

ENGLISH LANGUAGE PAPER 4

GENERAL INSTRUCTIONS

This paper consists of two parts: Part A, Group Interaction; and Part B, Individual Response. Part B will immediately follow Part A. DO NOT write anything on this page.

PART A Group Interaction

You will be given 10 minutes to prepare. The time allowed for the group interaction is 8 minutes (or 6 minutes for a group of 3 candidates). You may make notes on the notecard provided and refer to your notes during the discussion.

This article appeared on a website:

Promoting Tourism in Hong Kong

Tourism has long been an important industry in Hong Kong. Every year, millions of visitors travel to the city to experience its food, shopping, and cultural attractions. Famous places such as Victoria Harbour, the Star Ferry, and Temple Street Night Market attract tourists from around the world.

In recent years, the Hong Kong government and tourism organisations have introduced different campaigns to attract more visitors. For example, large-scale events such as the Hong Kong Wine and Dine Festival and the Hong Kong Cyclothon have been organised to promote the city's unique culture and lifestyle. These events aim to showcase Hong Kong's local food, entertainment, and scenic views.

At the same time, there have also been discussions about how tourism can be promoted in a more sustainable way. Some residents worry that too many visitors may cause overcrowding in popular areas and affect local communities. Others believe that tourism brings economic benefits, creates jobs, and helps local businesses grow.

As a result, some experts suggest that Hong Kong should promote lesser-known attractions such as hiking trails, cultural heritage sites, and local neighbourhoods to provide visitors with a more diverse experience.

You and your classmates are members of a student team that will design a tourism promotion campaign for Hong Kong. You may want to talk about:

- which attractions or activities in Hong Kong should be promoted to international visitors
- how young people can help promote Hong Kong tourism through social media or cultural events
- how tourism can be promoted while protecting local communities and the environment
- anything else you think is important

PART B Individual Response

The examiner will ask you one or more questions based on Part A. You will have up to 1 minute to respond.

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EXAMINER

PART A Group Interaction

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PART B Individual Response

1. Do you think Hong Kong is an attractive destination for tourists?
2. What places in Hong Kong would you recommend to visitors?
3. Why do many tourists enjoy visiting food markets or street food areas?
4. How can social media help promote tourism?
5. Do you think too many tourists can cause problems for local residents?
6. What kinds of cultural experiences do international visitors usually look for?
7. How can young people contribute to promoting tourism in their city?
8. In your opinion, what will tourism in Hong Kong be like in the future?