

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

a) The first service gap is the service performance gap, about the service quality specification and the service quality actually provided. Such as the inflight meal is supposedly be thoroughly cooked, however instead it was not thoroughly cooked ^{for Passenger C} leading it to not be able to follow up the service quality specifications.

The second service gap is the customer gap, about customer ~~expect~~ expectation and customer perception. Passenger B has ~~no expectation~~ perception as they take the flight regularly so they are aware of the schedule however the airline failed to exceed to the customers perception by continuing to have delayed flight, making it worse, it is often done so.

The third service gap is the service standard and design gap, when the management knows about customer expectation, however they fail to fulfil it. Passenger A mentioned how technological advancement should result in shorter flying time, however when compared the year 1999 and year 2019, the average flying time is longer which means there is lack of customer-driven reasons, insufficient capital or something increasing the

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

average flying time, not filling up the gap.

b) The first type is salmonella which is caused by not thoroughly cooked food which is mentioned by passenger C

The second type is ^{Listeria} ~~salmonella~~ ~~as fried rice are~~ common option of airline food, and creates bad smell when turned bad which is mentioned by passenger C.

in table 1

c) The first evidence is the seat configuration, with first class, the price is a lot higher when compared to business and economy. In 1999, with first class, the average airfare was \$7800, without first class in 2019, it didn't have a huge gap or difference in business and economy so the average airfare was dropped significantly.

The second evidence is the reputation and image of the airline decreasing over years leading to decrease in average

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

airfare as well. The delayed time was 5 minutes in 1999 and 26 minutes in 2019. Most serious incident during the year went from injury due to turbulence in 1999 to food contamination in 2019, leading to a overall downfall which resulted in the average airfare dropping significantly.

d) From the company, it's due to technological problems, as new equipment take time to be used to and have many unknown factor.

From the staff, it could be due to the mess up of the customers identification documents or boarding flight leading to confusion.

From the customer, it could be due to the confusion of flight number and it's departing time, creating a chaos leading to flight delay.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

a) The form of tourism is sport tourism, as it offers diving and a wide range of water sport to tourist for enjoyment.

The second form of tourism is leisure, the resorts is in an remote island with leisure activities, meaning there is sunshine and beach perfect for leisure.

b) The first stage is development in 2015, when Susan started extending business by developing a diving resort on another remote Island with basic tourist facilities and services.

The second stage is consolidation in 2018, when Susan cooperated with global hotel chain which allowed her resort to have a well established image and it will still be growing continuously.

c) The first disadvantage is the ^{low} reputation or the ^{lack of} ~~well-known~~ being well-known. During independent operate, it was not ^{easy} ~~easy~~ to be identified or be noticed by tourist as it was only a small independent resort, however when franchising,

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

the established image of the globe hotel image also affected the resort resulting in more popularity.

The second disadvantage is the lack of financial power, during independent operating, Susan had limited foreign professional and not much facilities, services being provided, However when franchise, Susan had wide range ~~of~~ range of water sports and other leisure activities.

d) The first benefit is ~~a~~ job opportunities, local who did not have many options before are now offered with more varieties of jobs such as housekeeping and kitchen work.

The second benefit is the better quality of life, ~~locals~~ ^{locals} do not have work traditional jobs such as fisherman under the heat with unstable income, now they can have a stable job with better conditions. Also, developing the resort also built a lot better facilities and services which can also be used by local people leading to a better quality of life.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

The first arm is the physical integrity^{in environmental} which is to protect or enhance the landscape, buildings, both urban and rural, also minimizing the damage to them. Tai Kwun are become quite popular, however it has visitors limitation everyday which reduces the chances of Tai Kwun getting damaged or having physical erosion by visitors feet. It also kept most of outlook of the former Central Police station and minimizing the outlook difference, successfully achieving physical integrity.

The second arm is the visitor fulfilment, which is to allow all visitors to enjoy the tourist facilities without any discrimination in gender, race and disabilities. Tai Kwun allows all gender, race to enter without any restriction. Also, barrier free access has been created for those who disabilities to not cause discrimination, achieving the visitor fulfilment. in social

which is to include locals into decision-making. The third arm is the local control. Before turning the former Central Police Station into Tai Kwun, local residents' opinion were collected and many local residents engaged in the development and the future planning of Tai Kwun.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

successfully achieving local control.

which is to preserve the cultural

The fourth arm is ^{cultural} richness, the former Central Police Station have a lot collection memory in the area for the locals, forming a connection with each other, making it into a tourist spot instead of tearing it down preserves the history and cultural of Hong Kong which can seen and noticed by the tourist, successfully achieving culture richness.

The fifth arm is local prosperity, which allows the money to be returned locally instead of overseas. Even though Tai Kwun is a free tourist location, there are many coffee shops and restaurants nearby operated locally which allows the local people to earn and keep the money as Tai Kwun is huge and catering will be attractive, successfully achieving the local prosperity aspect.

b) Carrying capacity refers to the maximum ^{numbers} of tourist who can use a destination without unacceptable changes in the environment or the enjoyment gained by visitors.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

The first type of carrying capacity is physical carrying capacity. Tai Kwun has become a famous tourist location and therefore will attract many tourists, however, this may cause the erosion of historical monument by visitors' feet as after a while, the pressure by visitors' feet will certainly create a problem and damage Tai Kwun which will ruin its beautiful purpose creating problem for Tai Kwun to preserve the stairs and land.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

The second carrying capacity is environmental, visitors love to mark down their footsteps of their experience at the destination, visitors may start to write down and damage the outlook by writing on the walls by rocks or doing graffiti, which will also create visual pollution due to hideous marks and drawing on Tai Kwun which can be a huge problem.

