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(a) First, it is the customer gap. According to table 2, passenger A said he/she thought the technological advancements will be resulted but it seems not. It shows that the expected performance is greater than the perceived performance, and therefore, it leads to customer gap.

Second, it is service design and standard gap. From table 2, the passenger A said, the entertainment system does not work. It shows that although the company know what customers need, the availability is low that the system does not work. Therefore, it leads to service design and standard gap.

Third, it is the service performance gap. From table 2, the passenger B said the arrival time is always later than scheduled. Besides, the passenger said the in-flight meal is worse that it was not thoroughly cooked and have strange smell. Therefore, it shows that the service that provided by the airline is not up to standard, and it leads to service performance gap.

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1b) First, is the biological contamination. The biological contamination happened because of the inappropriate methods to handle food. For example, the food is not thoroughly cooked and it may caused customers vomiting, stomach pain etc.

Second, is the physical contamination. The physical contamination happened because of the staff, who handle the food, haven't keep a good self hygiene. For example, the staff haven't tie up his/her hair or there is bacteria in his/her hands etc.

1c) First, it is because the number of seat configuration of a regular flight is decreased. Therefore, when the number of seat configuration is decreased, the airfare will decreased also because of smaller amount of people are served.

Second, since the frequency of flight is increasing. Therefore, the airfare may dropped because the revenue of the airline increased by more frequent flight shown.

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11) For the company, since there may some emergency things happened during the flight. Therefore, it may cause flight delay.

For the customer the flight delay may caused by the worst service performance by the airline.

For the staff, the flight delay may caused because of some emergency air flow which affect the airplane.

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(a) First, is the leisure tourism. The purpose of leisure tourism is sightseeing and relaxation. According to the source, the diving tour introducing the beautiful underwater scenery to local and foreign tourists. Therefore, it is kind of leisure tourism that it includes sightseeing.

Second, it is sport tourism. From the source, it stated that apart from diving, it also included a wide range of water sports in the tour. Therefore, it is kind of sport tourism which may also leads to the travel motivation of tourists.

(b) In 2015, it is the stage of development. According to the source, Susan expand her business by developing diving resort on another remote island. It shows that the island destination is in a development stage that things are still keep developing.

In 2018, it is the stage of rejuvenation. There are two parts of the stage, stagnation, one is decline and another is rejuvenation.

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Although it is a decline stage in 2017, Susan tries to cooperate with global hotel chain and the business is successful. Therefore, it shows that it is a rejuvenation stage that the business of Susan is developing again with her new try and ways of business.

1st First, the failure rate is high for operating resort independently compare with franchise, as the resources, experiences etc is less than those franchise operation.

Second, the brand or company identity is as greater as the franchise one. The franchise operation will have strong brand or company identity. But if it is independently operated, the brand identity is surely worse than the franchise operation.

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(d) first, the employment rate will increased - hiring locals to do most of the jobs in the resort. reduced the competitive edge of employment so that the employment rate of the local community will be increased.

second, more easy cooperation will be shown by hiring locals to do most jobs in the resort. As a locals, better understanding of the country and culture must be shown compare with others foreigners. and therefore, hiring locals can reduce the misunderstanding and conflicts so that better cooperation shown. However if not hiring locals, it may take times to explain the culture or country's information to the foreigners first before he/she works and it may be time-consuming.

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(A) There are five aims of Agenda for Sustainable Tourism which Tai Funn has successfully achieved.

First, is the visitor fulfillment. As a historical buildings, Tai Funn has fulfilled customers' expectation by providing places for visitors to take photos. Nowadays there is an increasing trend of people going to a particular places to take photos and posting them on social platform. Tai Funn, is the popular choice for people coming to take photo with the interesting pictures or facilities inside and therefore, it shows that Tai Funn has achieved the visitor fulfillment.

