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1a) # In terms of curiosity, Susan can explore the Batou Caves that fills with magnificent views and mystery.

In terms of pleasure, Susan have the opportunity to visit one of the most famous buildings - Petronas Twin Towers and retain the experience as its pleasure.

In terms of esteem, Susan can visit Mitsui Outlet Park, which is an outlet mall, her esteem could be fulfilled by buying outlet products and share via social medias.

1b) # Susan belongs to choice difficulty customers.

According to the source, after the travel consultant provider 2 alternatives, Susan like both alternatives but struggled for an hour and couldn't make a decision.

The travel consultant can take the initiative and suggest better one base on its preference, as well as customers' preferences. And respect the final decision made by customers.

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1ci) The form of distribution channel of tourism products John is involved in is unilateral. According to the source, John made all the travel arrangements on his own.

1cii) # Firstly, XYZ hotel can gain full benefits from John as they aren't share of profits between other travel promoters like travel agency.
Secondly, XYZ hotel can obtain first hand information of John's preference and promote or offer other packages or promotions for food and beverage in hotel etc.

1di) # Firstly, it is perishability. According to the source, John booked a suite via hotel website two months before his arrival but the rate dropped by 50% on the day before he arrived in which he couldn't enjoy the discount which can't be stored.

Secondly, it is differentiation. According to the source, John took thirty more minutes to check in compared with his previous stay. Both front

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desk clerk perform the same duty of check in
procedures but one of them knows what to do and
the other did not know what needed to be done.

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3a) # The form of tourism for Client A is study tourism.

The form of tourism for Client B is business tourism.

3b) # Client A belongs to organized mass tourist. According to ^{the} source, client A requests tour guide service for the whole journey, in which all itinerary are operated by travel agency.

Client B belongs to individual mass tourist. According to the source, client B have some own arrangement for ground transportation and meal arrangement. However, entertainment and attractions are recommended by travel agent. Therefore, client B have certain amount of control over the itinerary but still made through with travel agency.

3ci) Self check-in service can be used by client A. The hotel can control the flow of people not to be overcrowded in waiting check in time.

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3c(i) # Firstly, as client B is aged 60, he may not know how to use self check-in service technology due to lack of understanding.

Secondly, client B request an all-suite hotel which provide professional service but due to the lack of understanding of self-service technology, it may delay his arrangements afterwards.

3d(i) Client B and his wife chose continental plan for meal option and commercial rate.

3d(ii) As client B and his wife will attend a fashion show at the AsiaWorld-Expo, they may enjoy dinner with other participants during MICE events or even lunch as well to communicate with others. Therefore, only breakfast is needed.

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3a) # The four negative social and cultural impacts are overcrowded physical carrying capacity, noise disturbance of tourists, loss of culture through commodification and close down of some local businesses.

Firstly, overtourism will lead to the overcrowded of physical carrying capacity. It refers to the number of people who can be physically fit in a given facility. As overtourism occur, many tourists are come for popular attractions of host country. Take Hong Kong as example, facilities like M+ museums, harbor city etc. are overcrowded where physical carrying capacity is exceeded, such will lead bad enjoyment and experience of everyone as they have to queue for a long time.

Secondly, overtourism will lead to noise disturbance. Take science museum as an example, as many tourists visit Hong Kong Science Museum, tourists may chat very loud, causing others wouldn't able to concentrate in learning new technology other by

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science museum, which also cause poor experience.

Thirdly, overtourism will lead to loss of culture due to commodification. As more tourists came over for religious pilgrimage or culture tourism. Some locals will take tourists for granted such as offering souvenirs or handicrafts, using its culture to earn money, which makes its own culture become meaningless, treating them as a tool to gain revenue from tourists.

Lastly, overtourism will lead to close down of some local businesses. As many tourists tend to buy souvenirs to obtain its cultural experiences of host country, other business sector that are unrelated to tourism industry may face shut down due to lack of customers or support from tourists which cause higher unemployment rate.

