

TABLE OF CONTENTS

Level 1

Exemplar 1 Paper 1

Exemplar 1 Paper 2

Exemplar 2 Paper 1

Exemplar 2 Paper 2

每題另起新頁作答。

Start each question on a new page.

1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

aī)

aīr)

b) John is not a psychocentric traveller because he to visit rural areas which are unpopular and like to spend time with locals in the city.

ai) Fine-dinning because he has to wear tailcoat for a luxury dinner in a 5 star restaurant.

cī) A la carte menu, because it is individually priced and it is serve to order.

d)

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	14	15	16	17	18	19	20	21	22	23	24	≥25		

每題另起新頁作答。
Start each question on a new page.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

a) For China, The most popular attraction visited by tourist are leisure tourist and For US is ecotourist.

b)

ci) Japanese tourist belong to the bommers because the main age group is 60-69.

cii) prefer cheap and easy meal which are similar to their local food in their country.

d) many tourist arrival, which cause multiplier effect, many people travelling overseas from country A and spending money

e) limit the flight ticket or increase the price of the ticket

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

每題另起新頁作答。

Start each question on a new page.

1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

a) The four major roles performed by the government in tourism development are as followed:

Planning and Facilitating in Tourism, the government devise land or facilities to build more infrastructure for tourists to have accommodation. for example, government reserve some land to build more hotels.

Control and Supervision in Tourism, government owns airport and airline, theme parks etc, for tourist to enjoy when travelling. for example the government helped with the Ocean Park so that tourist can come and enjoy their stay.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

b) Comparing a small-scale privately-owned hotel in Lantau Island with an international chain hotel located in Central base on the five indicators in HKTB Classification system.

First, the facilities in both hotels, the privately-owned hotel and international chain hotel may have the same amount of facilities but the privately-owned hotel may not have any facilities for food and beverage.

Second, the location, the privately-owned hotel is located in Lantau Island which is not good in the indicator but for international chain hotel in Central it is high in the indicator because of the Central Business District.

Third, staff to room ratio, in a privately-owned hotel there will be more staff than international chain hotel because the private hotel may have staff that are assigned to specific rooms.

Answers written in the margins will not be marked.

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

Fourth, business mix, the privately own hotel will most likely not have any business, due to its private hotel but for the international chain hotel in Central is a convention because it is in the Central Business district.

Fifth, the guest to room ratio, more people can stay in the international chain hotel due to more rooms and open for anyone but for private hotel it is not affordable for some people.

Therefore, international chain hotel will be the best option and will attract more tourist.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	14	15	16	17	18	19	20	21	22	23	24	≥25		

每題另起新頁作答。
Start each question on a new page.

a) The characteristics of drifters and organised mass tourists are as followed:

Drifters are well known for spending time and communicating with local residents in the country they visit. They also tend to get a job in the country. While for organised mass tourist, they like to stay in their environmental bubble and they book their trip by a travel agent.

Drifter leads to cultural homogenisation because they want to learn about their culture and stay with them. They also pick up jobs to see how the jobs are like in different countries.

For, organised mass tourist, the benefit from cultural homogenisation because they like to stay in a similar environment as their own country and can be comfortable in the same environment.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

每題另起新頁作答。

Start each question on a new page.

1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

1) a) The city that John travel is France, Paris
and the currency used there is euros.

a) The famous attractions there are Eiffel tower
and the famous Mona Lisa museum.

b) John is not a psychocentric traveller
under Plog's classification is because
John is willing to let the travel expert
handle all his preferences and he
is not worried about his trip not
being organized.

c) The type of food and beverage
service at the dinner on July 14
are wine and steak.

c) The two characteristics of the menu at
this type of restaurant are cafe de coral
and cafe de latin.

d) The two service dimensions under

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	14	15	16	17	18	19	20	21	22	23	24	≥25			

每題另起新頁作答。
Start each question on a new page.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

Parasuraman's model the travel agency fulfill
is the reliability and the responsiveness,
the travel agency provid all the
information in the guide book for John
and also listen to John preferences.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	14	15	16	17	18	19	20	21	22	23	24	≥25		

