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- a) Hong Kong Tourism Board
- b) Safety and security provided by the government. Participants are required to download the 'leave Home Safe' app and scan the QR code whenever they board a means of transport or enter a venue.'
- Economical aspect. The public can redeem their spending receipts for a free tour and a discount on hotel staycation packages.' This ~~is~~ will attract more tourists and locals, which will enhance tourism. The ^{free} tour under the 'Spend-to-Redeem Free Tours' programme includes various Hong Kong tourist destinations, which increases the development of Hong Kong.
- c) The in-hotel café belongs to 'Fine-dining'. It is because the in-hotel café offers in-room dining and breakfasts. The ABC Seafood Restaurants ~~them~~ belongs to 'Fast Food restaurants'. It is because they provide ~~seafood~~ Seafood.
- d) ① The package includes HK\$2000 of dining credits to spend on in-room dining. ② The breakfast ~~was~~ ~~is~~ was in-hotel café for two persons. ③ The ~~money~~ ~~is~~ total amount of money spent by the customers for food ~~is~~ was included in the ~~an~~ account provided by the hotel.
- e) Wine or Alcohol provided by the hotel for the couple.

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a) Client A = ~~Tour Organized Mass Tourists~~ Study Tourism
Client B = Business Tourism

b) Client A represents: the 'Organized Mass Tourists' because they are required to have Tour Guide ~~and~~ accompany for the whole journey and they have a coach for the whole trip. ~~Client~~ Client B represents 'Individual Mass Tourists' because they have their own arrangements for transportation but they have no tour guide service.

((i)) Smart phones can be used by Client A during the arrival stage of the Guest Cycle. It can be easy for the hotel as the Client A can check in and ~~make~~ provide the documents through their phones and the process can be done faster and conveniently. If Client A has any demands they can tell the hotel in advance, which can be easier for hotel to arrange.

((ii)) Smart phones ~~can~~ ^{may} lead to Client B's dissatisfaction because as mentioned in the information provided Client B is a Sales director of a fashion company (aged 60). They are not very fond of smart phones and ~~find~~ mostly finds it complicated and difficult to use. Also, another reason is Client A ~~is~~ are the university students, majoring in Information Technology and Client B is a Sales director of

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(C(ii)) a fashion company so Client B might not be as educated ~~and~~ as Client A.

(d(i))

(d(ii)) Client B and his wife have respectively account for their choice of meal option is because they will have breakfast in the hotel and later go outside from hotel, they will have lunch and dinner from restaurants out in the city.

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~~on Hygiene Personnel Hygiene~~

a) The first strategy to improve the organisational processes of the hotel is 'Personal Hygiene'. The Housekeeping staff can enhance service quality by maintaining good personal hygiene. Due to the Covid-19, many customers ~~are~~ look out for the hotels where the ~~the~~ staff ~~and~~ including the housekeeping staff can maintain high-class of personal hygiene as the presence of the ~~the~~ housekeeping staff can affect the customers expectations. The second strategy ~~is~~ based upon the concept of 'Total Quality Service (TQS)' ~~are~~ the Precautions and Safety. To enhance service quality and to meet the expectations of customers, the hotels should focus on the ~~the~~ mandatory precautions taken. The hotels should set taking precautions for Covid-19 as a ~~&~~ top priority. The Housekeeping staff can enhance the service quality by ~~selecting~~ taking the precautions of Covid-19 first. The Hotel should organize precautional system for Covid-19 to prevent Covid-19 and to ensure the customers safety. The Hotel ~~&~~ staffs ~~&~~ ~~and~~ the housekeeping staff should take Covid-19 tests everyday and they must be 'negative' ~~for~~ ~~the~~ Covid-19. All of the people working in the hotel including the 'bell attendant' should wear masks. The Hotel must be cleaned and sanitised.

