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a) First, it is empathy. Empathy is the personal attention to customer and show the care. From the Source, those robots cannot show caring of customers as they are not human and have no feelings. Hence, they can only repeat words such as asking when guest was sleeping.

Second, it is assurance. Assurance is referring the knowledge and courtesy toward customer. From the Source, it states that the robot concierges were not able to provide guests with information when enquiries were too complicated. Hence, those robots have inadequate knowledge to answer and solve customers' questions.

Third, it is responsiveness. Responsiveness refers to the willingness of solving customers' problem quickly. From the source, it states that it took a long time for robots at reception to make copies of guests' passports without the help of human staff. Hence, those robots cannot solve customers' problems and finish the tasks quickly.

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Answers written in the margins will not be marked.

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b) First, it is to turn off the function when customers are sleeping. From the source, the robots keep asking guest even he is sleeping. Hence, the hotel may remind customers that they can turn off the robots' function if they want so that they can take a rest.

Second, it is to add some searching function onto the robots. From the source, it states that those robots cannot answer customers' complicated questions. Therefore, the hotel may add up some searching function that send a message to the human staff so that they can solve the guests' enquiries.

Third, it is to replace robot staff by human at the reception process. From the source, it states that robots took a long time to make copies of guests' passports. Hence, robots are not as efficient as human. The hotel may let human staff to do this task so that the process can be faster and customers be more satisfied.

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c) Increase the interation of management and customers. In this case, there is lack of interaction of both of them and hence the customer cannot show their complaint to the management.

d) First, it is to offer discount or upgrade service for those unsatisfied customers. From the source, there are some guests complained. Hence, the hotel may provide some room discount to apologize and let them know the improvement of the hotel.

Second, it is to provide some following up service to those customers. From the source, customers states that they did not get value for money. Hence, the hotel may need to do some following up service to avoid the negative-word of mouth. For example, the hotel may send email for apologize and promise they will improve the service and also offer some sister hotel to those unsatisfied customers.

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a) First, it is Adventure. There may be some exciting and thrill rides inside the park. From the source, it states that there are thrill rides. Hence, the theme of park may be adventure

Second, it is nature. Nature means that there are some wildlife and vegetations in the park. From the source, it states that there are wildlife zone that have some wild animals. Hence, the theme of park may be nature.

b) i) Leisure travellers. Leisure travellers go for relaxing. From the source, it states that Susan (with family and friends) bought the package and went to the theme park with her family.

b)(ii) The change may increase the destination economy. From the source, there is a problem of downturn in arrivals due to COVID-19. With the change of new target market and special package provided, there may be some new market segment attracted by the new icon and image of the attraction. Hence, it will increase the arrival quantity and the destination

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economy.

(C(i) Modified American Plan.

(ii) First, it is the selective. For buffet menu, it is selective as customer can order any kind of food. For à la carte menu, it is less selective as customer can only choose the food from the provided set.

Second, it is the operation mode. For buffet menu, customers can walk away from their seats and choose food they like. For à la carte menu, customers can only waiting and ordering food on their seats and cannot move around to choose food.

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C(iii) First, it is more satisfied when the menu changes. From the source, it states that food was served (under a safety measurement) by servers although the menu change to buffets. Hence, it is safety for guest that it reduces the spread of COVID-19 when people are standing together to choose food.

Second, it is more value for money when the menu change from à la carte menu to buffet menu. Under COVID-19, people are more willing to save money as possible because of the poor economic condition. It is believed that buffet is more value for money to customer when compare with à la carte menu because buffet can let customer to choose the food that they like while à la carte menu is fixed. Also, the quantity of buffet is much higher than à la carte, like the source states, "unlimited ordering". Hence, Susan feels she gains and feels value for money.

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7

Comments

The candidate demonstrated a clear and comprehensive understanding of the concept assessed (Parasuraman's service dimensions). However, he/she failed to provide correct answers for part (b) and part (c). (Q 1)

The candidate accurately identified the possible themes of the park in part (a) and meal options in part (c)(i). However, some answers on the other parts were irrelevant. (Q 2)

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a) There are five external factors in Integrated Model of Tourism that can encourage the development of tourism.

First, it is social factor. Social factor refers to the demographic change and locals' attitude toward tourists. Under 'Hong Kong Neighbourhoods', visitors can travel to different attractions in Hong Kong. During travelling, tourists have some contact with locals in Hong Kong. Hence, visitors are more willing to visit Hong Kong if the locals welcome them with friendly attitude. Also, the demographic change will affect the 'Hong Kong Neighbourhoods'. Couples are more willing to go travel if they have no children. Because they have more money to spend. Hence, the number of visitors join 'Hong Kong (and time) Neighbourhoods' will changed by the demographic change. (be)

Second, it is economic factor. It refers to the personal economic condition and the whole world's economic environment. In this case, people may not travel because of COVID-19. They may be unemployed or they have a stronger desire to save money as the International economy is poor. Hence, the number of going 'Hong Kong Neighbourhoods' would not increase

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sharply, or even go downward sloping.

