

試題編號 Question No.												
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a) Based on Parasuraman's Gap model of service Quality, the three service gaps the airlines fails are:

Gap 1 - the service satisfactory of the customer are or can be low due to the Average delay time has increased in 2019.

Gap 5 - Customer service according to table 2, Passenger B implied that the arrival time is always later than scheduled and that the captain's excuse for the late arrival is not believable.

b) The two types of food contamination are direct and indirect.

For direct, these may happen on a flight if the food that the airline serves aren't cooked properly as the food for example seafood they might ^{have} be contaminated by the water that has been polluted.

For indirect, these may happen on a flight if a contaminated person or a flight attendant touches the meal that is gonna be served to the passengers can spread the disease through the indirect contamination.

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c) The two pieces of evidence why the average airfare has dropped significantly over the years is that:

one, the delay time has increased by almost 20 minutes which can make the passenger's satisfaction get lower.

two, the incidents during the year has gone serious as Food contamination can affect a customer's satisfaction lower for example the table 2 passenger C has implied that the inflight meal is getting worse as it was not thoroughly cooked and had a strange smell. Also some food contamination may cause serious health problems.

d) one explanation of the flight delay from the perspective of the company can be that there was a turbulence problems that needed to be fixed for the customer's safety.

one explanation of the flight delay from the perspective of the customer can be the pilot took too much time off for break.

one explanation of the flight delay from the perspective of the staff can be the loading of the inflight meals and the cleaning of the seat caused the flight delay.

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a) One of the licenses that the travel agency staff has is the tourist guidance and the organization which issues the licence is Tourism Commission.

b) The three inappropriate arrangements in the itinerary is:
one, on tuesday there will be 50 retired USA soldiers and their companions at 4:00 pm to have BBQ dinner by the poolside this can cause disturbance to the other hotel residents/guests for some would want to enjoy a peaceful or go into the poolside.

two, on thursday from 9:00 am - 12:00 noon tour to Ladies market, science museum and Jewellery factory there will be only 3 hours to explore and the distance between ladies market to science museum is longer which means the tourists won't be able to enjoy a much time in each destination.

three, on thursday the tourist will go to casino tour to macau with some more work which won't be enough time for the tour.

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c) The ~~Answer~~

d) The two-types of man-made attractions in the above itinerary is science museum as it is man-made ~~to~~ to teach the students₁ about science₂ and other sciences technology. and visitor.

two, the watersport in lamma Island is man-made and the tourist can enjoy water sports example water slides, water gun and etc.

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Comments

The candidate failed to identify the two types of food contamination in Part (b). He/She also failed to explain why the average airfare dropped significantly in these years. His/Her understanding of the Gap Model of Service Quality was also limited. (Q 1)

The candidate failed to identify the licence and the issuing organisation; he/she also failed to identify three inappropriate arrangements from the itinerary provided. He/She had an elementary understanding of the man-made attractions and the activities held. (Q 3)

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3a) Based on Maslow's motivators for Travel the four travel motivators that are less applicable "in attracting visitors to this Country Park" is:

one, self-esteem, since it's a Country Park people can just come with their family and enjoy their time by not being judge and be comfortable with their peers and families.

two, sense of belonging since it doesn't promote any culture and religious purposes it will not affect the visitors sense of belonging.

three, safety and security since the Area is not accessible by road it can be safe where there is security camera inside the way to the Area.

Fourth,

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36) The five attributes of an attraction are :

First, The ambience, It plays a great role in the five attributes of an attraction because visitors need to feel that they are in Nature ambience when they are in Country Park, so it would be better if the Country Park is greener and is surrounded by forests. Hence, causing more visitors to feel like they are in Nature.

Second, The sustainable aspects, it attracts visitor because they might have an assurance that what they are doing is beneficial to the environment. One way to improve this can be by placing the recycle garbage bins in the Country park and signs that will stop people from causing any kind of pollution or harm to the environment.

Third,

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4a) The five factors considered by a conference organiser when organising an incentive trip to Hong Kong by a large multinational corporation are:

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6) one of the front-of-house department is the receptionist and they can practice green by printing bills in recyclable papers and biodegradable pens and pencils.

Another one of the front-of-house departments is the bell boy and they can practice green by offering a growthful plants whenever they receive tip.

one of the "back-of-house" hotel departments is the chef they can practice green by using compost bin for the food waste which can be used for soil later on.

Another back-of-house department is the headquarter, they can practice green by using recyclable paper, biodegradable cups and investing on sustainable technology for example, the solar energy for the supplier of the lights.

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a) The four main roles of government in tourism development is:

first, they need to build better relationships with other countries so that they can maintain a good relationship with other countries then they can allow tourists from both side to participate and enjoy the resources. one action for this role ^{that} can be taken to address a health crisis is that it can stop the virus to enter in Hong Kong by halting the tourists to enter and put the border on hiatus.

second, implying "sustainable development society". one action that can be taken to address a health crisis is to lessen the pollution by working together with people or other cleaning scheme from organization that can prevent the pollution to increase more.

third, they can import and export and can put hiatus on at any time but the resources must be able to fulfill the society.

Fourth, due to the health crisis the government can broadcast people to take care of their hygiene and how to prevent the health crisis and advise the people ~~to~~ to stay inside to prevent further ~~the~~ spread of the diseases.

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b) The five aspects of personal hygiene for catering practitioners are:

first aspect is Choose properly , whether the food brand is reliable or not or if its high quality or not. Having high quality food makes the meal tasty and it will satisfy the customers.

Second aspect is clean , the food must be washed thoroughly , washing your hands for 20 seconds and washing the food e.g. Seafood can prevent contamination .

Third aspect is Cook , the food must be cook thoroughly for 75°C for 15 mins as cooking thoroughly can prevent the contamination.

Customers don't like the meal if its not cook thoroughly and can be demotivated to visit the restaurant or Hotel again.

Forth Aspect is to Storage , storing frozen and non-frozen items in its suitable places then diseases might grow and spread.

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Comments

The candidate's explanation of Hudman's motivator as well as the five attributes of attraction was irrelevant. (Q 3)

The candidate failed to provide the five factors considered by a conference organiser in organising an incentive trip to Hong Kong. He/She demonstrated a very limited understanding of the front and back of the house departments; most of the answers were irrelevant. (Q 4)

The candidate failed to describe the four main roles of government in tourism development. The answers on the aspects of personal hygiene were also irrelevant. (Q 5)