

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
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13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

1) a) Based on Parasuraman's five service dimensions, Responsiveness, empathy and reliability were not met by the robots.

Firstly, reliability. It is the ability to do the promised service dependantly and accurately. It is written that it took long time for robots to print the copies of passport without human help. It shows they are not capable of doing things dependantly and accurately.

Secondly, empathy. It is the individual attention that is shown towards guests, it makes the guest feel like they are important and valued. Guests complained saying they missed personal touch associated with quality hospitality service. Robots are not like humans, they do not feel emotions, they only are tasked to do certain things which means the guests cannot feel the care from them.

Thirdly, responsiveness. It is the willingness to help guests as fast as possible to satisfy their needs and meet the expectation. However the robots couldn't answer the questions of guests which made things slower.

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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.

b) ~~For~~ For the robots who were slow in reception making ~~copies~~, they should be replaced by humans as they are not capable for doing ~~those~~ that work fast.

~~for the conc~~ The hotel can ~~not~~ reduce the guests' ^{expectation} ~~perception~~ and later surprise them with excellent service which will ~~frap~~ enhance their expectations. Since the hotel now does not have good reputation among their current guests they can improve their service and ~~is~~ make the guest know that they care about their experiences.

The hotel should also upgrade the robots. They ~~seem~~ are slow and still fails to do multiple tasks, ~~and it is they~~ they can ask the responsible department to fix the issue so that next time the guests can feel that their services are excellent.

c) suburban hotel. There will be people who can assist them, it is also ^{because} not expensive, the guests ~~seem~~ seemed to have issue in every single service.

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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.

d). Room upgrade. It is because they felt that they did not get value for money, they paid a price and got lower than expected.
Discounts. The guests can get discounts if they come back the next time

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1 2 3 4 5 6 7 8 9 10 11 12

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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) Adventure. It is ~~written~~ written that there are thrill rides in the park ~~is~~ on the review by Susan.

Nature. She also mentions wild ~~and~~ animals in the wild life zone.

b) i) local visitor. Because the ^{theme} park is in Florida, a state in the United States, and the remarks says Only US residents can come, so that means she is also a US citizen.

b) ii). One of the changes made is limiting the visitors to be from the US only, ~~there~~ there will only be limited amount of people who can come. The US is very popular among international travellers but they are not allowed there so the profit of the park will also be limited. For example, if Six Flags, a popular theme park ^{in America}, only limits visitors to locals, they won't earn much as Six Flag is very popular among tourist.

~~Answer~~

c) i) ~~Modified~~ Modified American ~~Plan~~ Plan.

ii) Buffet menu is self-served while à la carte menu is usually served by servers.

~~In~~ In buffet, people ~~pay~~ pay for the whole set / meal, while ~~à~~ à la carte is individually priced per meal.

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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.

iii) one of the reasons why Susan was more supportive of the new meal arrangement is because she will not have to line up to ~~see~~ get the meal from the table. Since there is a pandemic, social distancing is important ~~but the people there people are~~ but ~~see~~ wearing a mask is not mandatory so she will feel uncomfortable or even scared of, ^{potentially} getting infected while lining up, she feels better to be served by staff.

A

Another reason is because they ~~are not~~ will not have to ~~see~~ share meal with strangers, which means, they will not have to pick up food from the same container / tray. Since there is hygiene concern during Covid-19 pandemic, she will feel unhygienic.

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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.

1 a). According to the Integrated Model of Tourism, the five external factors includes: economic, environmental, political, socio-cultural and technological.

Firstly, ^{in terms} economic factor, Hong Kong has been very ~~sets~~ successful ~~do~~ due to the strong economy. ~~The~~ The facilities, the living standard of people, the ~~attract~~ attractions have attracted many foreign businesses to settle in Hong Kong. There are also attractive business policies that has led to ~~the~~ Hong Kong being a financial hub. ~~For the~~ ~~terms of~~ 'Hong Kong Neighbourhoods', they have been affected by economic factor in both positive and negative way. Since Hong Kong is developing into better, many old buildings are being demolished and is being replaced with ~~high~~ high buildings for commercial use or residential use. ~~that~~ the old buildings in these neighbourhoods are being rebuilt it can lose its traditional value. These neighbourhoods are also the ones where people can see the old Hong Kong, or where old people can see a place where they grew up in. On the positive side, tourists also visit these neighbourhoods once in a while as they also wanna know the local culture more. Facilities can be built in these areas to attract more tourists.

