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a) Curiosity. From source, tourist can have different sightseeing by visiting Petronas Twin Towers that can let tourist see different scenery.

4/23/2014

Esteem. From source, tourist can visit Batu Caves which is one of the most popular Hindu shrines outside India. The can post story in IG and get others jealous.

Pleasure. From source, tourist can ~~now~~ get service by XY Z hotel that ~~feels~~ let them feel they are served by others.

get ~~a~~ an idea. ~~the things~~

b) She had to ~~be~~ ~~work~~ ~~for~~ ~~hours~~ ~~from~~ source, ~~from~~ Susan struggling for an hour but still cannot get an idea.

We can ~~offer~~ inform her more different information of the tour and ~~ask~~ to give her different opinions for letting her know more about what she want and get idea.

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c)

ii)

d)

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a) Client A is study tourism.

Client B is business tourism.

b) Client A is organized mass tourist. From source, client A required tour guide service for the whole ~~from~~ journey and have fixed itinerary.

Client B is individual mass tourist. From source, ~~there are~~ client B will have own arrangement on transportation and meal. But he buy the air-ticket through travel agent so he get the recommendation of entertainment and attractions from travel agent.

ci) Client A can do the check-in process ~~by~~ by using self-service technology. It can ~~reduce~~ ~~the~~ ~~time~~ reduce the time use on check-in and higher the efficiency.

ii) Client B is more older than client A that client B may not know how to use the self-check-in technology. So client B is more difficult on using the technology and lower the emotional.

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di) Fine dining.

ii) They are business tourist that will more focus on the quality of service and not ~~being~~ sensitive on prices.

They want a high quality of meal and service. Fine dining can give out ~~the~~ a high staff to tourist ratio that ~~the~~ provide a higher quality of service ~~that~~. Also fine dining price is high so it gives out an image that it ~~has~~ has high quality food and service that what the business tourist likes.

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a) In the essay, I will describe four negative social and cultural impacts of overtourism.

~~First~~ About social ~~impacts~~ negative impacts of overtourism.

First, it might cause the local unsatisfy. When these are tourist come to Hong Kong, a large number of tourist will produce large noise that make the local residents feel annoying by the noise ~~produce~~ produce by tourist. Like the noise of talking or the sound of introducing to tourist by tour guide will affect local residents. Long term, the locals will hate the tourist and maybe cause fight between local and tourist.

Second, it might cause relationship worse between countries.

If

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About cultural impacts of over-tourism.

First, the culture ~~it~~ can not be fully spread to tourist.

If there are too many tourist visit a same place. The waiting time of visiting will increase because they need to queue for a long time for visiting a place or watch the board of information of things. Like in exhibitions, if a room are too crowded, the tourist cannot appreciate the things ~~showed~~ shown for a time ~~enough~~ enough for them to looking for the information.

Second,

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b) In the essay, I will state five ~~for~~ social-cultural aims under twelve aims of Agenda of sustainable Tourism.

First, social equity, which means ~~that the weak groups can~~ different groups in social can get equal benefits. The money earn by tourism can higher the economic of social and ~~can~~ government can get a part of it to ~~help~~ help the weak groups like elderly.

Second, visitors fulfillment, which means enhance the visitors experience and joyful. Visitors will ~~have~~ have different chance to communicate to local ~~for~~ and from it, visitors can know more about local culture and have a good relationship between visitor and local. Like when visiting village, the people live in there can bring more information of village like history to the visitors.

Third, local controls.

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Fourth, Culture richness, which means promoting the culture that more people knows about it. ~~maintaining~~ ~~can~~ ~~the~~ ~~there~~ ~~are~~ There are some places that ~~can~~ have a large physical carrying capacity like Lady Street and Ap Lin Street that are ~~for~~ ~~part~~ a part of history and also ~~be~~ shopping. Tourist can know more about the Hong Kong culture through the ~~shop~~ conversation to shop and let them feels it by ~~them~~ ~~be~~ themselves.

~~Finally~~, Lastly,

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a) In the essay, I will explain 4 ways how a value-for-money experience can be provided to visitors in a theme park based on the three levels of product.

For Supportative
~~Buy~~ ~~there~~, which the visitor is actually buying for. Value-for-money can let them choose about what service they ~~real~~ really need and for budget. They can only buy the service they need that don't need to use. So they can use the service they want and use the rest money to buy other things.

~~Also~~, For facilitative, they can choose what ~~facilities~~ facilities they need or not, like playing different electronic games, ~~they~~ or ~~parking~~ parking service. They can use all the money for playing but with out others like ~~that~~ for buying food or parking cars.

For core, they can enjoy or having fun in pay on a cheaper money. They can having fun in theme park by using a satisfy prices for them to experience and enjoy.

