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(a) Firstly, the robots wasn't meet the Assurance. It's about the knowledge & courtesy of employees & the ability to inspire trust & confidence. In the source, the robot were not able to provide guest with information when enquires were too complicated.

Secondly, the robots wasn't meet the empathy. It's about providing care & individual attention to customers. In the source, the robots woke the guests up when the guest's bed shoring triggered the in-room robot to keep asking 'sorry, I couldn't catch that, could you repeat your request?'

Thirdly, the robots weren't meet the Responsiveness. It's about provide prompt & efficient service upon guest's request. In the source, It takes a long time for the robots to at reception to make copies of guests' passport, without help of human staff.

(b) The hotel can conduct market research by providing questionnaires to the customers so as to understand their needs. It can solve the problem of the guest ^{who was} woken up by the robots.

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The hotel could put more focus on relationship building rather than lowering the cost of production by engaging more human staff in meeting the guests. It solves the problem of the robot concierges were not able to provide guests with information when enquiries were not complicated.

The hotel could provide staff training to ensure the staff can respond promptly when the robots can't function properly. (by providing guidelines & service standards that employees could follow easily) It can solve the problem of robots take a long time to make copies of guests' passports without help of human staff.

(c) Boutique hotel. The guest complained that they missed the personal touch associated with quality hospitality service. The service provided by the boutique hotel could be more customized & it helps to provide a more unique experience for the customers through tailor-made hospitality service.

(d) Special meals could be offered to the customers to show that the hotel cares about the complaints & is willing to provide compensation.

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A letter with proper apology could be sent to the affected customers to show that the hotel is willing to take the responsibility for it & invite the customers to return in the future to see their improvement.

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3a) language: Arabian

currency: Arabic

b) The travel insurance may not cover the out of pocket costs which is the cost for stay in the hotel with the peak rate instead of corporate rate. It may not cover the ^{cost of} inconvenience caused by lost baggage which is the fee they paid for a hotel trip in Santiago.

The travel insurance may cover the damaged items which is the camera damaged while sightseeing. It may cover the lost items also which includes the lost in-route baggage.

c) Peak rate covers room only & corporate rate is provided to executive personnel who has regular visit.

d) Firstly, it's the desires to challenge oneself. The couple will participate in adventure activities such as mountain climbing tour & 10-day hiking.

Secondly, it's the desires to release pressure from work. The couple spend one-third on business but the ^{majority} other on enjoying the trip.

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20) Generation Y prefer fast service restaurant while the baby boomers prefer family-friendly restaurants. Generation Y are budget conscious about their food choice as they tend to spend more on shopping but baby boomers care about the atmosphere & quality of food as well as the nutritional value^s as to maintain a balanced diets.

Generation Y prefer cheaper alternatives for wine but baby boomer prefer wine with higher quality. Baby boomers see wine consumption as relax and healthy activities but generation Y prefer cheaper alcohol such as beer due to different trends in different generation.

Generation Y has least loyalty for hotels while baby boomers tends to stay in the same hotel chain. As generation Y is out-going & adventurous, they may stay in some unconventional hotels, but baby boomers values the branding & services provided by the hotel, therefore they provide caring service to the visitors.
(and they have lower adaptability to changes.)

Generation Y prefer hotels which is near the shopping districts but baby boomers do not have uniform preference

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for the location. As generation Y are materialistic & are ^{generally} ~~more~~ ^{more} ~~prone~~ ^{prone} to shopping, they prefer ~~easy~~ ^{hotels} with easy access to shopping area. But baby boomers focus on quality & branding of the hotels.

b) Firstly, franchised hotel can expand the business easier than independently owned & operated hotels. Franchisors can expand their business by using others' capital, but independently occupied and operated hotel needs to financial the expansion ~~of~~ of their business wholly on their own.

Secondly, franchised hotel's franchisors can ~~earn~~ ^{earn} additional income in regardless of hotel's performance but independently operated & owned hotel can't. The revenue of independently owned & operated hotel depends on the performance of the hotel while the franchisor of franchised hotel can earn stable additional income from the franchisee fee.

Thirdly, independently owned & operated hotel may have limited experience on operation but a franchised hotel may

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have a well-developed operation system. As the franchisee operated the hotel with the 'successful formula' proved by the franchisor, the experience in operating hotel is sufficient. The individually owned & operated hotel's operation method mainly base on personal knowledge with out abundant ~~ex~~ experience.

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Backpackers are mainly drifters & explorers

firstly, they don't want to leave their environmental bubbles during their trip. Hostels are have limited & simple facilities, this fits the desires of backpackers that they want to leave their comfort zones so that they do not prefer a too comfortable place to sleep.

secondly, they try to mix with locals & experience their lifestyles. As hostels are independently owned & operated mainly by the locals of the destination, they have more chance to connect to the locals & communicate to them.

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3a) Firstly, they are travel planners. As online ^{hotel} booking websites provide customers higher diversity of choice with easy accessibility to related information, ^{potential} tourists may try to plan their ~~the~~ trip through online systems in stead of consulting the travel agents.

Secondly, they are the translators ^{that translate} ^{what} customers desire to the service suppliers in two different languages. By online hotel booking system, the customers is able to choose different languages of the website that they ^{can} best understanding to & select the related service even 2 different languages are used by 2 places. Tourists may instead plan the trip by their own.

Thirdly, they are the advisors that provide tourists with suggestions of which hotel they are most suitable to stay in. With hotel booking website, comments can be find by previous stayers of the hotels, customers could communicate with other previous users in the chat box & ask for first-hand experience in stead of finding a travel agency.

Fourthly, they deliver different message from the customers

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to the hotel before. With hotel booking system, the tourists can directly input their special needs and deliver the message to the hotel without intermediaries. For example, a vegetarian may need to type in ^{her/his} ~~the~~ request for special meal ~~and~~ when using the online booking website & the hotel can receive the message and give responses.

3b) The first need is physiological need. This is the needs to maintain one's existence. A virtual tour allows sightseeing activities to elderly who are not able to take a trip to somewhere far away due to health concern. The people can also experience a trip virtually in a convenient way without any large movement, it avoid them from being exhausted in the ^{real} trip.

The second needs is safety needs. This is the needs to protect oneself's bodies & mind from injuries. A virtual tour allow people to virtually travel to different regions where suffer from wars or politically instability. It prevents them from life risks & ensure their safety while offering travel experiences.

The third need is social interaction need. This is

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about needs for oneself to gain acceptance & love & sense of belonging from others. By virtual tour, some people with disabilities and will be inconvenient when travelling abroad can also have the feeling of travelling. This can allow them to feel connected but not neglected by others in the society.

The fourth need is esteem need. This is the need for oneself to gain a satisfying social status as one with plenty travel experiences are usually admired by others. Through virtual tour, people can have a whole new travel experience rather than traditional ^{from} place to place travel. Virtual tour is a newly emerging travel products which could increase one's travel experiences & knowledges.

The fifth need is self-actualization needs. It is the need to give full play to one's aspirations. The virtual tour can ^{let} the people to achieve their dream which is difficult to be achieved ^{before}, such as climbing up on the top of Himalayas Mountain & enjoy the views there. It's difficult to be achieved due to ^{extreme} weather conditions there & one's health conditions. But ~~it~~ ^{the dream} can be fulfilled through virtual tour.

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