Second, is the Local prosperity. As mentioned above, Tai Funn become a more and more popular place to attract people to take photo there and therefore local prosperity is shown by its popularity that there is an increasing trend for local people visiting Tai Funn.

Third, is the resources efficiency. Tai Funn has provided lots of resources and facilities such as providing historical informations by the pictures on

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Wall or some demonstrated facilities in police station such as jails etc. Since there are a variety of historical resources being shown and lots of facilities can let visitors experienced, Therefore, It shows that It has achieved resource efficiency.

Besides, It has also achieved cultural richness. Visiting Tai Kwun not only for entertainment, but also It brought cultural knowledge to us by the pictures and the demonstrated historical facilities. For example, we can experience and feel the atmosphere in the police station as well as experience the feeling of being jailed. In addition, there are many cultural values inside Tai Kwun and It definitely shown the cultural richness of It.

Finally, is the economic viability. Since Tai Kwun included lots of historical facilities and information, It attracts people, especially those are interested in history criteria, to come. Furthermore, It also attracts people who loves taking photos, record down daily life, to come and visit Tai Kwun. By the several

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motivation and attractiveness brought by Tai Fwan, it will surely keep the visiting trend increasing and therefore, the economic viability is higher.

To conclude, Tai Fwan achieved visitor fulfillment, local prosperity, resource efficiency, cultural richness, as well as economic viability successfully.

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(b) There are four types of carrying capacity that it may be a possible problem for Tar fwan and the surrounding community.

First, it is physical capacity. As mentioned above, there is an increasing trend of visitors visiting Tar fwan. The increase number of visitor may cause physical capacity that the places is not enough to serve the huge flow of visitors and it may be a problem of Tar fwan.

Second, it is environmental capacity. The increasing number of visitors may caused noise pollution and the facilities inside Tar fwan may risk to be damaged by others due to too much visitors. It then destroyed the environment of Tar fwan and the surrounding community may also affected due to the noise made by a huge flow of visitors.

Third, it is psychological capacity. Since a huge flow of visitors is going to Tar fwan, it might be too crowd and noisy inside which

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this may affect visitors feeling and mood. When their mood is affected, it caused psychological capacity that the visitors no longer feel positive to Tai Kwan.

Finally, is economic capacity. As mentioned above, if the psychological capacity existed, it will also affect the economy of it. It is because if customers do not feel good about Tai Kwan because of overcrowding or noise problem, it will reduce the amount of visitors visiting Tai Kwan, and since the amount of visitors reduced, the revenue of Tai Kwan will also reduced and therefore, it leads to economic capacity.

To sum up, physical, environmental, psychological and economic capacity will be a possible problem for Tai Kwan.

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(a) The elderly long-haul travellers may have five concerns on the trip to the Greater Bay Area and there are five different arrangements that the tour group can provide to ease the concern.

"Environmental bubble" means travellers is surrounded by his/her familiar living environment while he/she is aboard.

Therefore, for the first concern, the elderly may concern about whether the accommodation is comfortable or not. As the elderly want to have the familiar feeling in their comfort zone, so they may want the comfortable accommodation which makes them feel pleasant to stay there. For this concern, the tour group can choose the accommodation which is comfortable and have positive comments online so that it can ensure that the elderly will feel comfortable to stay. Besides, the tour group can also give the information of the accommodation to the elderly first before the tour start the order.

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to ease their concern.

Second, the elderly may concerns the attractions organized by the tour group is demand or not. As most of the elderly is slow-walkers, they cannot participate in activities that include high level of movement. The attractions being chosen should also avoid stairs. For this concern, the tour group can do some preparation work first that avoid choosing demanding attractions being included in the tour.

Third, the elderly may concerns about their money and valuables. The elderly may bring several money and valuables to the tour such as large amount of money and therefore they may concern that they may lost the valuables. For this concern, the tour group can remind the elderly to buy travellers' tripel which it can reduce the possibility of losing money. The tour group should also offer a place for them to place their valuables to avoid losing it.

