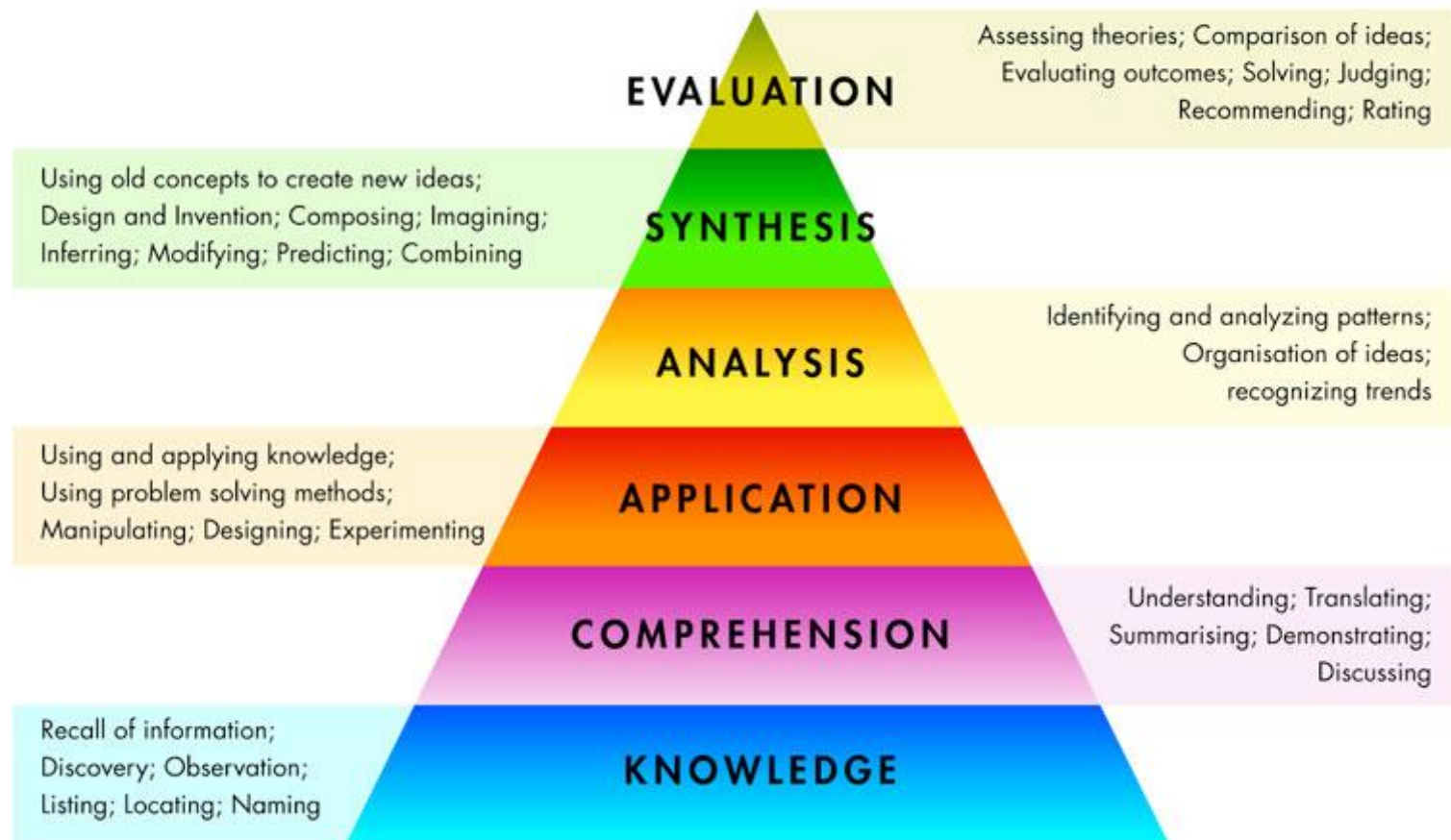


Structural design of Essay Question

- 1 Prologue/stem
 - provide useful background information/set the condition
- 2 Question words
 - relate to the cognitive requirements
- 3 Knowledge to be assessed
 - frame the scope of answer and set specific requirements
 - test the understanding of knowledge/ concepts
- 4 Application and illustration with examples
 - test the application of knowledge and explanation