Third, it is environmental factor. It refers to the pollution level or the environment of the destination. In this case, visitors may assess the pollution in Hong Kong such as air pollution, water pollution and soil pollution. They may think the pollution in Hong Kong is too serious and won't travel. As a result, the number of going 'Hong Kong Neighbourhoods' may decrease.
(because of the high pH level in Hong Kong)

Fourth, it is information technology factor. It refers to some transportation or the Internet Information. In this case, there is a high-speed rail in Hong Kong and so the near area, such as Shengzhen, can come to Hong Kong easily and fast. Hence, it helps attract more visitors to go to Hong Kong and join 'Hong Kong Neighbourhoods'. Moreover, the social media, such as YouTube can promote this 'Hong Kong (and website) Neighbourhoods' and let more visitors know the information and details. As a result, more people will join the 'Hong Kong Neighbourhoods' and visit to Hong Kong.

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Fifth, it is cultural factor. It refers to the cultural element and the lifestyle. In this case, people may want to understand more about the cultural element in Hong Kong, such as food (fishball, egg tarts), arts, history tradition. Or even appreciate the "night life" of Hong (and) Kong lifestyle. Hence, they are more willing to come to Hong Kong and seek these experience. As a result, it will increase the number of visitors of joing 'Hong Kong Neighbourhoods'.

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b) There are four possible reasons for the gaps in the tour service.

First, it is the difference between service (quality) actually provided and the service promoted to customers. There may be some exgrattion on the promotion method such as the leftlet stated '5 stars hotel' but it actually wasn't. Hence the customer find that they cannot get the value for money and feel they are being cheated. As a result, they are not satisfied with the tour service.

Second, it is the negative effect between each customers. As it is a tour service, tourists are bound into a group and with a larger number of people. Hence, it is easy to have some negative feelings that affected by other visitors. For example, one tourists speak loudly in the tour car will negatively affect other's enjoyment. Hence, tourists may not satisfied with the tour service.

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Third, it is the poor employee's training. In this case,

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a) There are four roles that traditionally played by travel agencies.

First, it is being the ambasssidor of the tourism service suppliers. Travel agencises provide a known and familirize face to customers and hence offer some professional information. The online hotel booking websites will weaken the roles because of the language provided. Since these website offer many different language to customers, it totally replace the role of travel agenvies as people can use their familirize language to search information. Hence,

Second, it is saving cost. Travel agencies can help tourism service suppliers save a huge amount of cost such as rent. The suppliers can only pay the commission to travel agencies. The online hotel booking websites will weaken the roles as these website are free of charges. The hotel can set up a website and let customer search by themselves without the help of travel agencies. Hence, the supplier can save the commission given to agencies as well.

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Third, it is providing one-stop tourism service to customer. Travel agencies pack up different tourism related service to customer which is convenient for them. However, the online hotel booking websites can also do this by customer themselves. For example, they can 'tick' those service they want to have during using the website form. Hence, the online hotel booking websites will weaken the role.

Fourth, it is handling complaints of the customer. Travel agencies helps suppliers to handle complaints. Yet, the online hotel booking websits can receive the complaints such as email letter. It is no need to use travel agencies.

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b) There are five needs in Maslow's Hierarchy of Needs.

First, it is physiological need. It refers to the need of accommodation. In this case, tourists can understand more by using the virtual tour of the hotel. For example, they can see whether the room is suitable for them and also the facilities provided. Hence, they know more information about their accommodation. As a result, the virtual tour can fulfill the physiological need.

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Second, it is safety need. It refers to the protection of people's own body. In this case, tourists can just stay at home and check to see the hotel by using the virtual tour. Hence, they have no need to go outside and reduce the danger of having accident such as being robbed. As a result, the virtual tour fulfill the safety need.

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Third, it is social need. It refers to the need of being love and the sense of belonging. In this case, tourists can have some interaction with others during the use of virtual tour. For example, they can communicate with other people who want to visit the hotel too and discuss the view to each other. Hence, they may feel the sense of belonging by this interaction. As a result, the virtual tour can fulfill the social need.

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Fourth, it is esteem need. It refers to people want to be admired by other and gain other's respect. In this case, tourists can try the virtual tour that is uncommon and stylish. They do not need to go to the hotel but they can know what the hotel is already. Hence, they may proud of themselves when they share the experiences with their families and friends and gain their respect. Hence, the virtual tour fulfill the esteem need.

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Fifth, it is self-actualization need. It refers to the knowledge and seeking new experience. In this case, tourists can use the virtual tour to explore more by themselves. For example, some International hotel may offer some A.I assistent to guide the tourists and ask if they have any enquires. Hence, tourists may know more about the hotel through the latest experience, virtual tour, for searching any information about the hotel such as the history and command. As a result, the virtual tour fulfill the self-actualization need.

Comments

The candidate demonstrated a clear understanding of the concept assessed (external factors that can encourage tourism development); he/she explained how 'Hong Kong Neighbourhoods' was affected by each factor. In part (b), he/she identified and gave some reasons to explain the gaps in tour services. (Q 1)

The candidate demonstrated a clear and comprehensive understanding of the traditional roles played by travel agencies and Maslow's Hierarchy of Needs. He/she was also able to apply these concepts and address the specific requirements of the question, giving detailed explanations. (Q 3)