Therefore, overtourism will lead to the above negative social and cultural impacts.

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35) # The five social-cultural aims under the twelve aims of the Agenda of Sustainable Tourism are Social Equity, Visitor's fulfillment, Local control, Community wellbeing and Cultural richness.

Firstly, In terms of social equity, it refers to seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community. Negative impacts of overtourism on the host country can be reduce effectively by imposing tax towards local businesses that are tourism-related industry to balance all local businesses, so as to equalize income or revenue of the society.

Secondly, In terms of visitors' fulfillment, it refers to provide a safe, satisfying and fulfilling experience for visitors, available for all without discrimination by race, gender, disability or in other ways. It can be reduced effectively by not allowing disability like wheelchair person, tourette syndrome etc. to enter some facilities like museum, opera festival etc. People won't able to acquire fulfilling experience.

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Thirdly, in terms of local control, it tends to engage and empower local communities in planning and decision making about management and future development of tourism in their areas, in consultation with other stakeholders. Both tourism representatives and local citizens ^{share opinions and} could tighten the restrictions towards number of tourists entering particular facilities like theatres, museums etc. to reduce physical carrying capacity effectively brought by ^{overtourism}.

Fourthly, in terms of community wellbeing, it tends to maintain and strengthen the quality of life of local communities and avoid any forms of social degradation and exploitation. Local people could imply, no noise emission in some public areas to reduce noise disturbance brought by overtourism.

Lastly, in terms of cultural richness, it tends to sustain and enhance historic heritage, authentic culture, traditions and distinctiveness of host communities. The government could restrict local business not to perform commodification of culture or ^{else} penalize. It can impose to avoid loss of culture meaningful experience brought by overtourism.

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Therefore, the above social-cultural aims under twelve aims of Agenda of Sustainable Tourism can help reduce negative impacts of over-tourism effectively.

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4a) # The four ways of value for - money experience are exciting and new facilities; clean and pleasant environment, entertainment and interactive experience.

Firstly, it is exciting and new facilities. Theme park can build new rides with the combination of virtual reality experience to allow visitors experience new facilities.

Secondly, it is clean and pleasant environment. Theme park could apply more washrooms or public environmental recycling bin to let visitors experience comfortable environment.

Thirdly, it is entertainment. Theme park could make workshops for making handicrafts as a souvenir for children like drawing Mickey Mouse or glittering princesses to allow visitors turn experience to tangible products, as well as learn how to draw ^{beautifully with} creativity.

Lastly, it is interactive experience. Theme park could allow visitors to take photo with Disney characters like

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Winnie the pooh, Elsa from frozen etc. or dead and
pet animals to let visitors gain unique and unforgettable
experience.

Therefore, the above value-for-money experience can be
provided to visitors in a theme park.

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4b) # The five benefits of technological advances are convenience of customers, smooth operations of service providers, Innovative experience, up-to-date trending of facilities and Increase competitiveness.

Firstly, it is the convenience of customers. Customers can book tickets to enter theme park through online so they don't have to queue a long time for buying tickets at the counter of the theme park. They can buy at anytime and anywhere.

Secondly, it is smooth operations of service providers. As the number of visitors queuing at the counter reduce and the gate for checking tickets is automatic without any manpower, it reduces human error and operate ticket checking efficiently, which enhance productivity and save cost of manpower.

Thirdly, it is Innovative experience of customers. Theme Park provides virtual reality, augmented reality or mixed reality to customers when they are having a ride, allowing them to experience innovative technology which lead boys' customers in the future.

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Firstly, IT is up-to-date trending. Theme Park are willing to adapt market changes to show to customers that they can experience new things everytime when they come in. This facilitates the number of customers are willing to return for repeat visits as to earn more revenue.