Question Words in Essay : cognitive skills

B L O O M S T A X O N O M Y



Question Words (1)

- Identifying (辨識、指出)
 - List (列出): write a series of concise statements
 - Describe(描述): recount, characterise, sketch, relate in a sequence or story
- Explaining (解釋、說明)
 - Explain/ Account for (解釋、說明): clarify, interpret, give reasons for differences of opinion or results, analyse the causes
 - Illustrate(說明): use words, pictures, diagrams, or concrete example(s) to clarify a point



Question Words (2)

- Comparing (比較)
 - Compare(比較、對照兩者相同): look for qualities or characteristics that resemble each other
 - Match (配對): pair up the different set of concepts



Explanation of the question requirements, marking criteria and candidates' performance of Paper 2 by samples



Essay Type Questions: General Observations

- ↵
1. Most candidates were familiar with some well-known tourism and hospitality concepts such as the sources of environmental pollution, the negative impacts of tourism, and sustainable tourism. However, many candidates still encountered difficulties when applying these popular concepts in the given contexts. Their explanations were superficial and not comprehensive.↵
 - ↵
2. Candidates encountered difficulties in answering questions about customer relationships, such as a value-for-money experience, non-verbal communication, and 'Total Quality Service'. Candidates should strengthen their understanding of these concepts.↵
 - ↵
3. In general, candidates demonstrated a moderate level of understanding of the subject matter in Tourism and Hospitality Studies.↵



Paper 2 Essay Type Questions : Q1

1. With the impact of COVID-19, some hotels have applied the concept of 'Total Quality Service (TQS)', using different methods and strategies to improve the organisational processes of the hotel, in order to meet the expectations of customers. Other hotels have turned into 'Designated Hotels for Quarantine', creating new challenges for industry practitioners.
 - (a) State and describe five strategies based upon the concept of 'Total Quality Service (TQS)'. For each strategy, give an example of how housekeeping staff can enhance service quality. (10 marks)
 - (b) Suggest two different measures to be taken by 'Designated Hotels for Quarantine' in each phase of the Guest Cycle to prevent the spread of COVID-19 in the hotel. (8 marks)



Essay Type Questions: Q1

General Performance

| Number | | % | Performance in General |
|--------|-----|----|--|
| 1 | (a) | 19 | Poor. The majority of the candidates confused about the concept 'Total Quality Service'. They were unable to describe five strategies, and the examples they gave of how housekeeping staff can enhance service quality were incorrect. Some weaker candidates wrongly gave characteristics of quality service as answers. |
| | (b) | | Poor. The majority of the candidates were unable to suggest two measures to be taken by 'Designated Hotels for Quarantine' based on the phase of the Guest Cycle. |



Paper 2: Q2

2. A new camp site for outdoor camping and hiking activities has just been opened in Sai Kung. However, the local community is concerned that the activities and the catering facility being operated in the camp site may not meet its theme of 'environmental conservation'.
- (a) Give two types of environmental pollution and two types of ecological disruption problems that may be caused by activities in the camp site. Describe two sources for each type of pollution and ecological problem. (8 marks)
- (b) Identify five sources of food wastage at the consumption stage in the catering facility of the camp site, and suggest five measures to reduce food wastage in this stage. (10 marks)