The third carrying capacity is economic, visitors may have excessive demand of needs, such as accommodation near

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Tai Kwun which will be used to creating hotel however tourists taste is fickle and Tai Kwun may not always stay popular resulting the luxurious hotel to be wasted and created resources wasting which can create loss of money and harmful to economy.

The fourth carrying capacity is psychological tourists may be affected negatively by the number and behaviours of other users which create a unhappy environment. If there are ~~too many~~ many tourists, then it will also create a crowded and noisy environment leading to the unpleasant journey.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

a) The first concern is the familiar environment, senior long-haul travellers tend to like staying with people from the same environment or background, therefore the tour group should mainly be gathering people with the same cultural allowing the senior travellers to feel at ease, similar to home city such as Hong Kong people with Hong Kong people and Guangdong with Guangdong people, easier for senior travellers to settle down and ensure "environmental bubble" is created.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

The second concern is the food, senior travellers are used being eating the same food such as white rice with side dishes, when going to trip, tour group must ensure they are dining at a Chinese food outlet in order to create a suitable catering experience and ensure the "environmental bubble" is created.

The third concern is the accommodation, senior travellers are not as adaptive as new generation and therefore,

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

they will feel uneasy or uncomfortable sleeping in a luxury hotel with many unknown factors, a modern with traditional Chinese room hotel will be perfect for senior travellers with not much leisure, as they cannot move around much, this will ensure "environmental bubble" is created.

The fourth concern is the safety, senior travellers may be new to ~~the~~ travelling tour which will cause them to think of it as spam or fake, therefore it is important to inform them about detailed information and fixed itinerary ~~with~~ with proof and choosing popular tourism attraction instead of second level tourist spot ensuring "environmental bubble" is created.

The fifth concern is the low activity level leisure services, senior travellers are old with many unknown changes going on with their body as they slowly become weaker and weaker everyday, which is why

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

when going on senior travellers should not be moving around too much and doing extreme exercises to stay in "environmental bubble" it is important to be healthy and not out of breathe while travelling.

b) The first advantage is Hong Kong is a international hub, filled with all type of ethnicity and cultural background people when compared to other cities.

The second advantage is Hong Kong is in the middle, so it's easy to go to any place from Hong Kong while some cities might be located far away.

The third advantage is the transport variety, Hong Kong has high-speed railway, MTR, bus, taxi, ferry, cruisers, airplanes involving all air, water and land needs when compared to other cities.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

The fourth advantage is the stable weather, Hong Kong has all ~~seasons~~ ^{seasonality}, however the difference is not as huge as other countries, making it easier for tourist to stay compared to other country.

The first disadvantage is the lack of tourist attractions when compared to other cities, Hong Kong is famous for shopping with nothing too special, has limited 2 theme parks. Other cities such as Macao has unique features such as Casino making it attractive.

The second disadvantage is the political instability, Hong Kong has been having a lot of protest and uprising against the government and protest, it may be good for future however it creates fear for tourists as it can be unsafe compare to other cities.

The third disadvantage is the constant catching up or being equal foot with other cities, Hong Kong is a financial

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

centre, therefore, it does not have much resources or effort being put into tourism industry compared with finance, however, other cities are constantly leveling up with their tourism industry, making it harder for Hong Kong to be as appealing as other countries who can focus more on tourism industry.

The fourth disadvantage is the access to other cities in Guangdong when compared to Hong Kong, people in Guangdong can freely move around cities without need to go through procedures or exchange currency, unlike Hong Kong making Hong Kong has disadvantage compared to cities in ~~from~~ Guangdong.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

b) The first aspect is the hair, customers will not be able to confidently eat from someone with loose hair as there can hair dropped or mixed in the food which can be contaminated and cause health problem, therefore catering practitioners should tie their hair firmly.

The second aspect is the fingernails, catering practitioners should have the habit of regularly chipping off their nails and keeping the insides of the insides of the fingernails clean without dirt that can mix in with the food.

and clean clothes.

The third aspect is fitting clothes, catering practitioners should not wear loose clothes which can be moved or swayed into the food and spreading bacteria onto the food, to ensure it, the clothes must also be clean and washed to greatly reduce the amount of bacteria even for tight fitting clothes.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

The fourth aspects is the ~~hab~~ habit of regularly washing hands. Catering practitioners often have to cook a few dishes at the same time when dealing with different clothes. It is important to constantly wash hands with soap to kill off bacteria when dealing with multiple food.

The fifth aspect is the accessories, catering practitioners should not wearing any accessories such as rings, bracelet, watch, such items that can easily fall off and be dropped into the food. They should practise of take all unnecessary items and keep them clean and free with no barrier.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

a) The first main role of government is to create policies which are beneficial ~~to~~^{or} important to the tourism industry. Government can send out notice to all the countries and inform them about such dangerous diseases, also limiting the arrival and departure of people in host country to limit the flow the disease and not let it widespread.

The second main role of government is to assist tourism industry when in need, during disease active time, government can give out bonuses or money to act as a encouragement and a helping hand to tourism industry so it does not collapse and create a huge loss.

The third main role is actively promote Hong Kong and recover tourism industry after the pandemic, as the government have a lot of resources and power allowing it to ~~show~~ show off host country's features and ~~gain~~ gain back tourists first as it is the government publicly

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13 14 15 16 17 18 19 20 21 22 23 24 ≥25

每題另起新頁作答。

Start each question on a new page.

promoting host country. Tourism Industry which is a strong
stance for the tourist and will not be unsure or
shaken whether to travel to the host country

The fourth main roles is to increase the medical assistance
regarding the health crisis, when faced a tough time,
it is important to solve the answer and find the
solution which can be done by medical staff, even
though it's assisting medical, but it is also helping
out tourism industry by quickly ending the pandemic
and gaining back the tourists after finding the solution.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.