~~Secondly~~ Secondly, in terms of environmental factor, Hong Kong ^{does have} ~~has~~ a large portion of land ~~only~~ that is conserved. ~~and~~ When people think of Hong Kong, they can only think about tall buildings, transportation, etc, but ~~the~~ the natural ~~are~~ areas of Hong Kong gets unnoticed as they are located

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far from the city centre. Hong Kong's environment is generally clean as the roads and streets are cleaned on daily basis, however there has been issues with the air quality which is ~~even~~ a big concern for people in city centre areas. The Hong Kong Tourism Board can encourage and promote the green side of Hong Kong to these tourists, ~~the~~ especially the Islands districts as they have a number of natural areas that is perfect for holiday. The weather of ~~the~~ Hong Kong is also attractive to people who lives in colder regions which can ~~also~~ encourage them to spend time here.

Thirdly, political factor. ~~Political~~ Political stability is important as unstable political ~~environment~~ environment can discourage tourists from visiting a place. For example, ~~from~~ from 2019-2020 there has been a number of public assemblies and social unrest which ~~have~~ have discouraged tourists from coming to ~~the~~ ~~the~~ Hong Kong due to safety reasons. These assemblies were also common in areas such as Sham Shui Po and central which ~~has~~ made many people avoid these place. However, the political environment of Hong Kong is generally stable and tourists are ~~not~~ usually not concerned about it.

Moreover in socio-cultural, Hong Kong is a very diverse city. Hong Kong also has many facilities ~~that~~ that helps tourists navigate around the city more easily. There are ~~an~~ instructions in English in all attractions and many people in Hong Kong do know basic

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1	2	3	4	5	6	7	8	9	10	11	12
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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.

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which ~~make~~ makes communications easier. ~~The~~ Hong Kong has some popular cultural and social things that can invite tourists to ~~go to~~ visit places such as the Hong Kong neighborhoods. There are things such as the local milk tea, ~~the~~ cha chaan teng, the egg tart, etc which are common in smaller districts as bigger districts have high end stores and restaurant. The Tourism Board should introduce these ~~stuff~~ products that are mostly available in the neighborhoods.

lastly technological factor. It is the development of technology and the advancement of it. Since last few decades, Hong Kong has been improving a lot ~~in~~ overall, Hong Kong uses one of the latest technologies ~~in~~ in the market and sells high-tech products.

~~These~~ Tourists can also use these technologies to learn more about Hong Kong and its history. ~~The~~ The neighborhoods of Hong Kong has a long history especially the Old Town Central which draws a lot of attention due to its old British look. The Tourism Board should ^{promote} ~~introduce~~ these tech. technology technologies and help them. ~~to~~ learn about Hong Kong.

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試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

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b). According to the source it is seen that the tourists did not have a pleasant time during their services. ~~According to the~~ Gap 3 is the communication gap and Gap 4 is the customer Gap.

Firstly, Gap 3 is about communication. There should have been an issue ~~regarding~~ regarding the language barrier. Hong Kong does have many people who can speak the basics, however that is not enough.

~~The~~ In a tour, the tour guide's responsibility is to introduce everything in a clear and ~~understandable~~ understandable manner, so if the guide does not ~~say~~ speak good English, the tourists will find the tour boring.

Another reason can be them trying to interact with the local people. Older generation usually are not as good ~~in~~ in English as the young generation so ~~if a tourist to~~ there can be a failed interaction between the two.

Secondly, Gap 4 is ~~that~~ the customer gap. The customer did not get what they paid for. This can be due to exaggerated advertisement to the neighbourhoods. The tourist expected the place to be like the one advertised, but the result was not satisfactory as ~~it~~ it was false advertisement.

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試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

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

每題另起新頁作答。

Start each question on a new page.