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and must maintain ~~the~~ social-distancing. The third strategy based upon the concept of 'Total Quality Service' (TQS) is the hotel whom are ~~the~~ providing the personal necessities to the customers should make sure the products are cleaned and are distributed to the customers under the precautions taken by the hotel and the distributors. The hotels should ~~also~~ also provide products such as: masks, covid-testing kits, gloves and other covid-19 health kits or necessities. The Housekeeping staff can enhance the quality by sanitising the products or ~~the~~ necessities that are provided in the rooms. They should make sure the room is sanitised, each and every products, materials and compartments are ~~sanitised~~ sanitised and cleaned properly. The ~~total~~ ~~the~~ fourth ~~strategy~~ strategy the hotel can take ~~to~~ referring to the concept of 'Total Quality Service' (TQS) is ~~by~~ providing food and beverages. The Hotel already have Food & Beverage (F&B) compartments, the hotel can meet the customers expectations by providing 3-meals of the day to the customers. This can be beneficial for the Hotels too. The Housekeeping staff can enhance the service quality by various methods. The ~~staff~~ housekeeping staff can put the food on the door of the customer to avoid extra contact with the customers.

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(a) The fifth strategy that can be performed by the hotel to meet customer expectations is they can provide '24-hours medical services' to the customers. Due to the ~~pandemic~~ outbreak of Covid-19, many customers are worried and conscious about their health. The Hotel can provide medical services such as inviting the doctor for the customers whenever needed. They can also provide basic medications for the ~~can~~ customers such as ~~a~~ a painkiller or can provide herbal ~~tea~~ tea bags, this can satisfy the customers needs. The Housekeeping staff can enhance the service quality by placing the tea bags, medications on a place easily accessible for the customers.

b)

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a) The ~~most~~ environmental ~~st~~ pollutions that might be created by different stakeholders on the new campsite site for outdoor camping and hiking activities which has just opened in Sai Kung are as follows: ~~the~~ The first environmental pollution is 'land pollution'. The land pollution can be created by various stakeholders in the campsite. for example: ~~the~~ people who are there to do hiking. As it ~~is~~ ~~has~~ been a ~~is~~ normal and common behaviour for hikers to create more land pollution ~~when~~ they are hiking in the mountains. ~~The~~ People who are there to camp can also make a lot of land pollution by littering. The second environmental pollution is 'Air pollution'. People who are there for camping would ~~definitely~~ ~~definitely~~ definitely ~~have~~ have 'bonfires' at night. The ashes of bonfire or etc creates air pollution. Also, people in the camp ~~at~~ whom smokes cigarettes can create air pollution. When camping and hiking, problems like 'Ecological disruption', obviously occurs! The first ecological disruption that may happen in the camp is the waste of the plastic such as, plastic cups and glasses, plastic forks and knives, ~~the~~ plastic bottles and other plastic utensils or etc. Plastic ~~is~~ can't be recycled. This can be happened by the catering

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facility being operated in the camp site. Also, people who are there to do camping can also be a part of this by using and throwing away the plastic things in the sea etc. The barbeque is usually performed in the camp. ~~the~~ Barbeque utensils such as nets where you place the food to cook, the barbeque sticks can be included in ecological disruption problems. ~~the~~ @

(b) The first stage of food waste is the food remaining on the plates that are not completed by the eaters in the camp. The second stage of food waste is the extra food that has been made and not completed by everyone. The third food stage is the food that has been cold and couldn't be eaten by everyone. The fourth stage is the ~~food~~ item on the menu which has been disliked by many eaters and perhaps gets wasted. The first measure they can take to reduce food wastage is to give out the food remaining to the eaters, to the poor.

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1a) Batu Caves can fulfill religion during Susan's ~~tour~~ tour with respect to Hudman's Travel Motivators since it is a Hindu shrine.

Food can also be fulfilled ~~when Susan is~~ Hudman's Travel Motivators since Susan will visit Jalan Alor Food Street.

Sightseeing will also be fulfilled as Susan will visit Petronas Twin Towers.

b) Susan belongs to ~~Indecisive~~ Indecisive Customer.