Lastly, IT is increase competitiveness. As theme park are using advance technology, they are being pro-active in management to seek new innovative management tools which helps increase competitiveness and earn reputation from around the world.

Therefore, the above benefits of technological advances is illustrated to both customers and service providers.

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(a) First, the tour could satisfy the motive — religious and spiritual appreciation. Susan could go visit ~~to~~ the Batu Caves which is one of the most popular Hindu shrines. She could appreciate the Hindu attraction there.

Second, the tour could satisfy the motive — pleasure. The visit on Petronas Twin Towers could make Susan filled with the enjoyment in sightseeing the beauty of the city. Susan ~~may~~ ^{might} feel happy in appreciating ~~the~~ such view.

Third, the tour could satisfy the motive — curiosity. Susan could walk down the Jalan Alor Food Street and try the local cuisines and street food. The curiosity in exploring the Malaysian Food culture could be fulfilled.

(b) Susan is an indecisive customer.

She struggles for an hour in deciding which tour should she join. She also asks for the travel consultant's advice in making final decision after the hour.

To address the kind of customer, travel consultant could ask the customer their interest, personality such to help them realize their needs and wants, thus attaining a

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(b) proper and wise decision.

(ci) The form is unilateral distribution channel.

First, intermediaries like
(cii) The cost in cooperating with the travel agency could be saved. XYZ Hotel could save the cost in paying travel agency the commission fee for retailing their products as they could communicate with the customer directly.

Second, the direct communication with the customer could facilitate the "service" accuracy. XYZ hotel could obtain the information of special request from customer. It eliminates the chance of service failure because of the man-made mistakes of travel agencies, thus providing accurate services and meet the customer expectation.

(d) First, Differentiation. There could be differences in the service provided because of the different needs of customer or different hotel personnel serving with different attitudes. In fact the source it took Jason thirty more minutes to check in as the front desk clerk did not know what needed to be done. The service difference is the different experience Jason encountered due to the extra 30 minutes in checking in as

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d) Jason is possibly served by a different personnel - the clerk who did not know what to do.

The second characteristic is perishability. It means the tourism product could not store for tomorrow's sales and the product is not durable. According to the source, the rate of the suite dropped by \$2 on the day before Jason arrived which is different from the rate posted in hotel website. This could be attribute to the hotel's objective of ~~achieving~~ achieving full occupancy by offering lower price of the room as the hotel room is perishable in nature.

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~~(a) the form of tourism of Client A is study tourism.
the form of tourism of Client B is Business Tourism.~~

~~(b) Client A is Organised Mass Tourist.~~

2 (a) The statutory body is Hong Kong Tourism Board.

(b) First, the role of government is to plan and facilitate the development of tourism industry. It brings out the programme of local tour to strive to help the tourism "industry even during pandemic. It brings out the 'Spend-to-Redeem Free Tours' to help travel industry practitioners ~~can~~ sustain their business like by providing discount on hotel, such that the hotel practitioners could maximise the occupancy rate during pandemic.

Second, the role of government is to promote the tourism in the level of domestic and overseas. The 'Spend-to-Redeem Free Tours' ^{help} promote the domestic travel in planning itinerary in Hong Kong like travelling attractions ^{and destinations} - Tai Kwun, Lamma Island.

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(b) Third, Supervision and control over tourism industry. While planning the programme, government also posted the rules in requiring the participants in downloading 'Leave Home Safe' app and scan the 'Quick Response' code in travelling venues. Government posted regulations to control the practices of participants as to minimize the risk of lengthening the chain of infection during the relaxation in travel requirements by recording the itinerary of the participants.

(c) The services of ABC Seafood Restaurant is ~~based~~ Leisure Market. Customers ^{which are leisure travellers} enjoy the delicacies in the restaurant in Lamma Island during the trip.

The services of ~~ABC~~ in-hotel café is Hotel Market. The customers have the meal and food served in a hotel.

