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a) Based on Parasuraman's five dimensions, there are dimensions were not met by the robots.

Firstly, ~~empathy~~ empathy were the first dimensions that the robot did not met. It means that the robots in the hotel could give out ^{feelings} ~~emotion~~ and failed to show the guest of the hotel any emotions to the guests. As mentioned in the source the guests ~~and~~ complained that they missed the personal ~~to~~ touch associated with quality hospitality service.

Secondly, responsiveness were the second dimensions. It means that the robots in ~~the~~ the hotels were slow on response to the guest's request. As it mentioned in the source that, it took ~~a~~ long time for the robots at reception to make copies of guest's passports without the help of human staff.

Thirdly, ~~reliable~~ reliable were the last dimensions that ~~these robots~~ ~~were~~ not met by the robots. It means that the robots were not being helpful on task that the guest request ~~and~~ or they have a hard

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time on doing so or even can't do the ~~the~~ request at all. As it mentioned in the source, the robot ~~concierges~~ Concierges were not able to provide guests with ~~info~~ information when enquiries were too complicated and baggage was sent to the wrong room due to the wrong input by guests.

Those are the three dimensions that ~~the concierges~~ were not met by the robot staff at the hotel toward the guests with ~~the~~ different evidence given.

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b) There ~~are~~ are different solutions that could help narrow the gap between guest ~~exp~~ expectations and perceptions for any three failed service encounters.

The first solution that could help narrow the gap is to increase the human ~~staff~~ staff ratio to ~~become~~ be the same as the robots staff. This could help the robots to be more functional and do their task quick because there will always be ~~1~~ ~~robot~~ 1 robot staff and 1 human staff to help the guests.

The second solution is to ~~improved~~

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c) According to the reference to the last paragraph, there is one type of accommodation property that might ~~be~~ be more suitable for the guests with complaints. ~~that~~

The ~~reason~~ restaurant is that accommodation property because the guests will be served by human staff with the dishes that they cooked and serve to them by human ~~for~~ staff which solve the missed of personal touch mentioned in the last paragraph.

d)

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a) The two possible theme park is a playground theme park and a ~~ket~~ ride theme park. The evidence is that ~~the~~ there will be kid and adults in special package.

b) Based on ~~the~~ Remark, Susan belong to unhappy visitor.

bii)

~~the~~

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Comments

In part (a), the candidate demonstrated a fair understanding of the concept (Parasuraman's five service dimensions) but he/she did not suggest how to narrow the gap between guest expectations and perceptions in part (b). He/She also failed to identify a type of accommodation that might be suitable for the guest with complaints in part (c). (Q 1)

The candidate did not give an accurate answer to any part of the question. (Q 2)

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a) Hong Kong people like to travel to Thailand. There are two macro and three ~~micro~~ micro factors influencing the patterns of the ~~tour~~ tourists flows.

The first macro factor is Hong Kong people like the food and beverage outlets there in Thailand. Thailand food and beverage outlets is one of the most popular one in the world that ~~attract~~ ^{bring} ~~attract~~ a lot of tourists every year and Hong Kong people is one of them.

The second macro factor is the weather in Thailand. Thailand ~~have~~ ~~same~~ ~~weather~~ weather is close to Hong Kong weather which can attract Hong Kong people to travel there as the ~~climate~~ weather climate is not far different from one and another which can be easily adapt to.

The first micro factor is the culture in Thailand.

Thailand's culture is ~~very~~ ~~same~~ different and compare to Hong Kong's culture which can make people from Hong Kong curious about and wanting to travel there due to the culture differences.

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The second micro factor is the time zone differences.

Thailand are only 1 hour or 2 behind Hong Kong which can make Hong Kong people easier to adapt to and with ~~time~~^{little} time zone different Hong Kong people that travel to Thailand can easily call back to relatives at home since the time is not much different.

The last micro factor that might influence the patterns of tourist flows is the destination. Hong Kong is very near to Thailand which Hong Kong people can travel to Thailand within short ~~period~~^{amount} of flight time and this make Hong Kong people ~~feel~~ less take less time consuming when travel to Thailand and does have to flight for ~~10 hours~~ ~~less~~ more than 10 hours or any long period flight.

The above two macro and three micro factor is ~~that~~ influencing the patterns of tourist flow of Hong Kong people. Thailand is one of the most popular destinations for Hong Kong people.

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b) There four stages of the food handling in a food and ~~beverage~~ beverage outlet and ~~with~~ ~~of~~ ~~the~~ insured them can bring more traveller and boost traveller confidence. ~~with~~ ~~the~~ ~~outlet~~.

The first stage is the food production example ~~like~~, the farm or local market. Make sure to ~~always~~ always purchase good and high quality ~~ingredients~~ cooking materials this put ~~the~~ risk of ~~poison~~ food poisoning in nearly 0 ~~per~~ percentage.

The second stage is the ~~stage~~ ~~storage~~ management of the food ~~storage~~ ~~into~~ storage the food. The food that going to be cook or ~~not~~ ready be use in the future should be ~~store~~ keep somewhere safe with little bacteria risk and in the correct temperature always.

The third stage is the cooking process. This stage is about the chef, the chef should always be prepare and stay clean at all ~~at~~ time during the cooking process he or she should ~~wearing~~ ~~the~~ ~~chef~~ the chef hat and be in the chef uniform, this take away ~~from~~ the

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of ~~has~~ their hair falling into the food while cooking and wearing uniform can help them to be clean whenever they cook.

The last stage is serving the food. The food should always be serve ~~as~~ as request by the ~~eat~~ guest not pre-cooked as the food can get cold and get higher risk of bacteria going on it.

The ~~above~~ ~~stages~~ four stage above of food handling in a food beverage outlet can help to ensure the food safety and hygiene and it can boost ~~the~~ traveler confidence ~~which~~ can also bring more traveller to visit.

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a) People's tastes, preference and desires change when they age this lead to differences for food and beverage and accommodation experiences between generation Y and Baby Boomers. There four differences in total.

Firstly, generation Y like to go to places that they can enjoy the views and not much activities related to ~~physical~~ physical as they are ~~off~~ elderly and baby boomer can still be in ~~the~~ their 30 whose like to do more activities and more exploring than generation Y.

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b) Most small backpacker's hostels tend to be independently owned and operated which the backpacker prefer to stay at more than operated franchises hotels.

The reason are they are more convinience and cheaper.

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Comments

The candidate failed to describe the differences in preferences between Generation Y and Baby Boomers. The explanation of why backpackers prefer to stay in hostels was also irrelevant. (Q 2)

The candidate demonstrated a fair understanding of the factors influencing tourist flow, and of food handling stages. However, some answers were irrelevant. (Q 5)