From the source, she was struggling for an hour thinking if she should go to the 3-day or 4-day tour. A way of dealing with this type of difficult customer is to ~~provide~~ ^{provide more} information ~~and~~ about the options those type of customers are stuck with.

c i) The form of distribution channel of tourism products is online technology. John booked a suite via the hotel website.

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c (i) One advantage is through online technology, there is a ~~wide~~ wider coverage. ~~of the~~ Through technology, more tourists can obtain information about the ~~best~~ products.

Another advantage is it is lower in costs. ~~the technology~~ XYZ hotel will find it cheaper to distribute through their website rather than brochures, leaflets, etc.

d) One characteristics of a tourism product is generate income. John made a booking of a suite which gained income for XYZ hotel.

Another characteristics is facilitate tourists. XYZ hotel ~~was~~ is to facilitate and provide accommodation for John in which ~~in~~ this case the accommodation was providing John a ~~hotel~~ suite.

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3a) Study tourism and business tourism

b) ~~Explorer and Jitter. Client A is a explorer since~~
~~he/she the client.~~

b) ~~Psychological~~ Psychological and ~~explorer~~ ^{explorer} ~~client~~ ^{client} A is
Psychological. since the client travels in a group
and the tour is provided with fixed time and
Itinerary. Client B is ~~sociological~~ ~~because~~ explorer because they prefer to
~~to~~ make own arrangements and in this case they arranged meals and ground.

c) Client A can use the self-check in technology.
This will be an advantage ~~for~~ from the hotel's
perspective since there will less face to face
interaction ^{meaning} ~~and~~ ~~staff~~ more staff will be available.

ii) Client B could be dissatisfied since due
to the clients age being 60, the client may require
~~per~~ support from a staff as they may not be
familiarized ~~with~~ with the self check-in service.

Another reason is the self check-in may not
provide alternatives or extra services since
the ~~te~~ technology is ~~set up~~ already ~~set~~ in input

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and fixed so if there is a staff, the staff can provide alternatives or extra services or support ~~the~~ to client B.

d1). ~~Standardized~~ Standardized Meal Plan

(i) In ~~Standardized~~ ^{standardized} Meal Plan they only provide ~~one~~ one meal so ~~the~~ client B and his wife can have ~~a~~ breakfast and will not require other meals due to them ~~into~~ being busy in attending ~~shows~~ long shows.

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a) ~~One~~ Four negative social and cultural ~~as~~ of overtourism on the host country will be ~~be~~ described as follow.

The first negative impact is demonstration effect.

Demonstration effect is when ~~the~~ the host people start following the tourists spending pattern, lifestyle, etc. This is a negative impact as the host people will forget their roots and start ~~following~~ following tourists lifestyle. For example, a ~~boy~~ kid from Hong Kong will start following a american tourists clothing and will forget his traditional Hong Kong clothing.

The second negative effect is Homogenization. Homogenization is when ~~all~~ all the cities look ~~the same~~ from ~~a~~ countries ~~all~~ look the same. ~~This can be a negative impact~~ Over-tourism can lead to tourists having control on the host country and start changing the ~~at~~ host country into something similar to their city. This can be a negative impact ~~as~~ because if all the cities around the world look the same then tourists will lose interest in travelling which can affect the host country.

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The third impact is ~~commodification~~ Commodification.

Commodification is when the host country starts ~~sell~~ using religious statues, pictures as a way to earn ~~for~~ profit to the tourists. This can be a negative impact because if overtourism occurs, ~~the host~~ the host country will lose all their religious and historic paintings, statues, etc. since ~~they~~ the host may start selling them as business resulting in loss of historical knowledge for the ~~for~~ future generation.

The last impact is lack of jobs provided. If overtourism occurs, the tourists may start taking up jobs of higher position ~~resulting in a better life for it~~ since the tourists may have different ideas and are given more importance than host citizens. This will leave the host citizens with nothing or jobs with low qualifications.