Essay Type Questions: Q2

General Performance

| | | | |
|----------------|-------------------------------|-----------------|---|
| 2 ⁺ | (a) ⁺ ⁺ | 71 ⁺ | <p>Satisfactory. More than half of the candidates were able to give two types of environmental pollution and two types of ecological disruption problems that may be caused by activities in the camp site. Candidates were able to describe two sources for each type of pollution and ecological problem clearly. Their answers demonstrated an understanding of the relevant concepts.⁺</p> <p>⁺</p> |
| ⁺ | (b) ⁺ ⁺ | ⁺ | <p>Satisfactory. More than half of the candidates were able to identify five sources of food wastage at the consumption stage in the catering facility of the camp site, and suggest five measures to reduce food wastage in this stage.⁺</p> <p>⁺</p> |

Paper 2: Q3

3. Overtourism will lead to various negative impacts on the host country.
- (a) State and describe four negative social and cultural impacts of overtourism on the host country. Give an example for each impact, with explanation. (8 marks)
- (b) State and describe the five social-cultural aims under the twelve aims of the Agenda of Sustainable Tourism. Based on the five aims, give specific measures with explanation, for how the negative impacts of overtourism on the host country can be reduced effectively. (10 marks)

Essay Type Questions: Q3

General Performance

| | | | |
|---|-----|----|---|
| 3 | (a) | 62 | Good. The majority of the candidates were able to state and describe four negative social and cultural impacts of <u>overtourism</u> on the host country. |
| | (b) | | Satisfactory. More than half of the candidates can give five specific aims for how the negative impacts of <u>overtourism</u> on the host country can be reduced effectively. |

Paper 2: Q4

4. A destination proposes to construct a large-scale theme park in which value for money and advanced technology are the selling points to attract visitors.
- (a) Explain four ways how a value-for-money experience can be provided to visitors in a theme park. Illustrate each way with an example of a supporting product based on the three levels of product of Kotler and Swarbrooke. (8 marks)
- (b) From the perspectives of customers and service providers, identify five benefits of technological advances and illustrate each with an example in a theme park. (10 marks)

Essay Type Questions: Q4

General Performance

| | | | |
|-----|---------|------|---|
| 4 ↱ | (a) ↱ ↱ | 26 ↱ | Poor. The majority of the candidates were not familiar with how a value-for-money experience can be provided to visitors in a theme park. Most of them were not able to illustrate with an example of a supporting product. ↱ ↱ |
| ↱ | (b) ↱ ↱ | ↱ | Fair. About half of the candidates were able to identify five benefits of technological advances. Weaker candidates were unable to illustrate with an example in a theme park. ↱ ↱ |



Paper 2: Q5

5. Meeting, Incentive, Convention and Exhibition (MICE) tourism is vital for attracting more business travellers to a destination. MICE professionals require a range of skills and knowledge for reaching out people of different background in shows and events.
- (a) Explain five values for developing the MICE market in a destination. Illustrate the differences between business travellers and leisure travellers with examples according to these values. (10 marks)
- (b) Identify any four aspects of non-verbal communication skills, with an example for each, and explain how MICE professionals can use these skills to enhance communication. (8 marks)

Essay Type Questions: Q5

General Performance

| | | | |
|---|-----|----|--|
| 5 | (a) | 21 | Satisfactory. More than half of the candidates were able to explain five values for developing the MICE market in a destination and illustrate the differences between business <u>travellers</u> and leisure <u>travellers</u> with examples according to these values. |
| | (b) | | Fair. About half of the candidates were able to explain how MICE professionals can use these non-verbal communication skills to enhance communication. |

Samples of Candidates' Performance Paper 2



LEVEL 5 Q4

4. 以下將就主題公園提供物有所值的4種方法。

第一，選擇合適的選址。選址將會影響旅客的遊玩體驗，而選址可能亦從氣候、天氣方面影響旅客。例如，在支援產品方面，可加裝雨傘和遮雨亭，減少遊客受天氣和氣候的影響。

第二，公園內的環境氛圍。^{擁有}公園內的环境將會影響旅客的心情和體驗，而公園應致力提供一個愉快的氣氛，使遊人遠離現實世界的環境。例如可於園內播放音樂，讓旅客放鬆，享受愉快，這致物有所值的境況。

