge of a business <u>traveller</u> | (28%) ⁺ |
| B. | in-room long distance call charge of an all-inclusive tour | (13%) ⁺ |
| * C. | guest room charge of an all-inclusive tour | (24%) ⁺ |
| D. | in-room movie charge of a business <u>traveller</u> | (35%) ⁺ |
- ⁺

The figures reveal that candidates were not familiar with some of the required operational knowledge of the hospitality industry.



The design of DBQ

Considerations:

- Theme(s) and coverage
- How much data is provided?
- Can the answer be 'copied' from data?
- How many sub-questions are set?
- How many marks are allocated for each sub question?
- Data-based vs Data-extended
- Comparability between three questions



DBQ: General Observations

Candidates' performance on the data-based questions was satisfactory. They performed better on questions involving more popular tourism concepts, such as Q.1 (a), on tourists' motives, Q.3 (b) on tourist classification and Q. 3 (a) on the forms of tourism.



Paper 1 DBQ Q1

1. Susan and John visited Kuala Lumpur last year. Susan visited Kuala Lumpur by joining a guided tour of a travel agency while John made all the travel arrangements on his own. The following is the conversation between Susan and the travel consultant of the travel agency.

Travel consultant:	Good evening, how may I help you?
Susan:	I want to join a guided tour to Kuala Lumpur.
Travel consultant:	<p>Sure, let me check!</p> <p>We offer both a 3-day tour and a 4-day tour to Kuala Lumpur. By joining our tour, you can visit Petronas Twin Towers, Jalan Alor Food Street and Batu Caves, which is one of the most popular Hindu shrines outside India. Accommodation in XYZ Hotel is included for both tours. You can also visit the Mitsui Outlet Park KLIA Sepang, which is an outlet mall, on Day 4 if you join the 4-day tour.</p>
Susan:	<p>Both sound good to me</p> <p><i>(After struggling for an hour)</i></p> <p>The 3-day or 4-day tour, which tour should I join?</p>
Travel consultant:	I will recommend you to reserve a place for the 4-day tour then!
Susan:	I agree. Thank you!

Below are the complaints made by John after staying at XYZ Hotel:

- I booked a suite via the hotel website two months before my arrival. However, the rate dropped by 50% on the day before I arrived.
- It took me thirty more minutes to check in compared with my previous stay. The front desk clerk did not know what needed to be done.



Paper 1 DBQ Q1

With reference to the information provided, answer the following questions:

- (a) Explain how the different attractions in the tour to Kuala Lumpur can satisfy three visitors' motives of Susan with respect to Hudman's Travel Motivators. (3 marks)
- (b) Identify the type of difficult customer Susan belongs to and explain with evidence. Suggest an appropriate way of dealing with this type of difficult customer. (2 marks)
- (c)
 - (i) Identify the form of distribution channel of tourism products John is involved in and explain with evidence. (1 mark)
 - (ii) From the perspective of XYZ Hotel, explain two advantages of distributing its products through the channel in (i). (2 marks)
- (d) Identify two characteristics of a tourism product as reflected in the complaints and explain with evidence. (2 marks)



DBQ 1: General Performance

1	(a)	86	Satisfactory. More than half of the candidates were able to explain how the different attractions in the tour to Kuala Lumpur can satisfy three of Susan's visitor motives.
	(b)		Good. The majority of the candidates were able to identify that Susan belongs to the indecisive customer type and suggest an appropriate way of dealing with this type of customer.
	(c) (i)		Fair. About half of the candidates were able to identify the correct form of distribution channel, but some evidence was inaccurate.
	(ii)		Fair. About half of the candidates were able to explain two advantages of distributing its product through the channel in (i).
	(d)		Satisfactory. More than half of the candidates were able to identify two characteristics of a tourism product, but some evidence was inaccurate.



Paper 1 DBQ Q2

2. A statutory body in Hong Kong launched the ‘Spend-to-Redeem Free Tours’ programme and ‘Staycation Delights’ programme in 2021. The public can redeem their spending receipts for a free tour and a discount on hotel staycation packages respectively under the two programmes. The following is the information of a free tour under the ‘Spend-to-Redeem Free Tours’ programme.

A free tour under the ‘Spend-to-Redeem Free Tours’ programme

Itinerary:

Tai Kwun → Peak Tram → Sok Kwu Wan, Lamma Island → ABC Seafood Restaurant in Lamma Island

Remarks:

Participants are required to download the ‘Leave Home Safe’ app and scan the Quick Response (QR) code whenever they board a means of transport or enter a venue (including attractions and restaurants).

