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Level 4

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a. Curiosity. People travel because they are curious about culture. From the source, there is Jalan Alor Food Street in Kuala Lumpur. Susan can try local food there and learn about their food culture.

Pleasure. People travel to have new experience and to make themselves happy. From the source, there is Mitsui Outlet Park KLIA Sepang in Kuala Lumpur. Susan can go shopping at the outlet to make herself feel happy.

Esteem. People travel to gain others' respect. From the source, there are Petronas Twin Towers in Kuala Lumpur. Travelling internationally is usually admired by others, and since the Twin Towers is a world-famous attraction, Susan will also gain respect from others by her visit to the Twin Towers.

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Health. People travels to relax their body and mind. From the source, there is Batu Caves which is a Hindu shines in Kuala Lumpur. Susan can relax herself there.

b. Indecisive customer. From the source, Susan cannot decide whether to join the 3-day or the 4-day tour, and she struggled for an hour. To deal with this type of difficult customers, we should be patient and ask them some open-ended questions like 'What', 'Why' etc. to find out their needs.

ci). Unilateral^v distribution channel. From the source, John booked the suite via the hotel website. It shows that he bought the tourism products directly from tourism service supplier.

cii). Cost saving. XYZ Hotel do not need to pay commission fees to intermediaries.

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The hotel can build up relationship with customers directly, and more easily to develop loyal customers as they have direct communication.

d. Differentiation. Quality standards are difficult to control as services are provided by different people, and each customers has their own feelings about the quality of the services they received. From the source, John said the XYZ Hotel took him 30 more minutes to check in compared with his previous stay. The front desk clerk didn't know what needed to be done. The clerk serving John is different from the one served him before, therefore the quality standards of the service provided is different.

Perishability. Tourism products cannot be stored for later use. From the source, John booked the suite two months before his arrival, but the rate dropped

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by 10% on the day before he arrived. It shows that the room rate of 2 months ago cannot be stored for later use so that the price of 2 month before and after will not be the same as they are not the same product, because it is room in different timeline.

Inseparability. When the provider provides the services, it is the exact moment the customer consume it.

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a). Client A : Study tourists
Client B : Business tourists

b). For client A, it is organised-mass tourists, They travel in groups and they are leaded by a tour guide for the whole journey. From the source, Clients A is a group of 30 uni students, and the require tour guide service for the whole journey.

For client B, it is explores, they have totally free time and they travel 'with' their family and friends. From the source, client B travels with his wife and his itinerary is not fixed by travel agency.

c). Self check-in kiosk. The hotel can reduce labour cost as they can use the kiosk to replace the front desk clerk who is responsible

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for checking - in guest.

cii). Technology anxiety Client B may not have enough technology knowledge since he is aged 60 and is belonged to elderly, they might not know how to use the kiosk by themselves.

Business tourists may have different special requests like use of printer, meeting rooms etc. The kiosk may not have those option for client B to choose, and he is a business tourist as he is the delegate to attend the fashion show.

di). Continental plan.

dii). As They need to attend the fashion show, they might be hurry in the morning and don't have time to have breakfast outside the hotel, it is

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more convenient for them to have
breakfast at the hotel, instead of
finding restaurant outside by themselves.

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a. There are four negative social and cultural impacts of overtourism.

Firstly, commercialization of culture. Under tourism development, many cultural elements are being added into souvenirs, the cultural elements eventually becomes only for profit-taking, but not to enhance the culture. When there are overtourism, many tourists will buy those souvenirs, shops will continue to produce product with culture value added, but it's for profit-taking. Culture became a product to sell but not culture itself. For example, Cheung Chan's bun festival's bun figure souvenirs. They are representing the culture of bun festival, however, under the commercialization of it, people treated it only as a souvenir but not seeing its cultural values.

Secondly, loss of local culture. With overtourism, there are many cultures from

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other country coming in to the host country, the local culture may be fading because of the replacement of foreign cultures. As the number of tourists increased, the local culture will then be faded in the end. For example, the Kpop culture from Korea and the fast-food culture from the U.S., they can be found in many countries other than its own country. Because of the tourists from Korea and the U.S. had bring their own cultures to other countries these years.

Thindly, loss of traditional gender roles. Under overtourism, the tradition of foreign country will also be brought into the host country. For example, female's tradition roles in Asian country is different from those in the U.S., Canada and Europe. In Asia, women's tradition roles may not include going to work, but instead other than Asia, in most of the country have already accepted more and more female

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getting to work. The tradition gender roles
will then lost in Asia.

Fourthly,

The above are 4 negative social and
cultural impacts.

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b. There are 5 social-cultural aims under the twelve aims of the Agenda of Sustainable Tourism. And the measures to reduce the negative impacts of overtourism

Firstly, community wellbeing. It is to maintain the quality of life of the locals. For example, regulating the noise of tourists in the attractions nearby the locals. Also, overcrowding should be avoided by limiting the no. of tourists. As overtourism will definitely lead to problems like traffic congestion or overcrowding, the tourists number should be limited to avoid causing disturbance to the locals and affect their quality of life.

