

試題編號 Question No.												
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(a) According to Parasuraman's Gap Model of service quality, the airline fails to fill Gap 1, Gap 2 and Gap 4. For Gap 1, the company perceptions is different to what the customers expect, like the company think the inflight meal is good but the customers thinks that the meal is totally worse. For Gap 2, the management's idea is different to the actual running, the flight delay, it has difference to what the company think can arrive on time but it can't. For Gap 4, the customers can't get what they expected, according to table 2, the customers was supposed to have inflight entertainment during the trip but it doesn't work, so it cause difference to what the customers supposed to get and they finally can't get it, it's Gap 4.

(b) The first type of food contamination is biological contamination, according to table 2, the food wasn't thoroughly cooked which means it still have some bacteria or virus inside the food and it will cause biological contamination. The second type of food contamination is chemical contamination, according to table 2, the food had a strong smell which may be due to it has some chemical like soap wrongly puted into the meal during the cooking process, so it is a chemical contamination.

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(c) The first reason is more frequency in 2019 than 1999. According to table 1, the frequency from 3 flights each week in 1999 to 21 flights each week in 2019, which more flights and more passengers, the company can make more money from this route and it can reduce the price because the route is being more popular and more passengers. The second reason is plane with more carrying capacity. According to table 1, the total seats is 130 in 1999 and the total seats in 2019 is 270, with more passengers can carried each flight, each passenger can pay fewer on each flight, because the cost of operating flights is similar to 130 seats and 270 seats, with more seats filled up, the airline can reduce the ticket prices.

(d) For company perspectives, they will explain flight delay because of busy air traffic, with more and more planes flying in the sky, the air traffic and airport is more busy and it will require a longer time to land the plane. From the perspectives of the customer, they will explained as the airline's fault because they think that airline should provide on-time services. From the perspectives of staff, they will explain delay because of the weather condition, bad weather like thunderstorm cause let the plane travel safely, so but weather is also a reason for plane delay.

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3a) The travel agency staff have the tour guide licences and it was offered by the Travel Industry Commission (TIC).

3b) The first inappropriate arrangements is the watersports in Lamma Island. The date was Jan 12 to 18, Jan was still winter in Hong Kong and the sea water temperature will be very low and not suitable for playing water sports. The second inappropriate arrangements is Thursday itinerary. According to table, some tourist can go to Macao between 2:00pm to 5:00pm, but it's not enough to go Macao and return to Hong Kong within 3 hours, tourist can't have enough time to visit Macao's casino. The third inappropriate arrangements is Friday's rundown, the tour guide will let down the children and go to renewal of licences.

3c) The type of food and beverage service is canteen in Friday. Canteen only have limited choice and the atmosphere of canteen is modern with simple decorations and lots of seats for diners. The canteen normally require self service and extremely low staff to guest ratio.

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3d) The first man-made attractions is the Science Museum.
In the Science Museum, the tour guide can organise a museum tour to the tourist to introduce different exhibitions and fun things in the museum. The second man-made attractions is the Ladies Market, the tour guide can introduce the history of the market and teach tourist about Hong Kong traditional culture products after arriving at the attractions.
(and the history behind each product)

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Comments

The candidate demonstrated an understanding of the Gap Model of Service Quality, food contamination and gave some limited explanations for Part (c) and (d). (Q 1)

The candidate clearly identified the Tour Guide Pass and the issuing organisation. However, his/her explanation on inappropriate tour arrangements was too sketchy. He/She was able identify the correct type of food and services establishment and gave characteristics of the menu and services. (Q 3)

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2a) The first concern of the elderly long-haul travellers is food, which means meal in the whole trip. As elderly travellers require an 'environmental bubble', their food choices are also limited, they may only want to eat the dish they normally eat in HK during the trip. Elderly normally eat dim sum, traditional dishes in HK, when planning the trip, just plan to eat some similar food as what the elderly eat normally, they don't require to eat some special and local food, only provide normally HK dishes is enough for them, to suit their 'environmental bubble'.

The second concern of the elderly is accommodation, hotel, which means the place they sleep every night through out the trip. As elderly always love to sleep on a harder bed than we normally sleep, when choosing the hotel, the tour group should choose hotels which can choose the softness of the bed, to fit the need of the elderly.

The third concern is activity. For elderly, they maybe not able to ~~like~~ have a high activity style trip, since they always go to parks to see someone singing, playing chess etc. Some silent or doesn't requires a lot of movements activity will fit the elderly, while planning the tour in the Greater Bay area, the tour guide can organise some shows or

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exhibitions for the elderly in order to fulfill their needs.

The fourth concern of the elderly is the transportation problem. As elderly cannot walk smoothly and they may require a super low floor bus for them to travel, like HK's buses which can allow elderly to onboard the bus with a wheelchair, so the tour guide should book a super-low floor bus to convenient the elderly during the tour. Also, as elderly cannot walk fast as young, so should prevent transit of buses. During the trip, a direct trip will be better for them.

The last concern is the gathering time of the trip. As elderly always wake up early and go for stretching in their life, the trip should organise a earlier gathering time for the elderly and fits, similar to their daily life, suitable for their 'environmental bubble'.

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2b) The first competitive advantage is Hong Kong have a large international airport. With Hong Kong's international airport, people around the world can go to HK easily within a direct flight and start explore the Greater Bay Area from HK. HK airport was also a large air cargo port in the region, goods around the world will pass through HK international airport and provide a good chance for the Bay area to export their goods.

The second competitive advantage is Hong Kong was a International financial center. People, investors around the world will come to HK, people from the Greater Bay Area can visit some foreign investors in HK and start business cooperation.