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

a) The most popular attractions visited by tourist arrivals from China is Great Wall of China and from United States is the Niagara Falls.

b) The two aspects of tourism statistics reflected in the table are age group and types of accommodation.

c) The Japanese tourists generation belong to baby boomer's generation.

cii) The food and beverage preference of this generation is barbecued pork and rice wine.

d) The reasons for the leakage is less accommodations and less tax incentives.

e) The government could introduce tourism professionals to develop the tourism industry more like the accommodations.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

and also educate local communities
on this impacts and provided more
friendly services for tourists and the
local.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

每題另起新頁作答。
Start each question on a new page.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

a) The two characteristics of drifters and organised mass tourists are that drifters preferred to travel on their own and prefer more local and raw experience and drifters like to do things by themselves which satisfy their experience, organised mass tourists on the other hand prefer things to be organised and in order, they like things to be planned specially by the agents, organised mass tourists can also work with a guide for tour with other organised people. This shows that drifters and organised mass tourists only have one thing in common which is traveling.

Nowadays Tourism is an important force shaping globalisation, while global interdependence also influences tourism development. Cultural homogenisation in rural communities is considered as a negative consequence of globalisation, and drifters might lead to cultural homogenisation while organised mass tourists benefit from cultural homogenisation is because drifters are more local and less

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

organised types of travelers and they bring impact to the cultural homogenisation and the host destination they stay at while travelling and it attract attentions from the way they will behave also, organised mass tourists gets benefit from the cultural homogenisation is because they travel with a plan and they also bring benefit to the local communities in many ways and many rural communities is considered as a negative consequence of globalisation so they very much preferred people more organised and organised mass tourists travel with big groups, and drifters like to travel alone, also many rural communities are not yet influences by tourism development and they do not considered tourism is an important force shaping globalization.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

by The characteristics of globalisation that impact on tourism development are economic impacts, social-cultural, cultural interaction, stakeholders, and Americanization.

Cultural homogenisation in rural communities is considered as a negative consequence of globalisation. Economic impacts on such rural communities is also affecting the globalisation because of the lack of development in such communities the economic leakage is getting bigger.

The social-cultural is also affecting the globalisation because of these rural communities both domestic and overseas visitors get affected by the Gap between the social-cultural.

Cultural interaction these days is influences a lot of tourism development.

Stakeholders in globalization are considered to be very important as they get the most benefit out from the rural communities. Americanization is considered

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

as a negative consequence of globalisation,
the rural communities are very against
the idea of a ~~is~~ transformation in
many ways.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

a) The four possible reasons causing "Gap"3 (The Service Performance Gap) in a Virtual tour is because of the lack of communication skills between customers and serving staff's and poor service quality by the serving staff.

Tourism services are considered to be a very important topic between tourists and nowadays Tourism services have transformed in many ways, e.g. the offering of virtual tours and online conferences without tourists physically travelling from one place to another, but the service performance is still very important to the customers, the reasons being the skills of a good performance, the customers would very much like a good service quality and in a virtual tour the reason can be very serious, first being the communication skills between the customers and serving staff, this problem can bring many trouble such as a rude and unhappy customers not getting

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。
Start each question on a new page.

satisfy with the service quality, another
reason can be lack of experience in the
serving staff which can cause a lot of
performance problems.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	
13	14	15	16	17	18	19	20	21	22	23	24	≥25

每題另起新頁作答。

Start each question on a new page.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

b) The three Social-Cultural impacts are community well-being, cultural richness and visitor fulfillment and two economic impacts are local prosperity and economic sustainability and on the host destination when organising an online conference instead of a physical one the impacts can affect the customers, the offering of virtual tours and online conferences without tourists physically travelling from one place to another brings a positive consequence on social-cultural and economic impacts.

It protect the community well-being physically and also it development's the cultural richness and it also achieved the visitor fulfillment.

On the host destination the local prosperity also achieve its goals and as well as self-employment by the local because of the less impacts by the tourists.

寫於邊界以外的答案，將不予評閱。
Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.