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a) Curiosity. Because she may curious about the Hindu shrine that she can visit the most popular Hindu shrine outside India, which is Batu Caves and may curious about the cultural of

a) Curiosity. Because she can visit the Petronas Twin Tower and Jalan Alor Food Street that she may curious about the local culture in Kuala Lumpur.

Religion and spiritual appreciation - because she visit the Batu Caves which is the one of the most popular Hindu shrine outside India. that she can appreciate the ^{local} religion of Hindu.

leisure. Because he can visit the Midvalis Outlet Park KLIA Sepang, that which is an outlet mall. She can escape from her ~~daily~~ daily work to go shopping.

b). indecisive customers.

because she keep struggling for an hour ~~later~~ to choose between the 3-day tour and a 4-day tour.

The staff should give an recommendation that suitable for them.

ci).

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ii) It can help the hotel to improvement directly by receiving direct complaints (immediately) and to have more repeated customer if they handling the complaints appropriately.

d). Differentiation. Because the service provide by the hotel quality standard are difficult to control in unified manner that the hotel cannot be able to control the service provide by the ~~staff~~ ^{staff} are the more ^{easy} compare to the previous stay ~~and~~ that ~~for~~ John need to wait for more than thirty minutes to check in. ~~it~~ ^{was} at that time.

Inseparability of production and consumption.

Because the hotel need to drop the rate ~~for~~ ^{to} by 50% on the day before John arrives, that which shows that the service provide by the hotel is the exact moment that customer purchase. The hotel need to lower the cost to attract more last-minute booking ~~as~~ ^{customers}.

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a) Client A: study tourism
Client B: Business tourism

b) Client A: organised mass tourist. Because ~~the~~ client A the entertainment and attractions are ^{all} arranged by the travel agent but the client A is bound in a group with fixed itinerary. Which is arranged by travel agency

Client B:

Client B: individual mass tourist. Because the ~~entertainment~~ and attractions are still arranged by the travel agency but the client B is not bound in a group and make ~~the~~ their own arrangement by themselves.
prime of

c) ~~the~~ Self-checkin service. It can help to lower the cost as as the hotel can lower the cost of hiring employee to help the customers to check-in.

ii) Because the Client B are aged 60 who is ^{an} elderly. ~~the~~ Baby boomer that they may have technology anxiety as they do not know how to use them.

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The client B are also a Babin former that they ~~are~~ are wanting the need of being serve that they prefer more face-to-face communication

d.) Contentment plan

ii) Because the clients B need to attend ~~the~~ a fashion show at the ~~Asia~~ Asia World-Expo which usually provide lunch and dinner at the fashion show.

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a) ~~Hong Kong Tourism Board~~

~~b) Planning and facilitating. Because ^{the government launch a rules} that the participants are required ~~the participants~~ to download the 'Leave Home Safe' app and scan the Quick Response code to avoid the spread of covid-19 during the tour.~~

~~c). ABC seafood restaurant is caterer~~

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(a) The housekeeping staff can enhance service quality based on five strategies upon the concept of 'Total Quality Service'.

The first strategy is total quality training for all the staff. The hotel can ~~are~~ hold different training programmes to the staff. For example, the hotel can provide training programme to the housekeeping ^{staff} to learn how to serve those customers quickly. They can teach the housekeeping staff how to clean the hotel room quickly and clearly, which ensure the room provided are clean enough. It can help to enhance the service quality.

The second strategy is to have rewarding system. The hotel can create a rewarding system to increase their working incentive. For example, for the housekeeping staff the hotel can arrange an rewarding system that the ~~most~~ highest rated housekeeping staff ~~from the~~ which is voted by ~~by the guest~~ the guest can get bonus. It can help to increase the working incentive of the housekeeping staff to perform service more efficiently. Hence it can help to increase the service quality.