The third competitive advantage is low tax rates in Hong Kong. Tourist can buy their products and shopping in HK at a cheaper price because HK doesn't have a shopping tax, what the customer paid is what the product cost for the customers, can buy more in HK due to its low tax and good quality products.

The fourth competitive advantage is HK was a mixture of the western and the Chinese culture. Since HK was a British colony before, HK was combined of western culture and Chinese

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culture, like ~~existing~~^{HK} milk tea is what a product of culture mixture, tourist can feel some western culture in a Asia City, what a special experience for them.

The first competitive disadvantage is HK is small compare to other cities in the Bay Area. HK was just a small city with lack of natural resources, HK maybe too small for tourists to explore.

The second competitive disadvantage is, HK is a small market only, only 70,000,000 people in HK and other cities in the Greater Bay Area has a more population than HK, business man may think HK only a small market and don't come to HK.

The third competitive disadvantage is HK was highly developed, places like Mong Kok, TST, Causeway Bay were packed of buildings, tourist may found it bored and don't come to HK.

The fourth competitive disadvantage is HK was too busy and noisy, tourist which wants to relax will not consider HK as a destination.

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5a) The four main roles of government in tourism development is planning, control and supervision, direct ownership and promoting.

For planning, the government should think some of the methods to attract tourist after the health crisis. Like after SARS, the government seek help from the central Government to let mainland citizens travel to Hong Kong freely, the government are planning how to allow those mainland citizen to HK frequently, how to convenient them. The government also need to plan on some measure like ^{letter} shopping coupons to attract tourist.

For control and supervision after the health crisis, the tourist may still don't want to travel due to lack of confidence. The government should urge the tourism service suppliers to do better with hygiene in order to built up tourist confidence to Hong Kong and travel again, the government can control the no. of tourist to ensure the safety and prevent the spread of disease.

For direct ownership, like ocean park Hong Kong, the government can think of some new activities to attract customers and do some promotion like lower the entrance fee to

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Attract more customers to visit the park after the health crisis.

For promoting Hong Kong, the government should make some videos about the beauties of Hong Kong and advertise it at the foreign newspaper or foreign website, in order to attract more people from the world to come and explore HK.

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5b) The five aspects of personal catering practitioners is purchase, storage, cook safe, safe temperature and control of the staff.

For purchase, the restaurant should purchase ingredients from supplier with good reputation and feedback, and put the purchase certificate at shop to let customers know where you buy the ingredients and improve customer confidence.

For storage, which represent the environment of the ingredients stored. The restaurant should keep the ingredients in a suitable environment and clean environment, also the restaurant should check their equipment regularly to ensure the food is stored safely and improve customer confidence.

For cook safe, the restaurant should teach the staff to cook the food thoroughly to reduce the chance of food poisoning and cook food in a suitable temperature like 75°C or above to ensure the food safety and improve customer confidence.

For safe temperature, which means after the food is cooked and stored in a good environment before serving the guest, the restaurant should let the food keep warm in order to prevent

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of generating bacteria, with good system of ^{control} food storage, customers can improve their confidence.

For control of the staff, the restaurant should set up a live CCTV to let customer look inside the kitchen and see what is happening inside, with the monitor of the CCTV, the staff will work more disciplined and help to ensure their personal hygiene and improve customer confidence.

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4a) The five factors are location of the hotel, size of the dining venue, corporation background, budget and the no. of people.

For the location of hotel, large multinational corporation will require hotel located in the city centre, not at suburban areas or industrial areas, hotels located at the city centre and let their employees to travel around easily, while going to different tourist attractions, city centre hotels are more convenient.

For the size of the dining venue, normally they will have lot of employees joining the tour, so they may require a big banquet room to fit them all in for dining and gathering together.

For the corporation background, different corporation background will organize different tourist attractions, like an eco company may visit some green attractions like country parks, etc. Different backgrounds have different needs.

For the budget, higher budget can let the tour guide to book more good facilities and better grading hotels, so a company with a bigger budget can have a more wonderful tour.

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For the no. of people, more no. of people will require more coaches, hotel rooms and seats for restaurant, knowing the no. of participants is important because it can help to plan with the incentive trip.

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4b) The two front house department is 'Front desk' and 'Food and beverage' department.

For front desk, it can use e-receipt to replace traditional paper receipt in order to save the using of paper and send the bill to the customers through email and paid online to prevent using paper and cash.

For the food and beverage department, the department can choose more local ingredients to reduce the carbon dioxide produced during the transportation process, like local meat, local food and local vegetables.

The two back house department is maintenance department and accounting department.

For the maintenance department, they can change the light bulb to LED light bulb to save the use of electricity and build some solar panels to generate electricity to prevent using too much electricity which made from coal or natural gases. Help to preserve the environment.

For the accounting department, they can use e-statement

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and don't need to print the Statement out after accounting, sent to bank directly online and save papers because no printing is used, save the document in the cloud base as for reference in the future and no need print out and put in the documentary room.

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Comments

The candidate demonstrated a fair knowledge of the concerns of elderly long-haul travellers and was able to give limited answers on the arrangements to ensure an 'environmental bubble' is created. In Part (b), he/she was able to give some competitive advantages and disadvantages of Hong Kong, though the answer was not comprehensive. (Q 2)

The candidate demonstrated a fair understanding of the five factors a conference organizer should consider in organizing an incentive trip. He/She was also able to name the hotel departments and suggest some green practices. (Q 4)

The candidate identified the four main roles of government in tourism development. He/She was able to provide examples for his/her explanation. In Part (b), his/ her answers regarding the five aspects of catering practitioners were mostly irrelevant. (Q 5)