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(a) The robots did not meet the reliability dimension as the robots were unable to provide the guests with information when enquiries were too complicated. They also did not meet the efficiency dimension as it would take long time for them to make copies of guests' passports. The responsiveness dimension is also not met as the robots were unable to identify snoring and the customer was woken up several times because the robots falsely responded.

(b) The knowledge gap is encountered as the owner of the hotel does not know that the customers are expecting for a lower room rate than normal hotels hired human staff as this may reduce the cost, so customers would be disappointed when the room rate is the same as other human-staffed hotels. The owner can slightly lower the room rate to satisfy the wish of customers.

The second gap is the service gap. The robots were not programmed well enough to recognize complicated enquiries so that they can't serve the customers smoothly without any help. The hotel may recruit some technicians to programme the robots again to serve customers better.

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(b) The third gap is that the customer gap as the customers think that the hotel did not value the money they spent. The hotel should provide more services or activities for the customers to join so that they may feel their stay is more valued than with only robots just serving.

(c) Commercial hotels would be more suitable for guests with the complaints as commercial hotels will usually have more staff stand by and able to help the customers. This solves the problem of the guests missing personal touch provided by human staff.

(d) The hotel should provide more meals for the customers during their stay. Gifts and discounts could be ^{also} offered. The hotel should have a hotline that may allow the customers to access to human staff more better than before if they have any complaints with the robots.

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(a) The theme park may be an adventure park as the park consists of thrill rides as mentioned in the source. Also, the theme may also be zoo, as there are wild animals in the wildlife zone.

(b) (i) Domestic visitors, as due to COVID-19, it is hard for people to fly across different countries and there may be lockdowns in different places. So Susan is a domestic visitor.

(ii) The change in target market may lead to a decrease of income of the destination. As domestic visitors may not spend so many nights there, so the accommodation revenue may not be as high. Also, domestic visitors are less likely to spend more in the theme parks as other visitors.

(c) (i) All meal room.

(ii) Buffet can eat as much as you can in the same price but a la carte is ^{price} counted with each dish. Also, buffet usually has a time limit but a la carte does not have an exact limit of dining time.

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(iii) The first reason is to reduce contact of food with other customers. The second reason is that the food is cooked freshly after an order so it will be more hygienic.

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Comments

The candidate demonstrated a good understanding of the concepts assessed (Parasuraman's service dimensions, service recovery programme, accommodation for guests with complaints). However, in part (b), he/she wrongly gave answers on Gap model of service quality. (Q 1)

The candidate's understanding of the concepts assessed (themes of the park, meal options and menus) was limited. The answers for parts b(ii), c(ii) and C(iii) were not comprehensive. (Q 2)

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(a) The first difference between Generation Y and baby boomers on accommodation is that baby boomers tend to stay in international branding hotels and Generation Y prefers staying in some special hotels as they are trendy and baby boomers like to play their choices safe.

The second difference is that Generation Y would like to try out new restaurants or explore the local neighbourhood as they are eager to try new things. While baby boomers may visit restaurants which are written on travel books or other famous restaurants.

The third difference is that baby boomers may want to stay in luxury hotels because they have worked for a long time and may want to relax, they also have enough for them to spend, as they may have a lot of savings. While Generation Y is more flexible on choices on accommodation, they may take hostels as they have less savings so they are willing to save more accommodation.

The fourth difference is that Generation Y are mostly travelling on their own or with their friends, so they may have trendier

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taste in food, which may involve different cultures. While baby boomers may go travelling with their parents or kids, so they may not be able to adjust the taste as similar as locals. So they may prefer restaurants that provide food of where they came from.

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(b) The first difference of the two accommodations is that hostels are having more special cultures than hotels. As hostels are mostly runned by locals and are independently owned. They have larger rooms that allow difference with other hostels. Hotels that are franchised will have a standard, so the difference between hotels may be a lot less than hostels.

The second difference is that hostels may include more local culture. As most hostels are owned by locals, the owners may want to show tourists more about the destination's culture and values, they may put a lot of decorations that are related with the local culture. But in hotels, they may want to show that there is difference between hotels under the same franchise, they might add some decorations that has local culture elements in it. The local culture flavours would still be less comparing to hostels.

The third difference is that hostels may be able to provide a personal experience and changes as they usually have more staff than hotels so they are able to customize details during the stay of guests. In hostels, there are often only

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a few staff, and they will have a much lower staff-to-room ratio, so they may not be able to customize on details for customers.

Backpackers may choose hostels over hotels is that they are usually minimalist who prefer the use over the looks, so they may prefer hostels which are cheaper in price but can also provide some services and a place for them to sleep. They would not choose hotels is because they are usually on low budget and they would want more personal interaction with the staff. And hostels have a closer staff-and-customer bonding.

Backpackers may also choose hostels over hotels because they may want to experience local life or want to know more about local culture, so they choose to be backpackers instead of normal tourists. As hostels are mostly run by locals and the staff may mostly be locals, backpackers are able to experience the culture in perspectives of the locals. If they stay in hotels, then they may not experience the culture as directly as they are in hostels.

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(a) The first role played by travel agencies traditionally is that they help with the booking of hotel rooms. With online booking, customers no longer need the help of travel agencies and can just finish the booking online without spending too much time.

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The second role played traditionally is that they help customers to contact with the hotels in case the customers have something special to request. With online booking, customers can communicate with the hotel directly, so this may also decrease the possibility of mis-sharing of the requests of the customers.

The third role played traditionally is that travel agencies may have helped hotels to promote their rooms to customers and receive commission in between. By having the online booking system, the hotel is able to advertise their rooms online, and this makes that the roles of the travel agencies are weakened.

The fourth role played traditionally is that the travel agencies may boost the sales of hotel rooms by combining different items into a package. For example, if you buy tickets for the theme parks and a night's stay at the hotel, then you would get a package price which is cheaper than buying

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them separately. But with online hotel booking, the hotel could change their price more easily, and the customers would see the change of price instantly, and they may able to buy it from a cheaper price. Hotels may also cooperate with different attractions to sell their own packages without the commission fee for the travel agencies.

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(b) The first need in Maslow's Hierarchy of needs is physiological needs. This need includes a shelter, food, warmth, etc. To ensure the safety of the customers. Virtual tour offered by hotel website can allow the the customers to get a view of the room; showing that, it is safe for them to stay in the hotel, also, it can show that the hotel has a restaurant, providing food.

The second need is safety. This need implies that the safety issues of the customer needs to be fulfilled. In the virtual tour, guests are able to have a glance of how many guards there are at the hotel and what locks they use for room doors.

The third one is belongings. This need means that the customers may feel welcomed and have a sense that they are in their comfort zone. Virtual tours allow guests to check out the style of the rooms and the ambience of the hotel to see whether the hotel matches with them.

The fourth one is esteem. This means that the customers may need to feel that they are more prestige than others. In the virtual tours, there may be some member-only tours and only for members to join, so this may lead to fulfillment of this need.

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The fifth need in the Maslow's Hierarchy of needs is self-actualization, which means that it allows the customers to learn more about themselves and improving themselves. By providing virtual tours of some yoga classes or some zen classes, the customers may be able to improve themselves, which meets the requirements for the need.

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Comments

The candidate described and explained some differences in preferences between Generation Y and Baby Boomers. He/She also described the differences between hostels and franchised hotels. However, some of the discussion was too general. (Q 2)

The candidate wrote a fair discussion of the roles played by travel agencies. He/She gave a detailed description of Maslow's Five Needs, but some examples were irrelevant. (Q 3)