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b) The five social-cultural aims will be discussed as follow.

The first aim is ~~to~~ enhance diversity. If tourists from ~~differe~~ all around the world travel, ~~there will~~ tourists can meet different people with different background and know more about tourists which will enhance diversity. This can reduce ~~the~~ the negative impacts of overtourism since tourists will know more about the host ~~the second~~ aim country rather than the host country copying the tourists lifestyle also known as demonstration effect. resulting in not losing their roots for the sustainable generation and tourism.

The second aim is to reduce discrimination. If tourists visit countries, they will ~~know~~ ^{learn} different lifestyle, culture, etc ~~realizing~~ and realizing that everyone is different which will reduce discrimination. This can reduce the negative impact ~~of~~ of overtourism as ~~tourists~~ tourists will need not to commodify the city as they want and instead accept and respect the ~~culture of~~ the culture of the host country.

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The third aim is gain knowledge of ~~religion~~ historic, religious backgrounds. ~~For~~ ~~tourists~~ For tourists, tourists can learn more about the host country's religion, history, etc. which can be beneficial for the host country as ~~they~~ will spread their religious practices ~~can~~ will be spread around the world. And this will need not the host country to sell their religious statues ~~but~~ but instead the tourists can learn and understand the value of it. This can reduce the impact of overtourism since the host country will not need to use their religious statues, paintings as a way of profit and ~~that~~ that it can be kept for the future generation to learn and observe it.

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The fourth aim is tourism can ~~be~~ provide keen competition in ~~jobs~~ jobs to the host society. If tourists arrive ~~they~~ there will be more competition for places in jobs which can motivate the society and increase productivity. This can reduce the ~~the~~ negative impacts of overtourism as there will be ~~the~~ keen competition instead of easy way of working which can affect the society's image due to lack of productivity without competition.

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試題編號 Question No.

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The first aim is globalization. Arrival of tourists can allow resources to be shared and spread spreading around the world which can benefit ~~the~~ so socially as they will have more resources for their use. This can reduce the negative impact of overtourism. as tourists ^{and hosts} will need not ~~to~~ take away resources from each other but instead everyone will have some amount.

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One value is MICE market generates the most comparing to other forms of tourism for the host country. Business travellers spend ~~the~~ more comparing to leisure travellers.

Another value ~~to MICE~~ for MICE market is ~~the~~ business travellers have frequent visits to the host country. Business travellers have short but frequent visits ~~to the~~ ~~here~~ comparing to leisure travellers who have long and infrequent visits.

Another value in MICE market is business travellers are able to attract more visitors through their shows and events. Business travellers ~~to~~ hold shows and events to attract ~~a~~ visitors while leisure tourists do not contribute in attracting visitors but instead they enjoy.

Another value in MICE market is the host country needs to make sure the ~~the~~ destination has high class accommodation like ~~be~~ high class suite, ~~to~~ business class seats. Business travellers expect their accommodation is high class

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Start each question on a new page.

since they have experience and expectations whereas leisure travellers ~~are~~ usually have ~~more~~ simple accommodation ~~with~~ ~~prose~~.

b) One aspect is ~~with coverage~~ ^{Advertisements}. MICE professionals can attract wider coverage of travellers through advertisements ~~which~~ which can enhance communication faster.

Another aspect is emails. ~~MICE~~ Emails can be used to provide information to potential travellers. MICE professionals can enhance communication by ~~being~~ being able to provide ~~an~~ information and knowledge about shows and events.

Another aspect ~~are~~ are posters. Posters can be a way to attract locals in shows and events. MICE can enhance communication ~~that~~ as it is a clearer way rather than

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~~using~~ big money TV advertisements.

Another aspect can be official websites. For the travellers who will be interested in MICE shows and events, they can search up on the website and gain more knowledge about the event. This can enhance communication for MICE as ~~travellers~~ ~~who are~~ ~~interested~~ the target audience will be attracted.

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