(d) First, in-room dining. The rooms division and food and beverage department cooperates. The food and beverage department would provide the food and beverage services - the meal to the customers while the housekeeping department would help collect the ~~trays~~ used trays to ensure the tidiness of the ~~corridor~~ corridor.

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Second, the breakfast for two persons ~~am~~ at the in-hotel cafe. The food and beverage department would provide meal, the breakfast to the customer and help record the bill in the Point-of-sale system. The front office would have the directed bill of breakfast from the food and beverage department, thus ensure the accurate amount of the hotel guest responsible for.

Third, The in-room dining. The in-room dining services would be provided by food and beverage department in preparing their dinner. ~~The front office would also help calculate the bill of in-room services when settling the bill.~~ The telephone department in front desk would inform the food and beverage department the customer request after receiving the call of customer.)

(e) Serving them ^{with blessing on it} a cake and a bottle of wine in celebrating ~~the~~ the anniversary of the couple.

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Under the pandemic of COVID-19, hotels have applied the concept of 'Total Quality Service' in meeting customers' expectations. In this essay, I am going to illustrate five strategies based on the concept with the example of housekeeping staff. Then, I will suggest two measures taken by 'Designated Hotels for Quarantine'.

I will start by explaining five strategies.

First, value the customer. The hotel should show their attention and care to customer in ways like delivering a thank you card. As for housekeeping staff, they could greet the customer as they meet the customer. The greeting in polite manner could show respect and care towards the customer.

Second, show competitive differences. Achieving the total quality service, the hotel should show the competitive edge to differentiate themselves with other hotels. For example, the housekeeping staff can fold the towel ^{served} into different shape like a swan to show their professional tactics in making bed and thus leaving a special and impressive experience ^{with good quality} to the guest.

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Third, appreciate everyone in the buying process. The staff should pay respect to everyone in serving process not only the customer, but also the colleagues. For example, the housekeeping staff can pay respect by saying 'thank you' and listen attentively to the colleagues and customer. In cooperation with food and beverage department to provide in-room dining service. The housekeeping staff could collect the ^{used} trays and gently deliver back to food and beverage sector instead of dumping them in a offensive manner. The staff should also smile ~~at~~ to the guest in serving. The good ^{and cooperation} coordination with guest and colleagues could sustain the high service quality.

Fourth, ~~respect~~ ^{appreciate} the customer. Many

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After the illustration of five strategies, I am going to talk about two different measures taken by hotels for quarantine in each phase of the Guest Cycle.

First, at the stage of pre-arrival...

Firstly, the hotel could sanitize the room more detailedly to ensure the hygiene of the hotel room.

Secondly, the hotel could arrange suitable transportation to escort the customer back to the hotel. Different from the past, the hotel has to seek for the taxi which is willing to carry the 'customer who' has high risk to be infected after travel.

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Second, at the stage of arrival, ...

Firstly, the hotel has to cooperate with the government of providing a bracelet to customers to remark that the customer is in quarantine.

Secondly, the hotel has to help customers to sanitise their baggage and have a temperature check on them to observe the potential risk of customer to have infection of the virus.

Third, at the stage of occupancy, ...

Firstly, the hotel has to arrange employees to help the customers bring out their meal which could be brought by the parents and friends to the customer. The ~~del~~ take-away from the meal delivery or the in-room ~~take~~ meal by the hotel. They have to place the meals outside the room rather than bring in the room.

Secondly, the hotel has to strictly guarantee that the customers are not out of their room in order to follow the rules and regulations. The security officers has to pay extra attention on the surveillance.

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Fourth, at the stage of departure...

~~Firstly, the hotel has to help customers arrange transportation~~

Firstly, ^{the} hotel has to cooperate with the government to record the date of departure and ~~the~~ submit it to the government to ensure the information is ~~cherant~~ with the regulation.

Secondly, hotel has to provide ~~escort~~ baggage porter in helping the customer leave. Also, they will ~~the~~ sanitize the room in a more careful way in the departure stage.