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The third strategy is to ~~employ~~ employ the customer driven ~~service~~ housekeeping staff who is more focus on providing good service to the ~~the~~ customers. For example, the housekeeping staff who are more care about providing better service to the customer by cleaning their hotel room to become more cleaner. It can also help to enhance the service quality. (let the housekeeping staff)

The fourth strategy is to create an customer-oriented service philosophy. For example, the housekeeping staff are working in an hotel with customer-oriented service philosophy are also required to have same philosophy. It can help to spread the philosophy to the housekeeping staff to provide better service to the customer, which can help to enhance the service quality.

The last strategy is to

In conclusion, the housekeeping staff can enhance service quality have on the 'Total Quality Service'

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b). There are two different measures to be taken in each phase of the Guest Cycle.

For the Pre-arrival stage, the hotel can ask the guest to have ~~get~~ this vaccination and provide the vaccination record (already taken) to lower the chance of spread of Covid-19 in hotel. Moreover, the hotel can also required the guests to provide an negative record of the covid-19 test to prevent the guests ~~there~~ are having Covid-19 which may have higher risk to infect other guest.

For the arrival stage, the hotel can also required the guests to wear masks while they arrived in the hotel. It can help to prevent the risk of getting infection of covid-19 to the staff. Moreover the hotel can ~~also~~ also arrange an self-check-in service in the lobby to avoid any contact between the staff and the guests to avoid the spread of Covid-19 as ~~most~~ the guest are having high chance of getting infection.

For the occupying stage, when the staff need to deliver the food to the guests, the hotel can use an delivery robot to help them to deliver the food to

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each room. Which helps to lower the chance of ~~go~~ having contact and spread the covid-19. Moreover, the hotel ~~can~~ can also required the guests do not leave their own hotel room to seek help and get the daily supply. If the staff help to deliver the daily supply ~~it~~, the guest are also not allow to ~~be~~ open their door before the staff ~~leave~~ leave.

for the departure stage, the hotel should clean the hotel room directly and clearly with clean to make sure all the bed, toilets are well-cleaned. Moreover, the hotel can also ask the customer to ~~provide an exit pass~~ to an ~~to~~ self test to prove they are ~~being~~ negative. ~~among the~~ before they leave the room. It can help to make sure the guests will not carry any virus and spread in hotel.

In conclusion, there are different measures that can be taken in the 'Designated Hotels for Quarantine' ~~in~~ in each phase of the Guest cycle.

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a) There are four way of value-for-money experience with a supporting product.

Firstly, the theme park may have educational value. For example, the Ocean Park are spreading the message of protecting the wildlife.

They have ~~different facilities to create~~ create an living habitats for the panda to show that the importance of the for the wildlife. as the living habitats of the different animals, which can help to teach the have an educational value of learning the natural habitats.

Secondly, the theme park also have different accessible facilities. The theme park can provide the wheelchair to the disabled or have different accessible toilet for those disabled. It can help to ensure they have as we no there are no discrimination for them to fulfill their need of having their enjoyment.

Thirdly, the theme park

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h). There are five benefits of technological advances from the perspective of customers and service providers in theme parks.

For the perspective of customer, ~~the~~ it can help to increase the convenience. For example, the theme park have an ~~self-registration service~~ and online buying ticket for the customer. The customer can buy the ticket through online without time and geographic limitation, especially for the foreign tourists. Moreover, the self

Furthermore, it can also help to fulfill their enjoyment. For example, the theme park, such as the Avatar land are having VR and ~~AR~~ AR. The tourists can experience the new activity with new technology that they never experienced before. Their enjoyment can be fulfilled.

For the service provider, it can help to lower the cost. The theme park can lower the cost of hiring employee to serve the tourists by buying ticket. It can help to save the cost of the theme park.

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Furthermore, the technological advances can help to lower the workload of the staff. ~~the~~ For example, the theme park may have an app produced by Ocean Park have involve an virtual map. The tourists can read the virtual map by going to where they want, which help to lower the workload of the staff in service centre. the theme park may have self-payment technology. It ~~help~~ is the sensor chip. It can help to reduce the workload of the cashier.