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b) In the essay, I will take ~~a~~ about five benefits of technological advances.

First, technological advances can higher the ~~efficiency~~ efficiency.

By using technological, customers can by ticket by themselves that can lower the time that the staff checking different information of tourist. Tourist only need to fill in a little of their information, technological can help them quickly. Like tourist only need to press the number of them and fill in the credit card for paying money, they can start their visiting.

Second, it can lower the staff to tourist ratio but keeping in a high quality service. When there are technological advances, staff ~~are~~ don't need to stay in everywhere that let the tourist find them easily if tourist need help. Technological can ~~a~~ solve most of the problem like provide a e-map for ~~there~~ them or suggest different activities to them quickly.

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Third, it can lower the errors. Technological ~~one~~ can handle many things but with no wrongs like it using staff that need works for long time, the staff may make ~~bad~~ out some ~~mistakes~~ small mistakes that affect the ~~the~~ enjoyment of tourist like calculating the cost. Technological can always do counting correctly and lower the ~~the~~ chance of error ~~human~~.

Fourth, it can ~~less~~ reduce the communication between staff. Technological advances can send the message directly to staff for helping or other message ~~that~~ that reduce the misunderstand on the communication between staff to ~~a~~ staff or tourist to staff. ~~It~~ It can show message clearly.

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a.) Firstly, Petronas Twin Towers can satisfy the learn new things motive as the Twin tower maybe used for business purpose to carry out meeting, exhibition & conventions.

Secondly, the Jalan Alor Food street satisfy the explore an area and try ^{Susan can try} different ~~street~~ ^{new things motive.} food in her trip and try some traditional snacks of Kuala Lumpur as well.

Lastly, Batu Caves satisfy the motive of curiosity. Batu cave is an attraction that Susan can explore and it will be like an adventure for her as well.

b.) Susan belongs to an indecisive type of customer. Because as we can see, in the conversation between Susan and travel consultant of the travel agency, Susan was struggling to choose which guided tour should she choose 3 day or 4 day. And took an hour and still couldn't decide.

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The appropriate way to deal with this type of customer is to give them recommendations on which decision is better to choose and also be patient with the indecisive customer don't ~~have~~ get angry.

C (i) Complementarity. Because as we can see from John's complain after staying at XYZ Hotel, he mentioned that it took him 30 minutes more to check in compared to previous stay. and also mentioned that the front desk clerk didn't know what needed to be done. As we ^{know} ~~can see~~ that one product will always be affected by the elements of other product. So in this case, as the front desk clerk didn't know what needed to be done, it took John 30 minutes to check-in.

(ii) The first advantage of distributing ~~the~~ its products through the complementarity is

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d.) ^{Firstly,} ~~immobility~~ of ownership. As we can ~~see~~ see John was unsatisfied with him waiting for 30 minutes to check in we can see that he cares more about the experience but not the ownership of the product.

Secondly, Perishability, products can not be stored like physical products and prepared for sale in the future. As we can see John booked flight 2 months before arrival. And when he arrived rate dropped by 50% on the day. Which means that it changed it wasn't kept the same.

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a.)

b.) Clients A ~~rep~~ represent organized man
 tourist as they have itinerary is decided in
 advance. by own arrangements with partner
 shops, and /least adventurous as they
 will just use coach for whole trip
 won't try ship etc. Won't try something
 new for fun.

Client B is explorer as they are
 going to have own arrangement for
 ground transportation and also ~~time~~
 explore an area as the entertainment
 and attraction is recommended by
 travel agents which means they don't
 know where they will go. they can
 explore the area.

(ii)

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C (ii)

d(i) European meal as they will
have breakfast at the hotel
for sure.

(ii) Because they will eat something
from outside the hotel as they're
explorers they will like to try
something new to eat and explore
new restaurants so that they
only chose to eat breakfast at
hotel and other meals not from
hotel.

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a.) The first type of environmental pollution that may be caused by activities in the camp site is air pollution. It can be caused when people who are camping do barbeque in the camp site. When they barbeque the food, smoke will be created which will pollute the air. And if catering facilities like a restaurant is operated in the campsite, there will also be polluted air from the restaurants when cooking food. Such as frying chicken etc.

The second type of environmental pollution that may be caused is noise pollution. As a new camp site is being opened in Sai Kung, a lot of people will come to visit, camp or hike. ^{explore,} A lot of noise pollution will be created ^{As a result,} with the increasing number of people. Noise pollution will also be created when operating catering facilities. As machines will be used to build the facility. And machines are

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very loud and noisy like tractor.

With environmental pollution problems
brought by the activities in the camp site,
ecological disruption problems may also occur.

