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(a) I will identify three dimensions that were not met by the robots with evidence.

First dimension is the Responsiveness. It means the willingness to help customers quickly by giving efficient services. It shows that the robots sent the baggages of the customers to the wrong room since customers need help with their ~~baggage~~ baggages. So, the robots didn't meet the Responsiveness dimension.

Second dimension is the Assurance. It means the knowledge and courtesy of the employees and their ability to inspire trust and confidence. It shows the robots' concierges ~~could~~ weren't able to provide information to the guests since enquiries were too complicated. So, it couldn't meet the Assurance dimension because robots couldn't provide information.

Last dimension is the Reliability. It means the hotel should have the ability to do promised services accurately and dependantly. It shows robots at reception took a long time to make copies of guest's passports. Since customers believe robots are faster than humans, they expect robots to be faster but robots at reception took a long time to do the service. So, it didn't meet the Reliability dimension.

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(b) I will suggest solutions which help narrow the gap between guest expectations and perceptions which is the ~~the~~ knowledge gap for any three failed service encounters.

For the failure of robot concierges, I suggest to replace them with human staffs. Moreover, the guest missed the personal touch associated with quality hospitality service. The robot concierges couldn't provide information the guest needed so replacing them with human staffs can line up to customer's expectation of the hotel which narrows the knowledge gap.

Secondly, ~~for~~ for the problem that the hotel service didn't line up to expectations such as ~~the~~ baggages sent to wrong room. To narrow the gap, the hotel can let the customers do a survey about their experience with the robot staffs, this way the hotel can know what the customers really want and can ~~the~~ narrow the knowledge gap.

Lastly, for people who felt ~~they~~ ^{the hotel} didn't ~~the~~ value for money and wondered why the room rate wasn't lower than other hotels that hired human staff. To narrow the gap, the hotel can decrease the room rate since the services they provide doesn't require a lot of manpower. This can narrow the knowledge gap.

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(c) Front-desk might be more suitable for guests with complaints.

To complain that ~~they~~ they missed the personal touch associated with quality hospitality service, they can complain ~~to~~ at the Front-desk because there are more staffs there and they can be the one who will inform ~~it~~ it to the one in charge of the hotel.

To complain about the room rate, they can complain at the front-desk since most of the time, managers of the hotel walks around the Front-desk, customers can directly complain and express ~~opinions~~ opinions to the manager.

(d) The first additional service that can be provided by hotels to guests is a gift baskets. ~~In~~ In order to ~~ask~~ ^{ask} for forgiveness about the failed service encounters, the hotel can provide gift baskets to customers as a forgiveness gift which can make customers feel like ~~they~~ ~~the~~ ~~hotel~~ the hotel admitted their mistakes.

Secondly, the hotel can provide a discount for the customers who experienced the above service encounters. Since customers had high expectation of the hotel but they didn't meet their expectation, in ~~order~~ order to show ~~a~~ forgiveness, the hotel can provide discount of the room or food and beverages.

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<p>寫於邊界以外的答案，將不予評閱。</p> <p>Answers written in the margins will not be marked.</p>	<p>To conclude, I gave two examples of additional services that can be provided.</p>	<p>寫於邊界以外的答案，將不予評閱。</p> <p>Answers written in the margins will not be marked.</p>

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(a) The official language used in the destination is Spanish.

The currency ~~of~~ used in the destination is Pesos.

(b) I will identify which 2 items can be claimed for and which 2 items cannot be claimed for.

The camera and camping equipment can be claimed for by the insurance company since they lost the camping equipment and damaged the camera.

The clothing and the personal hygiene items cannot be claimed for by the insurance company.

(c) I will ~~describe~~ describe one feature of the rack rate and one feature of the corporate rate for the hotel guestroom.

For rack rate, the feature is it ~~is~~ is a standard room.

It is a standard hotel room with bed.

~~The~~ The feature ~~of~~ of the corporate rate is it is for guests who are there for business.

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(d) I will identify 2 psychological factors that pushed the couple to take this trip.

(It shows)

The first factor is leisure. They want to take a pleasure trip to Santiago. They planned to go day hiking and mountain climbing for themselves to have some leisure time. This pushed the couple to take this trip to Santiago.

Second factor is ~~the~~ business. They went for business reason since they feel the need to complete this mission since it is their work. This pushed them to take the trip for 'sense of duty and accomplishment'. It shows the trip included 5 days of business, so they took a business trip to Santiago.

To conclude, I identified 2 psychological factors that pushed the couple to take this trip.

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Comments

In part (a), the candidate demonstrated a fair understanding of the assessed concept (Parasuraman's five service dimensions). In part (d), he/she gave two examples of additional services that could be provided by the hotel. However, he/she did not suggest ways to help narrow the gap between guest expectations and perceptions in part (b). (Q 1)

The candidate identified the official language and currency used in the destination in part (a). However, his/her understanding of the other assessed concepts (e.g. insured items, different rates and tourist motivations) was limited. (Q 3)

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(a) I will explain how 'Hong Kong Neighbourhoods' is affected by each factor of five external factors that can encourage the development of tourism.

From social aspect, Employment creation can encourage the development of tourism. Since tourism industry is highly labour intensive industry, it needs manpower eg. Accommodation. 'Hong Kong Neighbourhoods' will be supported by locals because it is creating jobs for locals such as tour guides. Because of the support, it encourages the tourism development.

Secondly, Improve businesses. Local businesses around the tourism area will improve from increase of customers who are tourists. It brings support from locals to the 'Hong Kong Neighbourhoods' because it improves their businesses such as restaurants and shops around 'Old Town Central' and 'Sai Kung'. This encourages the tourism development.