Secondly, visitor fulfillment. It is to provide safe and satisfying, fulfilling services to visitors, available for all without discrimination.

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Thirdly, cultural richness. It is to maintain and enhance historic heritage and traditions. For example, promoting conservation of cultural heritage. Under overtourism, with a frequent visit for those famous historic heritage, it is easy for tourists causing damage to them. Warnings of 'do not cause damage' should be put in those heritage to warn tourists, and also to remind them should protect those cultural heritage and be careful when they are visiting them.

Fourthly, local control. It means things are retained locally under tourism, for example jobs.

the above are 4 social-cultural aims

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b). There are five benefits of technological advances and the example in theme park, from perspectives of customers and service providers.

For service provider, firstly, cost efficiency. The provider can lower its labour cost by using different technological advances as they can replace the hiring of employees. For example, in the theme park, the owner can set up a ticket buying kiosk for customers to buy tickets, hence they can hire less employees to sell tickets to customers.

Secondly, reduce the chance of man-made errors. Using technological advances can reduce errors made by the employees, for example, wrongly recorded customers' name, information etc. The technology can help saving accurate information.

In a theme park, the owner can use computer to record its' visitors membership.

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information, which is more accurate than recording by hand-written version.

Thirdly, time-saving. The service provider can use technological advances to reduce its time cost and speed up the whole process of providing services. For example, the souvenir shop in the theme park can accept e-payment, which is more faster than cash payment, and the time for cashier to have next customer is then lowered.

For customers, firstly, it is more convenient and time-saving. With the help of technology, customers can get the service by themselves without waiting the help from the company. For example, customers can enter the theme park with their QR code after they scan it under the machine, and do not need to wait for the assistant to check the ticket.

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Secondly,

The above are three benefits of technological advances.

a). Level 1 is core product, it is intangible and it is the main purpose for tourists visiting. For example, fun or excitement.

Level 2 is supporting product, it is the providers turning the intangible product into tangible. For example, thrill rides in theme park.

Level 3 is facilitating product, it is both intangible and tangible, and not the main for tourists to visit. For example, location and weather.

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1(a) The first motive satisfied is Religious and Spiritual appreciation, since the tour includes a Hindu Shrine, she can appreciate the architecture of the shrine.

The second motive is Pleasure, since the tour includes a visit to the Petronas Twin Towers, an outlet mall, etc, which provides a chance for her to give routine life a break and relax.

The third motive is Curiosity, since the tour includes a visit to the Batu Caves, where she can take part in adventurous activities such as exploring the cave.

1(b) Struggling Customers, an appropriate way to deal with them is to listen to them and offer suitable advises.

(c)li)

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(ii) The first advantage is that the hotel can communicate to customers directly and provide the most suitable service.

The second advantage is that the hotel can save revenue as they are using its own website where the operation cost is relatively lower.

(d) The first characteristic is Differentiation, as it was claimed that the check in procedure took 30 more minutes than the previous stay, which implies that even in the same hotel, the service can never be exactly the same. Thus, Differentiation is reflected

The second characteristic is Perishability, as the room rate drops to 50% off on the day John arrives, it implies that there are still vacant rooms, as the hotel can not store the vacant room for another day, they will offer discounts to attract customers, therefore Perishability is reflected.

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3(a) The form of tourism of Client A is Education tourism, while Client B is Business tourism

(b) Client A represents organised mass tourist as the whole itinerary of them was arranged and fixed in advance, such as tour guide service is required for the whole journey.

Client B represents individual mass tourist as they still have certain amount of control in their itinerary, yet some entertainment and attractions are still recommended by travel agents.

1(c)(i) Self check-in kiosks, an advantage for the hotel is that the operational cost is lower

(ii) Since Client B is relatively older, they may not be familiar with the new technology thus will lead to dissatisfaction as they lack the knowledge to use them

(d)(i) European plan

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(ii) The reason for Client B to account the choice of meal option is that he can save time by eating breakfast in the hotel and have more time for traveling

The reason for his wife to account such a choice of meal option is that she can try out different types of food in Hong Kong rather than having all meals in a hotel.

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3(a) Tourism is an important section in a destination's economy, however, overtourism may bring negative social and cultural impacts to the host country.

To begin with, the first negative social and cultural impact is that the local is disturbed. Since overtourism will result in too many visitors entering the host country, the tourism activities may be close to residential areas of local residents, for example, when tourism activities such as parade is taking part on the main streets, the residents nearby may be disturbed by the noise.

Secondly, overtourism may result in a loss of local culture. Since tourism had become a main source of income of the host country, the local culture may be modified into a meaningless performance, for example a traditional dance is converted into a more visually appealing dance for tourists, which will result in the loss of culture.

Thirdly, overtourism may result in host infrastructures not enough to be shared by both residents and visitors. For example, when the main streets and roads are

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filled with tourists, local pedestrians may need to suffer from staying in a over-crowded place. which will bring negative impact of the attitude of locals towards tourism.

