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2) ~~Based~~ Based on Parasuraman's five service dimension, the three dimensions that were not met by the robots are as follows,  
First, assurance was not met. It means the knowledge of a staff to inspire trust & confidence. Robot concierges were not able to provide guests with information when enquiries were too complicated.

Next, empathy was not met. Empathy means the feeling of care & empathy towards customers. One guest was woken up repeatedly when his loud snoring triggered the in-room robot to keep asking "Sorry, I couldn't catch that. Could you repeat your request?"

Finally, reliability was not met. Reliability means to deliver the promised services such as timely service. It took a long time for the robots at the reception to make copies of a guest's passports without the help of human staff.

(b) ~~Due to~~ Due to exaggerations in promotion, the gap between guest expectations & perceptions have widened. To help narrow this issue, the hotel should

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not over-exaggerate their service or products when promoting.

Furthermore, the hotels should enhance communication between customers & staff to not make further misunderstandings regarding the service quality.

Finally, staffs should ~~not~~ improve their behaviour or attitude to meet the guests' expectations. Such as offering to step in when the robots were taking a long time to make ①

c) BnB accommodation properties. In BnBs, they have a more personal touch associated with quality hospitality service.

d) Follow-up services can be provided by hotels to guests affected by the above service encounters.

Improving communication between staff and customers can make amends for the breakdowns in service quality.

① copies of guests' passports.

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(a) The official language is Spanish. The currency used is Chilean peso.

(b) The two items that can be claimed for are damage of an expensive camera and lost <sup>of new</sup> camping equipment.  
The two items that cannot be claimed for are lost of baggage as it did not include some money and out of pocket payments.

c) Corporate rates are paid for a travellers company or organisation.  
Pack rates are self-paid with no special <sup>other</sup> payments from others involved.

d) Based on the Push and Pull Theory of tourism motivations, the two psychological factors that pushed the couple to take this trip are as follows,  
First is pleasure. As stated above, a couple plans to take a combined business and "pleasure" trip from Hong Kong to Santiago, lasting 15 days.

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### **Comments**

The candidate demonstrated a good understanding of the assessed concept (Parasuraman's five service dimensions) in part (a). He/She identified a type of accommodation that might be more suitable for guests with complaints in part (c). However, in part (b) there were no suggested solutions for narrowing the gap between guest expectations and perceptions. (Q 1)

The candidate clearly identified the official language and currency used in the destination in part (a). However, his/her understanding of the other assessed concepts (insured items and tourism motivations) was limited. He/She also failed to give an accurate description of the features of rack rate and corporate rate in part (c). (Q 3)

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(a) The preferences for food and beverage between Generation Y and Baby Boomers are as follows.

Generation Y prefers <sup>fast</sup> food <sup>chains</sup> such as McDonalds etc. They prefer wine compared to beer. In terms of service, they prefer efficient & easily accessible restaurants. They are also open to trying out new dishes.

Baby Boomers prefer food that they are familiar to. They are cautious of what they eat due to their diet or ~~medical~~ <sup>healthy</sup> conditions.

The preferences for accommodation between Generation Y and Baby Boomers are as follows.

Generation Y prefers accommodation with various facilities such as gyms or spas etc. They also prefer hotel with fast and accessible Internet connection. Generation Y requires more sophistication <sup>and efficiency</sup> when choosing accommodation.

Baby Boomers prefer accommodation that are fair in price with moderate & basic facilities. Accommodations with elevators, wheelchairs and accessible rooms are ~~not~~ needed. They are more experienced and detailed-researchers when looking

The reasons why these differences occur <sup>(for accommodation)</sup> is because ~~it~~ of due to advancement in technology.

As Generation Y had better technological advancements, they put

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great emphasis on accessible Internet. Age is one of the main reason why these differences occur. Due to their age differences, both generations require different types of needs & wants.

(b) <sup>and operated</sup> Independently owned hotels has full control on its management while franchised hotels need to follow a standard set of rules & guidelines set by the franchisor.

Furthermore, <sup>independently owned and operated</sup> ~~the~~ does not gain <sup>the</sup> brand name compared to franchised hotels where they gain national & regional recognition due to the brand name.

Franchised hotels ~~can~~ have to worry about franchisors ~~eliminating~~ <sup>cutting</sup> the contract whilst independently owned and operated need not worry as they own the hotel.

According to Cohen's classification, backpackers <sup>may</sup> belong to drifters.

Backpackers have little to no contact with the tourism organizations. Hence, they will prefer to stay in local hotels such as independently owned and operated hotels.

As most independently owned & ~~operated~~ hotels are located ~~in~~ away from the central (urban) areas, therefore backpackers

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prefer to stay in these hostels to be closer to locals and  
experience the culture on how the locals live.

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1) The five external factors according to the Integrated Model of Tourism that can encourage the development of Tourism are as follows.

First, the enhancement of environmental factors can encourage the development of tourism.

Next, the ~~the~~ <sup>encouraging</sup> ~~the~~ cultural conservation can encourage the development of tourism.

Then, political factors such as promoting harmony within a country or city can encourage the development of tourism.

Moreover, in the economic factor, creating job opportunities for the locals and indigenous people can encourage the development of tourism.

Finally, in the social factor, community wellbeing such as conducting research ~~on~~ <sup>into</sup> locals can improve the development of tourism.

As the "Hong Kong Neighbourhoods" are more of the old districts with particular heritages attached to Hong Kong's history. The cultural conservation might get damaged if tourists scratch or vandalise these heritages.

The environmental factor is affected due to the trampling of grasslands such as places like Sai Kung

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where it is a famous hiking spot.

The promotion and involvement of these old neighbourhoods may affect the political factors as people who live there may feel discontent when tourists disturb and change their lifestyles.

The economical factors is affected if there is a ~~rise~~ rise in commodity prices or rent due to the tourists demands

Finally, influx of tourists may ~~disturb~~ disturb lifestyles and create congestion.

b) Gap 3 refers to the service standard design.

The four possible reasons for this gap in tour services are ~~exaggerated~~ promotion of standards, lack of market research in what the customers want<sup>in a tour</sup>, lack of training in ~~staff~~ <sup>tour guides such as providing prompt needs to customers during tour</sup> and employment of ~~large~~ large number of staff with low requirements.

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Gap 4 refers to the Service performance Gap?

The four possible reasons for ~~this~~ <sup>this</sup> Gap is lack of communication between customers and tour guides during tour services. Also, the lack of customer-driven focus is one of the reason for this Gap. Due to the lack of motivations <sup>such as incentive travels</sup> provided by company to tour guides can also affect this Gap. Moreover, due to the lack of training in tour guides, this might also affect the Service Performance Gap.

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### **Comments**

The candidate identified the five factors that can encourage tourism development and briefly discussed how 'Hong Kong Neighbourhoods' was affected by each factor. In part (b), he/she identified and explained the gaps in tour services. (Q 1)

The candidate wrote a balanced discussion of the concepts assessed (differences between Generation Y and Baby Boomers. However, the discussion and comparison of hostels and franchised hotels were not comprehensive. (Q2)