Thirdly, the structural change in social norms encourages the tourism development. Tourism needs manpower, this also applies to women to come to workplace since there is a stereotype that women aren't suppose to work. 'Hong Kong Neighbourhoods' will raise the reputation for changing the norms that encourages the development by giving women chance to work as tour guide or staffs.

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From cultural aspect, host's country's culture can encourage the development. Tourists can understand host's culture, tradition and language. The 'Hong Kong Neighbourhoods' business will improve, since tourists come to learn about Hong Kong's culture such as the historical heritages and traditions.

Lastly, ^{Locals} ~~tourists~~ can learn foreign's culture. Locals can learn about ~~the~~ tourist's culture, it encourages the locals to accept tourists which encourages the development. 'Hong Kong Neighbourhoods' business can improve by locals support, so the locals can learn about tourist's culture.

To conclude, I described 3 external factors and how 'Hong Kong Neighbourhoods' is affected by each factor.

(b) I will identify and explain 4 possible reasons for the gaps in the four services.

Firstly from gap 3 the service performance gap, it means the difference between services specification and services actually delivered. The first reason can be because of rude attitude of the staffs. It is possible that the staffs did the services specifically such as the tour guide answered tourist's questions about 'Sham Shui Po' buildings

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but the staff answered it rudely to the customers. which led to tourists' dissatisfaction. This increases the ~~the~~ service performance gap.

Secondly, during 'Hong Kong Neighbourhoods' tour, it is possible that the tour guide didn't explain or delivered information properly. Even though the tour guide did the job of explaining ~~about~~ ^{the} 'Old Town Central', it is possible ~~the~~ it wasn't clear enough because the guide wasn't using a mic which led to tourists' not understanding, this leads to tourists' dissatisfaction.

For gap 4 which is the communication gap. It means the difference between services delivered and the communication to the tourists about the services. The reason may be the ~~the~~ ~~an~~ advertisement about the 'Hong Kong Neighbourhoods' shows tall buildings which are interesting to attract customers in 'Sham Shui Po' but when tourists arrive there, they don't see tall building but old residential buildings which is not common and unique as they said in the advertisement. This may lead to tourists' dissatisfaction.

Lastly, the advertisement of 'Hong Kong Neighbourhoods' may show that the tour guide can speak Chinese and English to attract customers but when the tourists ~~the~~ arrive, the tour was

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guided by tour guide who could only speak Chinese. Because of this miscommunication, the tourists 'can' be dissatisfied.

To conclude, I explained four possible reasons for the gaps in the tour services.

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(a) I will describe four roles traditionally played by travel agents and explain how online hotel booking websites have weakened these roles.

The first role is travel agencies pick hotel for the tourists according to their preferences. But online hotel booking websites have weakened the role because, booking hotels online is easier for tourist to choose because they provide information such as the facilities' pictures and show what kind of hotel is it. This attracts tourists to book online instead of letting travel agencies to book hotel.

Secondly, the role is to provide packages to tourists. Packages that includes hotel fee, transport fee and food and beverage fee. But online booking can affect the role because tourists book hotel online, which is not the same hotel in the package provided by the travel agent, since the chosen hotel by tourists is not in package, they would choose to travel alone on their own expenses which affects the travel agents business and role.

Third role is to recommend local restaurants to tourists. Tour guides can recommend local restaurants to them by bringing them to the location. But online booking affects the role because the hotel websites shows information about their food and beverage which

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attracts the tourists. This weakens the role of travel agents.

Last role is ~~to~~ provide tour guide for tourists. But online booking of hotel weakens the role because hotel websites provide information about the local country and where to visit when booking online, it can attract tourists to prefer travel alone then depending on tour agent.

To conclude, I explained how online hotel booking websites have weakened the roles of travel agencies,

(b) I will describe 5 needs in Maslow's Hierarchy of Needs and explain with examples how a virtual tour offered by hotel websites can ~~can~~ fulfill those needs for tourists.

First need is safety needs. It is to provide safety and security for tourists to feel protected. Hotel can protect tourist personal information when virtual tour is offered. They can protect the tourists' private information such as name, ~~country~~ nationality and their emails. Tourists ~~pre~~ would want to keep their private information secret, this way tourists will feel safe. This can fulfill the safety needs.

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Second need is the personal interaction need. Tourists have to feel like they belong and increase their sense of belonging. Hotel can provide tour guide during virtual tour who can communicate with the tourists by answering their questions about the destination, this makes the tourists feel welcome and improve their sense of belonging. This can fulfill the personal interaction needs.

Third need is the Esteem needs. Tourists have to feel respected by the hotel to improve their esteem. The hotel can send the emails to welcome them personally, this will make tourists feel respected. They can also give them gifts such as hotel coupons. They can provide these services to them during virtual tour for them to feel respected. This fulfill the esteem needs.

Fourth need is the self-actualization need. It means to provide unique and interesting experience for the tourists to fulfill the need. Hotel can provide virtual glasses to tourists to experience new ~~new~~ experience since virtual tour will look more realistic with the virtual glasses, This new and interesting experience can fulfill tourists self-actualization need.

Lastly, the last need is the physiological need. It means

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the basic needs provided to tourists to fulfil the need. The hotel can send the tourists link to access the virtual tour since they need ~~to~~ it to experience it. This way it can fulfil the physiological need of the tourists. (or information about virtual tour)

To conclude, I described 5 needs ~~and~~ and explain with examples how a virtual tour offered by hotel websites can fulfill these needs.

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Comments

The candidate did not describe the five external factors that can encourage the development of tourism, and the answers were mostly irrelevant. The explanation for the service gaps was very limited. (Q 1)

The candidate demonstrated a fair understanding of the concepts assessed (role of travel agencies and Maslow's Hierarchy of Needs) but the discussion in part (b) was too general and lacked examples of how a virtual tour can fulfil these needs. (Q 3)