

Level 4 Exemplars
Paper 1

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(a) Eco tourism. As Susan added the 'Ocean Citizenship' concept in the tour products, people may travel there because they want to know more about the environment and thus raise the environmental awareness.

Leisure tourism. Tourist chose to visit the resort because of the beautiful underwater scenery which attract tourist that wants to escape from busy life and enjoy sightseeing.

(b) In 2015, it is the stage of development as Susan started to hire foreign professionals to run and manage the resort.

In 2018, it is the stage of rejuvenation as she changed the mode of her business after noticing the drop in arrivals. She cooperated with a global chain and the number of tourist increase again.

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(c) When operating the resort independently, the capital and resources might be limited which she cannot know the preference of customer by doing marketing research. But by franchise, ^{more} market information can be ^{known}.
Second, she do not have enough knowledge and expertise on operate the resort well while ~~from~~ by franchise, she can follow (how to) the standard and rule set by the franchise operation.

(d) This can provide more job opportunities for the local. Also, ~~local culture can be~~ this can reduce the economic leakage and money will be retained in the local community.

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(a) The service performance gap. Because inflight meal supposed to be thoroughly cooked while the meal that actually served was not.

The communication gap. Because the arrival time is later than scheduled which fail to meet the promise.

~~The service design and standard gap. Because the company~~
~~The customer gap~~ The service design and standard gap. As the company require the flight to arrive on time while there are late arrival. ~~because of~~

(b) Biological food contamination. This may happen when food is not kept in safe temperature because of the long flying time.

~~Physical food conta~~ Food was not thoroughly cooked because of the delay time and (Physical food contamination) staff do not have enough time to double check the meal.

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(c) Because the proportion of economy class of a regular flight increase as people nowadays prefer economy class. Also, the fuel consumption is the same when compare to 1999. While with a longer flying time. This shows that the cost of using fuel decrease and cause the drop in average airfare.

(d) The customer may arrive late and the whole flight need to wait for the customer. For the staff, there might not be enough time to restock the resource and do the cleaning. This lead to the flight delay. For the company, the ~~reg~~ rules and regulations may be unclear and ~~the time of arrival~~ the staff may feel confused and lead to flight delay.

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Comments

The candidate was able to identify the service gaps and the types of food contamination. Moreover, he/she was able to explain why the average airfare dropped over the years. He/She could also give explanations for the flight delay from different perspectives. (Q 1)

The candidate demonstrated a fair understanding of the concepts assessed, i.e. the Butler's destination cycle, disadvantages of independent operation and advantages of hiring locals. (Q 2)

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(a) First, elderly may concern about the food they have during the trip as it might not suit their preference like what they eat in daily life. To ensure 'environmental bubble' is created, tour group can arrange having meals in familiar restaurants like chain typed restaurant in order to have meals that suits them.

Second, elderly long-haul travellers may concern the level of activity during the trip. As they have lower physical ability, tour group can arrange activity with lower activity level and activities that sounds familiar to them in order to avoid adventurous and new experience.

Third, they may concern the accommodation, elderly long-haul travellers prefer to live in comfortable hotels that have different facilities that meets that needs. Tour group can arrange the accommodation in hotel that have accessible facilities to meet the needs of all... elderly and chain typed hotel that look familiar with their usual living environment.

Fourth, they may concern about the language barrier as the language that other cities use are different from them. So tour group can provide translation to help the elderly traveller in order to let them surround with the familiar language.

Lastly, they may concern the free time that the trip provide as they do not prefer to plan their own itinerary. Tour group

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may fixed all the itinery and planned all the activities to them so they just need to enjoy and stay in environmental bubble.

(b) For the competitive advantages, first, Hong Kong does not impose general sales tax and this attract tourist to buy and shop without tax burden. (can)

Second, Hong Kong is a international city. lots of foreign investors and international outlet in Hong Kong. (There are) Tourist can buy what they want not only made in Hong Kong but also product from all around the globe.

Third, Hong Kong is a place that have mixed culture. In the past, Hong Kong is one of the colonies of Britian. Nowadays, there are some historic buildings and culture left. This help attract tourist.

Fourth,

For the competitive disadvantage, the area of Hong Kong is smaller than most of the cities in the Area, this lower the interest of tourist.

Second, Hong Kong emphasis less on local culture as it is an

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international city that filled with other culture.
Third, the technology development is slow compare to other cities which cannot convenience tourist.
Fourth, the infrastructure development is slow and this lower the incentive of tourist to visit.

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~~(a) First, physical integrity. Tai Kwan still keep some of~~

(a) The first factor is the accommodation. As it is a trip by a large multinational corporation, they may prefer high quality and luxury accommodation that can satisfy their needs. The organiser may choose hotel that is located in the central business district which bring convenience and reach their fulfillment.

The second factor is the seasonality. As in the peak season, many hotel will be full and there will be many tourist which may affect their enjoyment as staff may speed up procedures and lack interaction with them.

The third factor is the number of staff join as the organiser need to reserve hotel, buy tickets and arrange different activities based on the number of staff join.

The fourth factor is budget. Usually multinational corporation have more budget for the incentive travel as they have more capital. The budget will determine the quality of service they have. As they have higher budget, higher quality of services can be provided.

The fifth factor is purpose of the incentive travel. Conference organisers need to know their purpose or the things that staff

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want to do or try during the trip in order to provide and plan for a suitable itinerary.

(b) For the front desk department, when staff want to inform or send message to other department, use email or telephone instead of writing memos to minimise the use of paper.
For the concierge department, transport guest from th

For the food and beverage department, prepare suitable amount of food to reduce food waste. The amount of food can be estimated by the number of guests.

For the housekeeping department, allow guest to choose whether room cleaning is needed. This can minimise the use of resources.

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(a) First, visitors fulfillment. As visitors enjoy visiting Tai Kwan, there are increasing number of visitors. The revitalisation successfully satisfy customers and become sustainable.

Second, social equity

Third, physical integrity.

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(b) First, the physical carrying capacity. This may refers to the number of tourists that Tai Krum can accommodate. As there are increasing number of visitors, Tai Krum may not be able to serve all the customer and this may lead to congestion.

Second, for the psychological carrying capacity, it refers to the visitor's attitude to other visitor's behavior. As it is hard to control all the visitors, when some visitors are not behaving well, like screaming, talking loudly, this may affect other tourist as well as the surrounding community.

Third, the environmental carry capacity, it refers to the damage to (for) the environment. The increase in visitors means there will be more waste produced. Some visitors may dispose the waste randomly and step on the grassland which bring harm to the environment.

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Fourth, for the carrying capacity, the increase in visitors will lead to (economic) the increase in selling price of surrounding shops. This affect the residents there as they need to pay more for buying necessity.

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Comments

The candidate's discussion of the aims of sustainable tourism was limited. The candidate was also able to give a comprehensive discussion on the carrying capacity with reference to possible problems for Tai Kwun and the surrounding community. (Q 1)

The candidate demonstrated a clear understanding of the concerns of elderly long-haul travellers and was able to give arrangements to ensure an 'environmental bubble' was created for them. He/ She gave some discussion on the competitive advantages and competitive disadvantages for Hong Kong; however, some of the discussion was too general. (Q 2)

The candidate gave a fair discussion on the considerations a conference organizer has to consider in organizing an Incentive trip. He/She was able to identify two front desk and two back of the house departments and gave some green practices, but the answer was not comprehensive. (Q 4)