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1a., First, it is gap 3, the services performance gap, it is the difference between the services designed and the services actual delivered, from the source, passenger B said that the arrival time is always later than scheduled, it shows that there is different between services design and the services delivered.

Second, it is gap 5, the customer gap, it is the difference between customer expectation and what they receive at last, From the source, passenger said that he thought technological advancements might have resulted in a shorter flying time, It show that there is a different from his expectation

Third, it is gap 1, the knowledge gap, it is the difference between customer wants and manager perspective customer wants, from the source, passenger C said the in-flight meal is getting worse, it shows that passenger C thing the in-flight meal is important but the manager don't thing, so the airline provide poor meal.

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b. Biological contamination may happen on a flight, from the source, passenger C said the food was not thoroughly cooked, it shows that the bacterial in food may not be killed.

Chemical contamination may happen on a flight, from the source, passenger C said the food has a strange smell, it shows that the food may have chemical addiction that make the food smell strange.

c. Change in seat configuration is one of the reason, from the source in Year 1999 there have 20 first class but in Year 2019, there have no first class. The airfare of first class is expensive then the business class and economy class, Therefore when there are no first class seat, the average airfare drop significantly.

The flight frequency per week increase, from the source the flight frequency per week increase from 3 to 21, It shows that the fixed cost of the airline such as the cost of buy airplane

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can share among more flight, the average cost of each flight decrease. Therefore the average airfare has dropped significantly.

d. From the perspective of the customer, the customer fail to perform their duty, the customer was boarding late after they check-in, therefore the plane need to wait for the customer and cause the flight delay.

From the perspective of the staff, the staff are not well-trained, the pilots may have poor skills so that he take a longer time for landing and start flying and cause the flight delay.

From the perspective of the company, the company does not provide enough training to the pilots, so the pilot are not skillful enough, and therefore need longer time for landing and cause the flight delay.

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a-1 Tour guide pass, Travel Industry Authority issues the licence.

b- The itinerary of Tuesday having BBQ dinner is inappropriate, since the 50 retired USA soldiers are retired, they are old, It is too unhealthy for them.

The itinerary of Thursday, 9:00 am - 12:00 noon tour to Ladies Market, Science Museum and jewellery factory is inappropriate as it is impossible to visit 3 different attraction within 4 hours.

The itinerary of Wednesday <sup>watersports in afternoon</sup> is inappropriate, as during January, the climate is cold, it is unsuitable to play watersports.

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(1) Cafeteria,

The menu may showing in a display screen, and do not have paper menu.

There are few services, it may only have counter services when ordering food.

1 First, is Ladies Market, tourist can buy souvenir there.

Second, is Science Museum, tourist can see the scientific things display in the Science Museum.

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### **Comments**

The candidate demonstrated a clear and comprehensive understanding of the concepts assessed i.e. the service gap and food contamination. Appropriate evidence or examples were used to explain why the average fare dropped and for the flight delay. (Q 1)

The candidate was able to identify the Tour Guide Pass but he/she failed to name the issuing organisation. He/She was able to identify some inappropriate arrangements from the itinerary in Part (c) and describe the menu characteristics and services of the food and beverage establishment in Part (d). (Q 3)

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a) There are four travel motivators that are less applicable in attracting visitors to this country park.

First, is esteem, esteem means ~~that people~~ people want to be admired and respect by others. ~~the country park without~~ is ~~not~~ ~~attractable by road~~ and no development is planned ~~there~~ visitor cannot show off their ~~visit~~ visit to their ~~the~~ friends and will be admired and gain respect from others, therefore visitor travel for esteem will not go.

Second, is friends and relatives, it means that the visitors want to spend time with their friends and relatives, since ~~there~~ ~~have to have~~ the country park have no development visitors may not enjoy the time there with their friends and relatives, as ~~the~~ his relatives may include children, children will want to go to country park with no development, therefore travel for friends and relatives may not be attracting to this country park.

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Third, is health, visitors travel for health is ~~not~~ want to relax their body and mind, since the area is not accessible by road, visitors need to take longer time in order to visit and leave the Country Park and some of visitors may not like seating on a boat. ~~There~~ Therefore the Country Park ~~is~~ ~~not~~ is ~~not~~ ~~very~~ not very relax body and mind, ~~There~~ Therefore the Country Park may not attracting ~~tourist~~ tourist travel for health.

Fourth, is Pleasure, visitors travel for Pleasure is want to have joy in the travel. Since the area ~~is~~ ~~has~~ ~~no~~ ~~development~~ is no ~~development~~ development is planned, visitors have few activity option, they can only watch the ~~scenery~~ scenery and ~~no~~ no entertainment in the Country Park, ~~therefore~~ therefore visitor may not feel happy after visit, Therefore the country Park may not attracting tourist travel for health.

These are the four travel motivators.

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b.) There are five attributes of an attraction.

First, is high quality, It means that the quality standard of the attraction is good, To improve this attribute, the government can plant more trees and flowers in the Country Park to make the park more beautiful. Thus, the quality of park improve.

Second, is authenticity, It means that the attraction should reflect nature in authentic way, To improve the authenticity, the government should not build too much modern facility in the park for example BBQ pots, It will make the country park become less authentic as BBQ pots are man-made resources and not from the nature.

Third, is drawing power, It is about the number of tourist it can attract, To improve the drawing power, government should build the infrastructure near the country park, for example road to make the country park accessible in order to improve the drawing power.

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Fourth, is activity options, it is about number of activities and type of activities can have in the attraction, To improve the activity options, government should build more facility, for example hiking path to increase the activity options, Thus tourist can do more activities in the country park.