第三，合適的主題。一些獨特且吸引的主題能夠讓旅客感到愉快的遊玩體驗，從而感到物有所值。例如可於園內放置相關主題的擺設，例如於大自然園區放置兩株大樹，讓旅客親歷其中，感到物有所值。

第四，提供高質量的服務和設施。主題公園可提升服務和設施，使旅客得到最佳的體驗，以致物有所值。例如可加強清潔洗手間，使洗手間的環境更佳，使旅客更為滿意，以致物有所值。

以上已說明如何讓旅客感到物有所值。



LEVEL 5 Q4

b. 以下將說明科技提升帶來的5個好處。

先就顧客而言，第一，可提升旅遊體驗。一些科技可提升服務體系，從而提升旅遊的體驗。例如主題公園內設機動設施排隊預計時間，方便旅客彈性規劃行程，減少排隊時間，提升旅遊體驗。

第二，提升獲取旅遊產品的便利性。就管理科技而言，網上銷售系統能讓旅客更方便地購買旅遊產品，從而帶來便利性。例如現時旅客可從主題公園網上購取門票，並以二維碼直接進園，不用前往售票點購票，從而使旅遊的過程更為便利。

而就服務提供者而言，第一，可節省勞工成本。一些科技可取代人手，從而減少對勞工的需求，減低勞工成本。就主題公園而言，主題公園可設智能設施自助點餐機，減少點餐的人手，從而節省勞工成本，可具成本效益。



LEVEL 5 Q4

第二，~~可使旅遊過程~~可減低旅遊活動對環境的破壞。一些旅遊活動會造成一些污染物，從而對環境造成污染。而科技則正能減少這些污染，例如主題公園可改用電子貨幣，減少因轉帳與領回印製貨幣所用的紙張，從而導致環保。

第三，擴大市場厚度。在資訊科技下，銷售不再受地域限制，從而擴大其市場厚度。例如主題公園可透過網絡，將門票直接銷到外地旅客，加以信用卡支付系統，能使主題公園的銷售市場可大規模，有利主題公園的業務發展。

以上已說明科技如何帶來正面的好處。

6

考生對提供物有所值體驗的方法認識不深，而對科技提升的好處，有基本認識，但闡釋未能全面及準確。





LEVEL 5 Q3

9. 以下將說明過度旅遊對社會和文化的4項負面影響。

(東道國人)

第一，生活受到影響。當過度旅遊時，一些旅客可能會做出一些行為，例如進入東道國人的住所，都會對東道國人的文化生活造成負面影響。

第二，破壞傳統文物古蹟。文物和古蹟是文化的載體，而過度旅遊時，一些旅客會對這些文物造成破壞，例如於文物建築上塗鴉，都會破壞文物古蹟，從而影響文化。

第三，佔用公共設施。在太多的旅遊目的地，旅客需要與東道國人共用公共設施，而當過度旅遊時，一些公共設施便會被旅客過度佔用，令東道國人無法使用，例如一些旅客能繁忙時間乘坐鐵路，任列車更為擠迫，從而對社會造成負面影響。

第四，影響家庭生活。由於旅遊業是勞力密集的工業，需要大量勞工，且不能放假休息，從而影響一些家庭生活，例如一名母親擔任酒店的房務員，無法於假日休息，於是她便無法於假日陪伴子女，從而影響家庭生活，對社會造成負面影響。

以上已說明過度旅遊對社會和文化的負面影響。

① 而過度旅遊出現時，便需要多勞工，以應對更多的服務需求。



LEVEL 5 Q3

b. 以下將說明旅遊業可持續發展目標如何減少負面影響。

第一個目標是提升旅客滿意度，即代表指讓所有旅客，尤其是殘疾的旅客，在旅程中有正面經驗，得到滿足感。建議可以在社會間多作宣傳教育，教育本地國人對旅客和尊重禮，以減少本地國人與旅客的文化衝突，提升旅客滿意度。