To conclude, even in the pandemic, hotels do strive the best in providing the suitable and proper services after adjusting the needs.

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Overtourism will lead to various negative impacts on the host country. In this essay, I am going to explain four ^{negative} ^{social} and cultural impacts on the host country, thus I will describe five social-cultural aims in the Agenda of Sustainable Tourism.

I will start by the negative impacts.

First, ^{in social aspect,} there would be congestion problems. The massive amount of tourist could paralyse the transportation. As tourist has to travel around in the country or region mostly by travel coach or public transport, ^{like bus and railway} they would occupy seats in the public transportation and cause a huge demand in transportation. Traffic jam is possible with so much tourist and locals mutually using the transport system. For example, Thailand is with ^{overwhelming amount of tourist} serious congestion problem with tourist.

Second, ^{culturally} there might be commodification and commercialization of cultural products. Tourist might visit the local culture and buy the traditional handicraft as souvenirs. It would deviate an idea of the social norm that the traditional product like Chinese Opera are now with price tag with might diminish the intrinsic value of the ~~prose~~ culture.

Third, ^{in social aspect,} the overtourism might lead to a higher crime rate. Crimes like robbery or theft might happen more ~~freq~~ frequently as tourist are not familiar with the destination and the influx of people walking on the street could become a perfect place

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For villains, bad people to steal valuables like wallet. For example, the ^{outside} Louvre Museum in Paris is full of thefts who aim to steal valuables from visitors.

Fourth, ^{Cultural} the Demonstration effects would take place. To match with the taste and lifestyle of foreign tourist, the personnel ^{working} in destination might learn the way to use western amenities to serve the customers. For example, the fast food services and ~~the~~ Modernization might happened. It would replace the lifestyle of the locals in the ~~long~~ term and making the local losing their original lifestyle and culture. ~~For example, the~~

After the illustration of four negative impacts, we will ~~move~~ ^{move} to the ~~the~~ discussion of how to achieve ~~sust.~~ ^{sust.} social-cultural sustainability.

First, Local Control. The locals should have the chance to participate in the decision of future planning of the area of the destination. For example, locals could be entitled to participate in the meeting and discussion of developing more recreational ^{facilities} in their destination. The negative impact like the tourist occupying the recreational facilities might ~~be~~ reduced after knowing the opinion and tolerance of the locals.

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Second, Social Equity. The benefit obtain from tourist should be distributed ~~or~~ suitably in helping the disadvantaged groups. For example, the hotels or other "industry" practitioners could encourage the participation of local small enterprises, like by ~~letting~~ them hold some workshops in the hotel or destination.

Third, Visitors' fulfillment. The experience of tourist should be enjoyable without discrimination ^{based on} disability, race... The government could regulate that ~~the~~ industry practitioners like hotel to arrange certain rooms to be the accessible room with emergency button, touch floor lamp, such that it could avoid ~~the~~ hotel maximizing its profit ^{from} physically-healthy customer but neglecting the disabled customers during overtourism.

Fourth, Cultural Richness, it is related to the authentic culture, traditional culture of the destination. To avoid an apparent cultural shift leading to a ~~the~~ diminishment of culture, the ~~the~~ industry practitioners could distribute part of its profit in ~~the~~ holding local tour, or establishing local ~~at~~ culture to sustain people's cultural identity.

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Fifth, Community well-being. The quality of life of locals should be maintained ~~and~~ enhanced in terms of access to resources --- the ^{quality of life} community should be maintained and avoid any types of exploitation. In terms of this, the mutual use of facilities could be promoted among locals and tourists. For example, the healthcare system ~~can~~ could be mutually shared by local and tourist under proper regulation.

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To ~~conclude~~ conclude, we have gone through the social-cultural impacts of overtourism and the social-cultural sustainability in reducing such impact. we hope to have a bright future in tourism industry.

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