Firstly, the habitats of the wildlife will
be damaged. When operating activities and
catering facilities in the camp site, many
animals' habitats will be destroyed. For
example, when building ~~an~~ a hiking trail,
the land will be disturbed such as taking
out the sand or rocks to make the trail
and therefore animals ^{and trees} like birds living
on trees will not have a home to go
to like their nest as trees ~~that~~ ^{were} removed.
As a result, animals may also die when
they don't have a safe place like their
home to stay in.

Secondly, huge amount of sewage
waste will be created. When building catering
facilities like restaurants, ~~and~~ the land will be

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reclimated and waste will be produced like bricks etc and the waste may go to the ocean nearby and create a lot of sewage waste. Wildlife who consume the was unintentionally will choke and die. Heavy waste like bricks can damage habitats of marine life also. disturb the food chain and the ecosystem.

b.) The first source of food wastage is extra cooking. The catering facility may cook extra food before customer arrives so that they won't have to cook very fast when they have customer so they may predict a amount. But if the prediction is very wrong, the food will be wasted.

Secondly, extra proportion handed to customer. Buying extra food more than a person require food will be wasted because too much food intake is causing full.

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To reduce food wastage, firstly, we can cook the right amount of food needed to be served. Stop overcooking extra food because at the end it will go to waste because food can go bad very fast so you can't ever keep for long time it will be a waste.

Secondly, don't overcook or burn the food. When burning food, you'll have to throw the food away because you can't serve burnt food to customers and therefore you should be focused when cooking and careful because burnt food is a waste of food.

Thirdly, serve the right proportion of food to customers. If you give the customer extra food, the customer will get full early and leave the rest of the food on his/her plate and which will at the end go to waste.

Fourthly,

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a.) Overtourism will lead to various negative impacts on host country. However, ~~going to~~ mentioned the ^{negative} social and cultural impacts below.

The first negative ^{social} impact of overtourism on the host country is unaffordable property price. As more tourist visits a country, the ^{for locals} property price of apartments and houses will be increased to gain as much as money as possible from the tourist. Then, the property prices are raised to the extent that local people can't afford to purchase. Which adds burden on the local people. For example, a flat is \$15,000 after overtourism and the local people's income is \$1000 per month. They can just afford basic necessities, but can't afford to buy a flat. ^{for food, clothing}

Secondly, housing shortage. As the number of tourist is very high the number of people being accommodated will be very high. This causes lack ^{in buildings & houses} of accommodation for the host country people to live in. When all accommodation

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like hotels & apartments will be occupied by the large number of tourists. For example, all hotel rooms are booked by tourists and now local people have nowhere to stay.

Thirdly, overcrowded. As the host country has a lot of people already, when a large amount of tourists visit the host country, they'll face the problem of overcrowding.

Places like Hong Kong can easily face overcrowding because the population is very high and Hong Kong isn't that big compared to other cities and countries. For example, when going to a restaurant to eat, you will have to wait for few hours to get a seat to eat and the lines will be packed with people.

Also, traffic congestion is also caused by overcrowding, as then more people

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With the public transport like buses, taxis, minibuses, more transportation will be on the highway. Also, some tourist may buy private car. As a result, increase the number of vehicles on the road and may cause accidents as well as for many cars the road is packed not enough space for vehicle to move.

Lately, health of ^{host} ~~local~~ ^{country} ~~community~~ will be harmed. As ^{the people in the} ~~over~~ tourism means a lot of tourist and many people, the people using public transport like bus and private car will increase a lot which result in air pollution. Many people inhale the dirty air can suffer from diseases like asthma.

The first negative cultural impact is commodification of culture. As more tourist come to host countries, the traditional handicrafts will be replaced by factories mass production for the high demand of tourist. For example, many tourist want the handicrafts so they have to

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create large amount in short period of time so they have to do mass production. And sell them with high prices they put price tag on cultural things like handicrafts.

Secondly, the traditional culture fades away because of overtourism. Because as people from different country visit host country, the locals learn new things from different people and want to follow their ways. For example, ~~in Hong Kong~~ as people in America celebrate Christmas so now the local Hong Kong people has learned and heard about their culture they also want to celebrate Christmas to experience the feeling and enjoy other countries custom instead of their own. As they enjoy the country's customs, some may also stop doing their own traditional customs like the Hong Kong people might stop celebrating Mid-Autumn festival but will wait pleasingly for Christmas.

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Thirdly, changing the traditional culture.
For example, when learn ^{actual} new things from
the tourist, they may add changes to their
own culture think that like this is better
and more modern. ~~For example, getting red spots~~

b.) Negative impact of overtourism can be reduced.
Firstly, the ^{host} country can limit the number
of tourist to come to the country like
this, the number of people will be limited
and no problem of housing shortage and
overcrowded will be ~~fixed~~ reduced.

Secondly,

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