第二個目標是推行當地監管，即讓本地國人與所有關於旅遊業的事務，以策劃的工作。建議可讓本地國人親自加入有關制定旅遊政策的組別，讓其發表意見，以保本地國人的利益，減少因過度旅遊對利益的影響。

第三個目標是保障社會福祉，即指旅遊業能否為區內所有人帶來適宜的福祉。建議政府可立法推行公平貿易，使本地國人得到適宜的利益回報，減少因過度旅遊而對社會福祉的剝奪。



LEVEL 5 Q3

第四個目標是保持社會公平性，即指社會中各個群體均受到旅遊業所帶來的益處。建議可資助中小型企業發展旅遊業，提升他們於旅遊業中的市場佔有率，得到發展和受惠於旅遊業的裨益，減少因過度旅遊以致只有大企業或該國企業佔據市場的情況。

第五個目標是提升文化的^{不同}豐富度，即指不同文化在東道國能得以存留。建議可設立文化保護區，^{不同}於不同的地區文化能有適當和有意識下得以保留，並且向旅客展示，以減少因過度旅遊使傳統文化被蠶食的情況。

以上已說明如何減少過度旅遊對東道國的負面影響。

②：劃定指定區域予傳統文化的好景營造，並給予經濟援助





LEVEL 3 Q5

a) 现试解释发展目的地发展 MICE 市场的五个价值及举例说明商务旅客及休闲旅客的差异。

首先，第一个价值为「经济收益」，^{来自}MICE 的 ~~商务旅客~~ 商务旅客的花费一般较休闲旅客高二至三成，他们对产品价格并不敏感。而休闲旅客一般会综合产品的性价比来考虑产品的选择，故此发展 MICE 市场能吸引高消费人士，带来 ~~更~~ 巨大的经济收益。

其次，第二个价值为提升目的地的「国际形象」，MICE 旅客一般会选择能提供良好的设施（如：完善的交通网络）的地区且当地的形象较佳（如：治安好、地理位置优越），而商务旅客在发生意时一般选择国际级（知名度高）如：新加坡，~~反观休闲旅客一般不~~（城市）以 ~~知名~~ 旅行目的地的知名度为主要目标，反而当地文化及旅费多少为选择目的地的重点。

第三，第三个价值为增加外宾对本地产业的投资或合作。因 MICE 旅客一般都有高技术人才或企业家，他们与当地的企业家能与他们合作便能带动本地的发展。

• MICE 的旅客中大多为商务旅客 ~~而非~~ 为经济实力的人，有更大机会投资当地，而休闲旅客的经济水平层次不齐，大部分不具备投资当地能力，要以这环为目的。



LEVEL 3 Q5

④ 最后，第四个价值为「技术学习」，一般MICE旅游中会讨论当期最先进的技术，目的地的人有机会认识那些技术并学习。商务旅客一般以短程旅游为主，就算是参与MICE旅游也一般不会多于五天，而休闲旅客的旅游时间不定，可长可短。

最后，第五个价值为「稳定当地收入」。MICE旅客一般众多且消费力大，部分MICE旅行不受淡旺季影响。且MICE旅游对旅游目的地有忠诚度，当地若能提供标准化的服务时，MICE旅客会长期光顾。商务旅客对服务的要求较高，如高效的登记入住等，而休闲旅客对服务的要求低，一般满足基本需求即可。

b) 第一，是书面沟通，会展主才会将产品的特点介绍到印刷手册中，方便众人了解其产品。

第二，是~~利用~~利用通讯设施展^示，例如用Powerpoint把产品图片、等信息展示出来，以节省介绍时间。

第三，是科技技术，如利用物件收集众人意见并分类问题人士，以^{on google form}分组形式解惑，达致更高效率。

第四，是科技技术，用物件将产品介绍

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考生能清楚指出MICE市场的价值，并说明商务旅客与休闲旅客的分别，可惜未能正确理解非语言沟通技巧。



Thank you