Lastly, overtourism may ended up in locals' forlorn-ness to visitors is exceeded and locals ended up being hostile to visitors. For example, when a destination is having too many visitors staying, the locals may be hostile to visitors as they brought disturbance to them, resulting in a growing antagonism of locals towards tourists.

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(b) Sustainable Tourism had been a trend suggested by lots of countries, where the 12 Aims of Agenda suggests how to eliminate negative impacts of overtourism.

To begin with, the first aim is Social Equity, it refers to seek a wide-spread and fair distribution of economic and social benefits by tourism available to the poor. A measure to eliminate the effect of over-crowded led by overtourism is to use the economic benefits obtained from tourism to expand or to build new infrastructures, such that there are more space for both residents and visitors, avoiding the overcrowding problem.

Secondly, the second aim is Visitor Fulfillment, it refers to provide a safe, satisfying experience without discrimination by gender, disability or in other ways. A measure to eliminate the impact of some experience discriminating locals with disabilities due to overtourism is to set up more facilities available to the disabled local, since overtourism may lead to too many tourists, locals with disabilities may face difficulties when walking on streets as there are too many tourists, when more

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facilities are built, they can be facilitated and will be able to conduct in experiences with out discrimination.

Thirdly, another aim considered is Local control, it refers to engage and empower local communities in the planning and decision making about the development and management of tourism. A measure to reduce overtourism is to set up policies regarding the huge amount of visitors, the government of host countries can set a quota on the number of visitors entering the destination everyday, such that the number of visitors will be significantly reduced.

Moreover, Cultural Richness should be considered, it refers to enhance and respect the historic heritage, authentic culture or the distinctiveness of host communities. A measure to do so is to establish a culture tour, since overtourism may bring damage or loss of local culture, by establishing culture tour, the local culture will be promoted to visitors, thus protects the culture from being modified into meaningless procedures...

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Lastly, Community well-being should also be considered, it refers to strengthen the quality of life in local communities and to avoid any form of social degradation or exploitation. Since overtourism may lead to quality of local's life being adversely impacted, by setting restrictive areas, the local's life will not be disturbed by the overwhelming roads and the disturbance brought by tourism activities, thus the quality of life is ensured.

To conclude, based on the 12 aims of Agenda, measures must be conducted in order to reduce negative impacts brought to host countries.

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5(a) MICE events had been popular in European countries for decades and the market in Asia is on the rise, the value of MICE events are significant.

To begin with, the first value is that it lowers the vacancy rate of hotels or other related facilities such as convention hall. Since business travelers are visiting a destination even if it is not the peak season yet, however leisure travelers usually visits a destination during peak season, for example, business travelers will travel on May where there are no long or executive holidays as long as they have business to do.

Secondly, MICE events enhances secondary industries such as Party experts. Since business travelers going to MICE events are participating in larger-scaled activities, some other industries will be needed, but for leisure tourists, they won't be needing a variety of facilities or the help from other industries. For example, when a business traveler is visiting an expo, decoration companies will be needed to set up the venue.

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Thirdly, MICE events generates a larger amount of revenue than ordinary tourism. As business travelers are usually looking for higher quality services, such as business or even first class flight, yet leisure travelers are only staying in economic seats or even low cost carriers, which involves a lower cost. For example, business travelers will tend to stay in Tariff A hotels which generates more income for the host country.

Moreover, MICE events provides a stable income. Since MICE events are usually planned in advance, the income generated is usually more stable. Business travelers that visits MICE event host countries will pay for their fee such as the room rate of hotels in advance, yet leisure travelers may or may not be traveling depending on his or her own motives or other factors, thus MICE events generates a more stable income.

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Lastly, MICE events are able to enhance countries or cities with an well established image. Therefore Business travelers are usually visiting famous destina

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tions, where leisure travelers can visit any country or city in the world depending on their will. For example, business travelers will travel to places such as Hong Kong to attend meetings where leisure travelers may visit countries such as India, Vietnam etc where the development of MICE market is not fully completed.

To conclude, MICE events brings great value to host countries or cities, where one can figure out by taking a look at the difference between business travelers that mostly engages in MICE events and leisure travelers.

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(b) other than verbal communication skills, non-verbal ones are also important, therefore MICE professionals are using such skills to enhance communication.

To begin with, the first aspect is body language, in order to deliver the message clearly and in a clean and tidy manner, MICE professionals usually use their hands well to perform body language, such that the communication will be more fluent and easy to understand.

Secondly, eye contact is another aspect. Since in different culture, the same eye contact may mean differently, therefore MICE professionals will be aware of their own eye contact to ensure that the message they are trying to deliver is proper and accurate, which enhance the communication with people all around the world with different cultural background.

Thirdly, the face expression is also an important aspect. Since the face expression usually reflects

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the emotion of the speaker, MZCE professionals will adjust their facial expressions in different scenarios to show their emotion or to maintain a serious communication atmosphere, which enhances their communication well.

To conclude, MZCE professionals are using different non-verbal communication skills to enhance communication with people all over the world.

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