A couple bought a hotel package under the ‘Staycation Delights’ programme to celebrate their anniversary. Below are their comments after the stay:

- The package was a value-for-money option. The package included a one-night stay in a standard room, free access to the executive club lounge and swimming pool, HK\$2 000 of dining credits to spend on in-room dining, and breakfast for two persons at the in-hotel café. The total charge was HK\$2 200.
- During reservation, we indicated that the purpose of this stay was our anniversary celebration. The overall accommodation experience was nice and we were deeply impressed by the special arrangements offered by the hotel for our anniversary.

Paper 1 DBQ Q2

With reference to the information provided, answer the following questions:

- (a) Name the statutory body that launched the 'Spend-to-Redeem Free Tours' programme and the 'Staycation Delights' programme. (1 mark)
- (b) With reference to the 'Spend-to-Redeem Free Tours' programme, identify three major roles of the government in tourism development and explain with evidence. (3 marks)
- (c) Based on market segment (types of customers), classify the types of food and beverage services ABC Seafood Restaurant and the in-hotel café belong to respectively. Explain your answer. (2 marks)
- (d) The food and beverage department frequently cooperates with the rooms division in performing its duties. With reference to the hotel package, describe three possible ways of cooperation between them. (3 marks)
- (e) Suggest one special arrangement that might have been made by the hotel for the couple. (1 mark)

DBQ 2: General Performance

2	(a)	20	Fair. About half of the candidates were able to give the correct name of the statutory body.
	(b)		Poor. Only a small number of candidates were able to use evidence to illustrate the three major roles of the government in tourism development.
	(c)		Fair. About half of the candidates were able to classify the types of food and beverage services the seafood restaurant and the in-hotel café belongs to respectively based on market segment. However, some candidates wrongly gave examples of food and beverage services.
	(d)		Poor. Only a small number of candidates were able to describe three possible ways of cooperation between the food and beverage department and the rooms division with reference to the hotel package.
	(e)		Excellent. Candidates were able to suggest one special arrangement that had been made by the hotel for the couple.



Paper 1 DBQ Q3

3. A travel agent has received a request from two clients planning trips to Hong Kong in this summer. The following table shows the background information and requests of the clients:

Client	A	B
Background information	An exchange tour for a group of 30 university students, majoring in Information Technology	Sales director of a fashion company (aged 60) delegated to attend a fashion show at the AsiaWorld-Expo with his wife as companion
Requests:		
• Accommodation	- Smart hotel	- An all-suite hotel near the exhibition venue
• Air Transportation	- Budget airlines	- Business-class seats
• Ground Transportation	- A coach for the whole trip	- Own arrangement
• Meal Arrangement	- Buffet	- Own arrangement except breakfast
• Main Activity	- Own arrangement with partner schools	- Organised by host of the exhibition
• Entertainment and Attractions	- Arranged by travel agent	- Recommended by travel agent
• Tour Guide Service	- Required for the whole journey	- Not required



Paper 1 DBQ Q3

With reference to the information provided, answer the following questions:

- (a) Identify the forms of tourism for Clients A and B respectively. (1 mark)
- (b) According to Cohen's classification, identify the types of tourists Clients A and B represent respectively and explain with evidence. (2 marks)
- (c)
 - (i) Suggest a self-service technology that can be used by Client A during the arrival stage of the Guest Cycle and explain one of its advantages from the hotel's perspective. (2 marks)
 - (ii) Explain with two pieces of evidence why the self-service technology in (i) may lead to Client B's dissatisfaction. (2 marks)
- (d)
 - (i) Name the type of meal option included in the room rate which was chosen by Client B and his wife. (1 mark)
 - (ii) Based on the background information provided, give one reason for Client B and his wife respectively to account for their choice of meal option in (i). (2 marks)



DBQ 3: General Performance

3↕	(a)↕	↕	94↕	Satisfactory. More than half of the candidates were able to identify the forms of tourism for Clients A and B respectively.↕	↕
↕	(b)↕	↕	↕	Satisfactory. More than half of the candidates were able to identify the types of tourists Clients A and B represent respectively.↕	↕
↕	(c)↕	(i)↕	↕	Satisfactory. More than half of the candidates were able to suggest a self-service technology that can be used by Client A and explain one of its advantages.↕	↕
↕	↕	(ii)↕	↕	Satisfactory. More than half of the candidates were able to explain with two pieces of evidence why the self-service technology in (i) may lead to Client B's dissatisfaction.↕	↕
↕	(d)↕	(i)↕	↕	Fair. About half of the candidates were able to name the type of meal option which was chosen by Client B and his wife.↕	↕
↕	↕	(ii)↕	↕	Fair. About half of the candidates were able to give one reason for client B and his wife respectively to account for their choice of meal option in (i).↕	↕