3 a). Nowadays, technology is ~~ex~~ advancing at a fast rate, there is always a new idea on what a technology can do. Many places such as hotels is also using technology due to its numerous benefits such as convenience and efficiency but things were different back then.

~~From~~ The four roles traditionally played by ~~travel~~ travel agencies includes:

The travel ~~agency~~ agency ^{requiring} ~~requires~~ the person ~~to~~ who wants to travel to ~~can~~ physically come to the agency to fill in the form and bring in certain required documents along with them. But since many people switched to online booking fewer and fewer people are actually going to travel agencies to fill in travel documents to get the airline ticket. It is because staying in comfort at home is better, ~~convenient~~ convenient and money saving as they do not have to spend on transportation to go there. ~~For~~ The people who will mainly choose to actually go to the agencies are usually older people as they are still new to the technology and may not know how to use an electronic device, some elderly people are also unable to use gadgets as they have never ~~to~~ learned proper reading and writing, so the travel agents can verbally ask them about details ~~and~~ and can assist them.

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試題編號 Question No.											
1	2	3	4	5	6	7	8	9	10	11	12
☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	14	15	16	17	18	19	20	21	22	23	24 ≥25

每題另起新頁作答。
Start each question on a new page.

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The second role is to give the tourist some pictures of the destination. But since there are virtual tours, people will choose that over pictures as they can see the place better. The people can just choose to go to the hotel's social media page or their official website to look at the interior and what to expect. These tours are also more informative, the people can also replay the videos in case they missed a point, so it is ~~is very~~ giving the some freedom.

The third roles of travel agencies is that ~~that~~ they give people ^{extra} fees ~~for extra~~ giving them service. In online booking there are no extra fees if people are just looking for information ~~and~~ and are considering ~~whether~~ whether they should book the hotel or not. It saves money and is very easy to find the information too. Some people also has social anxiety which forbids them to ask extra questions, However, in the hotel's website ~~there~~ there ^{is} a "q and a" section where people can ask questions or look at previously asked question. ~~How~~ People will choose this over verbally asking someone.

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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.

b). In Maslow's Hierarchy of Needs, the five needs ~~are~~ from top to bottom are self-actualisation, esteem, social, security and physiological needs.

Firstly, in ~~physiol~~ terms of physiological needs tourists can see whether the rooms in the ~~to~~ hotel are suitable for them, whether the hotel has restaurants or whether they ~~have~~ provide food to the guest. Physiological needs is basic needs like food, water, accommodation, and a hotel can fulfill all ~~that~~ as a hotel has a place to stay in, ^{and} a place to dine in.

Secondly, in terms of security needs, people are afraid of their safety and the security of their belongings. People can easily find whether certain hotel ~~is~~ safe or not through reviews or news. ^{For example,} In a virtual tour, the guide can ~~to~~ introduce hotel safe where ~~to~~ tourists can keep their important belongings such as passport, ~~a~~ large amount of cash or identification cards. This can reduce the concerns over ~~the~~ the tourists' ^{safety of} belongings. ~~Hotels~~ Hotels also have printers and photo copy machines, ~~which~~ ~~can~~ which ~~means~~ means tourists can photocopy their documents in ~~case~~ case one gets lost.

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試題編號 Question No.

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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.

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Thirdly, social needs. It is about the sense of belonging, ~~and~~ ~~and~~ people are social and talking with one another can ~~make~~ ^{fulfill} ~~enhance~~ their social needs. For example, the tour guide can introduce certain events that takes place in the hotel which can encourage people to join and socialize.

Moreover, esteem needs, it is about ego, and status. ^{for example,} This is important to richer people as they have ~~at~~ high status due to their work. In a hotel they would expect ~~to~~ to be treated with respect by the staff. ~~For example,~~

lastly, self-actualization. It is about one's potential. After the virtual tour by the ~~to~~ tour guide, it can encourage the people to travel on their own, ~~and~~ and can prove to themselves that they can do things alone. For example ~~to~~ in the virtual tour; when the guide talks about ^{good} security, the people can feel a sense of relief, it can encourage them to travel alone as they are safe and will not face any harm.

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