Fifth, is improve competitiveness, it means the the attraction need to be competitive in terms of other attraction. To improve the competitiveness government should have a well planning on the development of the country park, if the planning is not good for example the usage of different area are not well divide, the country park will become less competitiveness.

These are the five attributes of an attractions.

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a) The are five aims of the Agenda for Sustainable Tourism.

First, is resources effectiveness, it means we have to use the resources efficiently. Tai Kwun, is transformed by the former central police station compound, some of the resources in Tai Kwun is from the former central police station compound, it shows that the Tai Kwun can use the resources of former building effectrently.

Second, is community wellbeing, it means that the Tai Kwun should have benefit to the local community. Not only tourist can visit Tai Kwun, local can also visit Tai Kwun to see the exhibition in Tai Kwun in order to learn history, It shows that local community can also benefit from the facility of Tai Kwun.

Third, is local prosperity, it means that the leakage should be as small as possible, the profit can return locally. Tai Kwun is manager by local, therefore the profit earn

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from people visiting Tai Kwan using existing facilities and settings can retain locally.

Fourth, is employment opportunities, it means that it should provide job opportunities to the local. Operating the Tai Kwan need to employ many people, for example, guides, cleaning worker, It shows that Tai Kwan can create job opportunity to the local community.

Fifth, is culture reservation, It means the the development of tourism should protect the culture. Transform the former Central Police station compound to Tai Kwan can reserve the culture as before the transformation, the former Central Police station compound is not allow people to visit, therefore people hardly know the culture of former Central Police station compound, but after become Tai Kwan, people can access and know more about the culture about the former Central Police station compound by visiting Tai Kwan.

These are the five aims successfully achieved.

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b. There are four types of carrying capacity.  
First, is physical <sup>carrying</sup> capacity, it exceeds when number of visitors cannot physically fit in a place. When there are too many visitors and Tai Kwan cannot afford at one time, people need to queue up and wait for a long time in order to visit Tai Kwan.

Second, is environmental carrying capacity, it exceeds when visitors bring negative impact to the environment. Since there ~~will be~~ may be many people going to Tai Kwan and they may visit by driving vehicle, the vehicle will ~~emit pollutants~~ emit pollutants, for example sulphur dioxide, which ~~will be~~ is harm to the environment, therefore it affect the environment of surrounding community.

Third, is socio-cultural ~~carrying~~ carrying capacity, it happen when the tourist cause disruption to local community, for example the noise pollution cause by the visitors. There may be many people

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going to Tai Kwun and after going to Tai Kwun  
visitors may go to its surrounding community,  
some visitors may be ~~impolite~~ not polite and  
talk very loudly and it will cause ~~be~~  
~~disruption to the~~ noise pollution and disruption  
to local.

Fourth, is psychological carrying capacity, it happens when the satisfaction of  
visitors significantly decreases. Due to many  
people visit Tai Kwun, Tai Kwun may be  
~~be~~ very crowded and even overcrowded, when  
there is overcrowding, visitor enjoyment of the  
visit will ~~decrease~~ decrease and their ~~satisfaction~~  
satisfaction will also decrease.

These are four types of carrying capacity.

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Q.1 There are five concerns elderly long-haul travellers may have.

First, these travellers may concerns that ~~that~~ they cannot communicate ~~with the~~ with the local ~~that a suit~~ if they are not using the common language. To ~~ensure~~ ensure that a suitable 'environmental bubble' is created, the tour group can assign tour escort knowing the language of elderly long-haul travellers and the language of the destination, the tour escort can help these travellers to communicate with others.

~~the~~ Second, these travellers may concerns the meal <sup>in destination</sup> they eat is no suitable for them as they may not like the favour of the cuisine of destination. To ensure that a ~~suitable~~ suitable 'environmental bubble' is created, the tour group can arrange them go to the restaurant which serve the cuisine of their home town.

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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 are four competitive advantages and four competitive disadvantages for Hong Kong.

For advantage, first, many country citizen can go to ~~Hong Kong~~ Hong Kong without visa requirement but they may need visa requirement which go to Guangdong and Macau. <sup>go to Hong Kong is more convenient,</sup>

Second, the transportation infrastructure in Hong Kong is good, many international flight fly to Hong Kong, but not so much fly to Guangdong and Macau.

Third, there are many well-known international brand in ~~the~~ Hong Kong but hat so much in Guangdong.

Fourth, Hong Kong can attract more business tourist than other cities in the Area, as Hong Kong is a well-know international city.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

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試題編號 Question No.

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For disadvantage, first, the price level in Hong Kong is high, when buying a same product, visitors may need to pay more money in Hong Kong.

Second, the space in Hong Kong is small, there may be very crowd but the space in Guangdong is much larger, it is not easy to overcrowded as Hong Kong.

Third,

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

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### **Comments**

The candidate demonstrated a clear understanding of the concepts assessed, the four types of carrying capacity, the five aims of sustainable tourism. He/She was also able to give examples to illustrate his/her answer. (Q 1)

The candidate demonstrated a fair knowledge of the concerns of elderly long-haul travellers. He/She gave a limited answer on the arrangements to ensure an 'environmental bubble' is created. In Part (b), he/she also gave some competitive advantages and competitive disadvantages of Hong Kong when compared with other cities in the Greater Bay Area, but the answers were not comprehensive. (Q 2)

The candidate accurately identified and explained the four Hudman's motivators that are less applicable in attracting visitors to the Country Park. He/She was also able to give the five attributes of an attraction and proposed improvements for each attribute. (Q 3)