Samples of Candidates' Performance Paper 1

Level 5 Q1

(a) 第一，寻求快乐。吉隆坡旅行团中，可以畅游双子塔和 Jalan Alor 美食街，自由地畅游双子塔景点和可以在 Jalan Alor 美食街享受美食，得到味蕾上的满足，是一件非常快乐的事情，所以，能满足苏珊的寻求快乐的旅游动机。

第二，精神信仰和宗教朝圣。吉隆坡旅行团中，会参观印度教圣城——黑风洞，苏珊会因可到印度教圣城参观，得到精神上的慰藉，满足她精神信仰和宗教朝圣的旅游动机。

第三，追求自尊。吉隆坡旅行团中，会到访吉隆坡国际机场雪邦三井奥特莱斯购物城，一家直销商场，位于首都国际机场，非常重要和出名的城市，能前去参观，自然能满足苏珊追求自尊，提升自己在他人心目中的地位。

(b) 苏珊属于犹豫不决的顾客。针对这类不易取悦的客人应保持耐心，积极聆听，并採用一些开放式的问题来提问，可以在适当的时候表达意见和建议，但不是为顾客作出决定。

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Level 5 Q1

(c) (i) 直接分销形式。約翰是自行安排行程，也就是不会联络旅遊代理商，自己直接向旅遊产品作出购买或消费，即预订等。

(ii) 第一，增加利润。因直接分销产品不涉及旅遊代理商，也就是不会被抽走佣金，使旅遊产品的作入直接获益，也使旅客的旅遊开支减少，更可能成为回头客，为XYZ酒店带来稳定收入。

第二，减少投诉。因直接^{向顧客}分销产品可直接与顧客沟通，若顧客有任何问题，也可以直接联络和解决，减少服务失误或其他造成顧客不满。

(d) 第一，可信性。投诉中指出在前两个月预订的套房价格在約翰抵埗前一天下调50%，令約翰有一种被騙，吃亏的感觉，也就是未能让約翰信任该酒店的员工能力，因为其服务。

第二，反应性。投诉中指出在入住登记时比往常多了30分钟，也就是速度变慢，而前台职员不知道自己该做什么，于是，前台员工未能立即快速地提供服务，为顧客解决入住登记缓慢的问题。

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例證正確却未能準確
指出旅遊產品特性



Level 5 Q3

公幹
旅遊

A: 學習旅遊

B: 工幹旅遊

b. 顧客A是旅行團群體旅客。根據資料，此組旅客的機票和酒店均由旅行社安排，旅客的自主權較低，故是旅行團群體旅客。

顧客B是個別的群體旅客。根據資料，顧客B不需要專人服務，行程中需向與當地人溝通。可見他們與當地人的接觸較多，較能脫離環境限制，故是個別的群體旅客。

ci. 可使用手機自助辦理入住手續服務。

在酒店的角度而言，能夠節省聘用前台職員的勞工成本，更具成本效益。

ii. 第一，顧客B可能不會應用自助科技。根據資料，顧客B是一名60歲的總警，其年紀較大，對科技產品的敏感度較低，故可能不會應用而不滿。

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Sample of level 5 Q3

(x)(ii) 第二,感到未被重视。因自行进行网上入住登记,便不能得到个性化的服务,因减少与酒店员工直接接触,面对面的服务时间,于是对于自身需求相关元素便难以满足。因此,顾客B
 (会觉得不受重视,从而不满。)

(d)(i) 欧陆式计价。

(ii) 方便和弹性安排。顾客B因为要出席亚洲国际博览馆的时装表演,而起床后直接在酒店用餐会更方便,也可妻子用餐。而他的妻子可能会在香港参观景点,只提早餐,也令他的妻子可直接在酒店吃完早餐后,参观更可品尝更多香港的饮食,不用特地赶回酒店用餐,可弹性安排任何餐饮膳食。顾客B在出席完亚洲国际博览馆的时装表演,也同样是可以弹性安排任何膳食,同样可以品尝香港地道美食。

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考生對旅遊形式、旅客類型、自助科技的好處以及餐飲選擇的類別均有一定認識。