Last but not least, it can help to attract more tourists to increase their revenue. Since there is a technological advanced, ~~the~~ For example, the Ocean Park have provide VR activity in the ride. It can help them to attract more tourists to come and experience the new activity. ^{in Halloween} The total revenue may increase.

In conclusion, there are five different benefit to the customer and

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a.) Firstly, esteem can be satisfied. Based on the source, by joining the tour Susan can visit one of the most popular Hindu shrines outside India. It shows that Susan can post a picture that she went there and she could gain recognition by doing that.

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Secondly, curiosity can be satisfied. Based on the source, one of the attractions to be visited is the Jalan Alor Food street. By going in this attraction Susan can fulfill her curiosity about the local food in Kuala Lumpur.

Thirdly, pleasure can be fulfilled. Based on the source, Susan can also visit Mitsui Outlet park. In that case, Susan can have fun and enjoy her tour by visiting Mitsui Outlet park.

b.) Firstly, Susan belongs to indecisive customer. It is mentioned in the source that Susan ^{cannot decide} (likes both tour) which tour she wants to join. One appropriate way of dealing with indecisive customer is guiding them on making their decisions.

c.) i) ~~unilateral~~ The distribution channel of tourism products that John is involved in is unilateral. Based on the source, John made all his travel arrangements. It means he did not seek for travel agents or travel operators.

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11.) Firstly, ^{the hotel can} save cost in paying commissions. From the perspective of XYZ hotel, the company will save money in selling hotel rooms as they don't have to pay commissions to travel agents.

Secondly, ^{the XYZ hotel} they can directly sell or inform their customers about their rooms availables and promotion packages. The XYZ hotel can sell their rooms ^{using their own} without ~~travel~~ websites.

d.) First characteristic is

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a.) The Client A is Study Tourism while client B is Business tourism

b.) Firstly, Client A ^{represents} organized mass tourist. According to the information provided, the activities is arranged by travel agents and tour guide service is required for the whole journey. It shows that their itinerary is all arranged by travel agents and they purchase full-packaged tours.

Secondly, Client B represents individual mass tourist. Based on the source, their activities is arranged by the host of the organizations but they don't have tour guide services and they arranged some of their itinerary. It explains that they are more adventurous who purchased packaged tours but have some flexibility on their time.

c.) i) One self-service technology can be used for client A is self-check in. One advantage of self-check in for ^{the} hotel is that they can save cost as ~~(they won't need a lot of staff to)~~ there will be little or no staff needed in this service which means they ~~won't have to~~ can save money from giving ^{out} salaries.

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11.) Firstly, lack of knowledge about advanced technology. Based on the Source, Client B is a sales director aged 60. This means that elderly people may not be able to use self-service technology as they don't know how it works and how to operate it. As a result, they ~~may be~~ won't be satisfied by the service.

Secondly, ~~discontinue~~ may find it inconvenient to use. Since the Client B is a sales director, he ~~rather~~ may not have time to fill out or use self-service technology as he is busy in his work. Therefore, Client B will be dissatisfied.

d.) 1.) The meal option included in the room rate is ~~continental~~ ^{continental} plan.

11.) One reason why Client B and his wife chose continental plan because during the afternoon and dinner time they are outside the hotel and chooses to eat local foods with their friends. And the only time they have time to eat in hotel is morning time before their work starts. that's why they chose to have continental plan.

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a.) Firstly, land pollution is one of the environmental pollution that may be caused by activities in the camp site. One source of land pollution is from littering during the outdoor camping. People may throw their garbage anywhere when they go outdoor camping in hiking. Another source of land pollution is dumping their food waste on the ground or their left over foods.

