

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
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每題另起新頁作答。
Start each question on a new page.

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1 a) First dimension would be empathy. According to the information provided, there was a guest that had ^(it is a sound he made when sleeping) loud snoring sound, and this sound wasn't intentionally made by the guest, ^(The robot not understanding snoring noises.) to trigger the in-room robot. But due to the robot not able to distinguish orders and the sound of the guest made when sleeping. The robot replied asking 'Sorry, I couldn't catch that. Could you repeat your request?' Which woke up the guest repeatedly. Therefore, the robots didn't meet 'empathy'.

Second dimension would be reliability. According to the information provided, the robot concierge couldn't provide the guests with information when the enquiries were too complicated. This means for the guests, the robot was not reliable and its reliability is low, guests could not get the answers they want for their enquiries and can not rely on the robots concierge. Therefore, the robots didn't meet 'reliability'.

Third dimension would be responsiveness. According to the information provided, it took the robots at the reception a long time to make copies of the guests' passports when there's no human staff. This means the responsiveness of the robots to respond the guests was very low. And therefore the robots didn't meet 'responsiveness'.

1 b) First solution would be to better the ^{In-human} voice recognize system of the robot. This solution is for the first case. This can narrow the gap between guest expectation and perception as the guest might expect the robot will perform ^{is} well and ^{is} helpful, instead of being annoying in the first case. If the system ^{is} better, then the guest's expectation and perception will be narrowed. Both of them would be a good experience.

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試題編號 Question No.

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Start each question on a new page.

Second solution would be to notify the guest that the robot ^{concierge} can't process enquiries that are too complicated. ^(And ask the harder question to human staff) This is for the third case. This can help narrow the gap between guest expectation and perception as the customer's expectation will not be as high and think that the robot has all the answers to all enquiries. Instead, they should ask the human staff, which still can get their ^{completed} enquiries solved.

Third solution would be to remind the guest that the robots at reception take a longer time when making copies of guests' passport without the help of human staff. This is for the fourth case. This can help narrow the gap between guest expectation and perception as the customer will understand the robots at reception are not as fast as they expected and have a lower expectation, nearer to the actual experience.

2(c) Robot hotel

1(d) First service would be a discounted price of the room. This ^{additional} service would be for guests affected for the first service encounter. As the guests' sleeping quality was repeatedly damaged during his stay at the hotel. The hotel should provide a discounted price of the room to that guest.

Second service would be lounge service. This additional service would be for guests affected for the fourth service encounter. Since they have to wait for a long time for the robots at reception to make copies of their passport. The hotel should provide them with a free of charge

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

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lounge service where they can have free snacks like peanuts and biscuits. And ^{free} beverages like juices and water. The lounge should have the above things and a comfy place to stay for few hours, with ^{amenities like} television, and newspaper to watch for those guests to kill time.

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

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Start each question on a new page.

2a) Fantasy theme park, because according to the information, there are thrill rides and it's common in Fantasy theme park.
Adventure theme park, because according to the information, there is a wild life zone with wild animals. And adventure theme park oftenly has wild animals.

2 b) i) Susan belongs to domestic visitor. This is because according to the information, the theme park resort's target market is only the residents of the United States only, due to convenience.

2b) ii) The change in target market affect the destination economy by abt.

2c) Cheap meal.

2c) ii) First is that a buffet menu is unlimited ordering, meaning you can order unlimited times. But à la carte can't. Second is that à la carte menu has more choices and more diverse.

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1a) In the recent years, the Hong Kong Tourism Board introduced the theme 'Hong Kong Neighbourhoods' to tourists. They are 'Old Town Central', 'Sham Shui Po', 'Island District' and 'Sai Kung'. There are five external factors that can encourage the development of tourism.

(Central will be affected by having more awareness to the protest or conference.)

First of all, it is the political factor. Central was always a place for protests to occur and for the legislation council conference to hold. Due to these reasons, tourists can learn more about protests in Hong Kong and how the legislation council conference work in Hong Kong. This could attract travellers from all over the world that want to know more about the above items in Hong Kong. And therefore encourage the development of tourism in Hong Kong.