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Fourth, the elderly may concerns about the safety and security of the destination. The elderly may concern about would it be dangerous to go to the attraction. To deal with the concern, the tour group should avoid choosing places that the crime rate is high and the tour group should pay attention to the outbound travel signal of the destination to avoid any danger.

Finally, the elderly may concern about the health condition of the destination. It is concerned that the health condition of the particular places is not good that there may have diseases. To deal with the concerns, the tour group should check whether the destination is a plague area and reminds the elderly to bring their personal medication. They should also be careful about what to eat and what to drink.

To conclude, there are five concerns of the elderly and five things that the tour

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group & can do to ease their concern in order
to ensure a sustainable environmental bubble
is created.

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(b) Hong Kong has some competitive advantages compared with other cities which is explained as follow.

First, Hong Kong is the international place that it included a diversity of culture here. Therefore, Hong Kong is ~~also~~ crowned to be "food cuisine" that you can try many different types of food with different cultures here.

Second, Hong Kong have a convenient transportation services which travellers can access to the place they want easily. For example, Hong Kong has MTR system which it is already a convenient transport.

Third, Hong Kong locals are more accept to other culture. Some countries may have a serious racial discrimination but Hong Kong do not. Therefore, with the high acceptance of diversity of culture, Hong Kong locals may be more friendly and welcome to foreigners.

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Fourth, Hong Kong have a beautiful scenery. As many of us know, Hong Kong's Victoria Harbour was a very top ranking with its beautiful scenery at night. This may not as the advantages of competitive compared to other cities.

However apart from the advantages, there are also some competitive disadvantages in Hong Kong.

First, Hong Kong is a small city which has lots of ~~people~~ people including locals and foreigners. Therefore Hong Kong sometimes may be overcrowded and the tourist may feel bad about it.

Second, Hong Kong is seriously affected by the light pollution that there are still many light turned on at night. and it may bring bad feeling to travellers.

Third, Hong Kong do not really have a

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high standard of hygiene level that you can still find some rubbish on the floor, sometimes

finally, Hong Kong's pace of life is so fast that Hong Kong people is so busy and tend to do everything fast. Therefore, travelers may not be able to adapt to the fast pace in Hong Kong.

To sum up, the above shown four competitive advantages and four competitive disadvantages.

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(a) There are four travel motivations that are less applicable in attracting visitors to the country park.

First, is pleasure. Travellers' motivations motivated by wanting ~~to~~ to find pleasure during the tour. However the country park has no development planned and therefore it may not fulfil travellers' motivation of finding pleasure.

Second, is spiritual appreciation. The country park does not have development yet and therefore it may not have some special scenery can provided to travellers and it cannot fulfil travellers' motivation of spiritual appreciation.

Third, it is curiosity. Travellers is curiosity to new attraction or new experience. However, the country park is not yet develop and even it not have accessure by road.

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Finally, to sport. Translators want to appearance sport related things but the country part is not yet develop and cannot fulfill the motivation.

To sum up, there is the four kind motivations that is less applicable to different visitors.

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(b) There are five attributes.

First, it is uniqueness. Attraction should be unique that it has special facilities. Therefore, the country park should build some special facilities to attract people. For example, some entertainment related facilities such as innovative playgrounds.

Second, is high quality. The attraction should be high quality. Therefore it should be ensure that the attraction is high quality that travellers are comfortable to stay there. For example, if there are some trash, it should be removed and the environment should keep clean.

Third, is drawing power. Whether the attraction can attract people even attract repeat travellers. Therefore, the country park should provide special facilities that make people have deep things about it to stick such

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Answers written in the margins will not be marked.

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試題編號 Question No.												
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1. 每題另起新頁作答。

Start each question on a new page.

2. 補充答題紙不可撕開使用。

Do not tear the supplementary answer sheet apart.

a as some innovative play facilities.
 For example a Big swing.

Fourth, the attraction should be done

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