Secondly, noise pollution is another environmental pollution. One source of noise pollution can come from the excessive tourist on the camp site. Excessive tourist may cause people to be talking so loud at the same time as they can't hear each other. Another source of noise pollution is from people who is having too much fun in outdoor camping. They may produce a lot of noise due to excitement such as laughing and too much screaming.

Thirdly, trampling of grass land is one type of ecological problem that may occur. One source of trampling of grass land is from the people doing outdoor camping. Since, it is a outdoor camping, people may have to set up tents on the ground. As a result the grass on the ground is being damaged. Another source of this ecological problem is from the people going on a hiking activities. During their hiking journey people may see some spots to take a photo which pushes them to step on the grass. As a result the ~~grass~~ trampling of

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a.) grass land occurs.

Lastly, another ecological problem is disturbance to the wildlife habitats. Since the camp site is located in Sai Kung, there is a lot of wildlife living everywhere. One source of this ecological problem is from the people who are doing outdoor camping. People may disturb the wildlife when they are too noisy, it may scare the animals living in that area. Another source is from the people who throw garbages everywhere. This may pollute the area where the wildlife habitats located.

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b.) First source of food wastage at the consumption stage is left overs. people may not be able to finish all their food resulting to left overs.

Second source of food wastage is from the plastic containers. The catering facility in the campsite may offer plastic containers to the tourist for their food.
~~Third source of food wastage is from bottled waters~~

third source is from bottled water. A lot of people who bought bottled waters may cause food wastage.

fourth source is from the plastic utensils. Catering facility may provide plastic utensils to reduce the work load of washing metal utensils. As a result it contributes to food wastage.

Fifth source of food wastage is from

On the other hand there are several measures to reduce food waste in consumption stage.

Firstly, replace ingredients with organic. In this case it won't contribute to the food wastage.

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b.) Secondly, recycle the left overs. Recycling the left over foods can be transformed as ~~fertri~~ organic fertilizers. As a result it reduces food wastage in the land fill.

thirdly, replace the plastic containers and utensils with metal or ^{wooden} ~~bamboo~~. In this case the catering facility won't have to dispose many plastic containers and utensils which contributes to food wastage.

Fourthly, reuse

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a.) Firstly, ~~clean~~ and pleasant environment. people ^{usually} ~~usually~~ care about the theme park ticket price. They seek for an ^{good} experience that is worth the price. For example, having a ^{and clean} good atmosphere can contribute to the onsite experience of the visitors. Therefore, maintaining a good and clean atmosphere inside the theme park may contribute to the value for money experience of the visitors.

Secondly, motivated and well-trained staff. Having staff that is ^{well trained} and enthusiastic to their work creates a good service quality. For example the theme park has friendly and welcoming staff. In this case it will contribute to the value for money experience of visitors as they will feel well taken care of.

thirdly, unique and interesting rides for different age groups. Visitors has different taste in rides and attractions. For example, if the theme park provide rides that are thrilling then teenagers will be satisfied. And when the theme park provide fantasy plays the children will enjoy their visit in the theme park.

Fourthly, the location of the theme park can contribute to the value for money experience of visitors. ~~For example~~, if the theme park is located ~~on~~ way from the city center and there is few transportation going there, the visitors may feel that the value for money is not

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g.) worth it as they still have to spend money on transportation just to go in the theme park.

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a) Firstly, convenience. From the perspective of customers ~~(firstly)~~ ~~providers~~ it will be convenient for them to locate the attraction

b.) Firstly, time saving. From the perspective of customers, it will be ~~quicker~~ ^{convenient} for them to locate where is the attraction that want to go to by using the map on the website of the theme park.

Secondly, ~~convenience~~ ^{convenient}. From the perspective of customers, it will be easier to book a ticket online. For example by using the website of the theme park they would be able to avail tickets online and also make their payments online.

thirdly, ~~improves~~ ^{promote} the cleanliness. From the perspective of service provider by using technological advances they can use it to create a product to promote cleanliness. For example, in a theme

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