Secondly, it is the environmental and cultural factor. 'Island District' wasn't like the other urban areas in Hong Kong, it has many natural environment like big lakes, and big forest and mountains. These things are not common in other urban areas of Hong Kong. Tourists might be attracted to the beautiful scenery and decide to visit Hong Kong for this environmental factor. Besides, 'Island District's' cultural factor is very interesting. Unlike in urban areas. The local people living in island district has a different side of Hong Kong culture. Unlike the urban areas in Hong Kong which culture is more up-to-date and fast-paced.

The culture of island district is very spectacular, about the Hong Kong native's culture mainly, like Hong Kong's traditions and traditional festivals. Therefore encourage the development of tourism in Hong Kong.

Thirdly, it is the economic factor. Central was always considered as the heart of Hong Kong. As most of the important economic activities was done there. There are tourists coming to Hong Kong only to do business affairs about economic activities. Hong Kong is also in a great time zone as during a whole day, both stock markets open, making the

(Island district will have more tourist due to this factor and the environment might be negatively affected.)

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stockes traders can monitor the stock^{market} with ease. Then these tourists might be attracted to visit Hong Kong. Therefore encourages the development of tourism. Central will be affected and there will be more business tourists or stockes traders due to this factor.

Fourthly, it is the social factor. Sai Kung is one tourist destinations and there are many tourists there. Tourists may be attracted by the social factor and go there to purchase many food and souvenirs. This may affect the 'Hong Kong neighbourhoods' as many tourists go there to buy food, the food price and the overall prices of supplies in that area will be increased by the shop owners hoping to make more money from tourists. Then the local people living there will be affected severely as they may not be able to afford a higher price of daily supplies and for the long run, needing to move.

Fifthly, technological factor. Sham Shui Po is known for its computer markets and many technology stores, like stores for people to buy all kinds of technological gadgets and devices. Tourists may be attracted by the technological factor and want to buy things in Sham Shui Po. This will increase more tourists in the area and encourage the development of ^{tech-related} tourism in Hong Kong. But this may lead to a problem. If there are more tourists buying tech-related items, the shop owners will know and more want to increase the prices of the items. This will increase the prices of all the tech-related items and in the long term. Maybe the local people can't afford them anymore.

To conclude, the five external factors that can encourage the development of tourism are political, environmental and culture, economic, social and technological factor.

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1b) In the case, a foreign tourist joined a 'Hong Kong Neighbourhoods' tour group but was not satisfied with the services. There are four possible reasons.

First, in gap 3, the delivery gap. The gap between the service introduced to the tourist and the actual service delivery. The tourist might saw some advertisements online about the 'Hong Kong Neighbourhood' and in the advertisement it mentioned there are free bus service for the tourists, but the actual bus service was very poorly delivered and there is a small fee that you need to pay. This will cause the gap 3 in the tour service.

Secondly, in gap 3, the delivery gap. The tourist might be told by the tour guide that there are 5 different places to go during the tour. But ^{in the} actual case there has only 3. This will cause the gap 3 in the tour service as well.

Thirdly, in gap 4, the communication gap. The gap between what the service providers say and what the customer receive. Maybe this tourist is from America and cannot communicate in Cantonese, only in English. But he/she accidentally chose a Cantonese tour without noticing. This may lead to gap 4 in the tour service.

Fourthly, in gap 4, the communication gap. Maybe the tourist is from Egypt, he/she doesn't know many English. And so when the tour guide do announcements, that tourist might not know all the information clearly and leads to gap 4 in the tour service as well.

To conclude, there are different reasons regarding to gap 3 and 4 in the tour services, the gaps may severely affect the tourists' experience.

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每題另起新頁作答。

Start each question on a new page.

3b) In this day and age, there are more international hotel groups offering online booking services and virtual tours by their official websites and social media outlets, hoping to generate more business. According to the five needs in Maslow's Hierarchy of Needs, there are different examples offered by the hotel websites to fulfill the needs of the tourists.

First of all, physiological needs. It is the most important need, the thing you need the most to survive, like food. The virtual tour can offer different restaurants in the nearby location, maybe showing their directions in the tour, to guide the tourists where they can have food to eat.

Secondly, safety needs. It is the second-most important need. It is the need of a safe place / shelter to live in. The virtual tour can show the whole hotel environment and all the emergency services. So the tourist can feel more safe about the place they live in.

Thirdly, social needs.

Fourthly, esteem needs.

Fifthly, self-actualization.

To conclude, there are 5 different needs for the tourists.

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