

TABLE OF CONTENTS

Level 3

Exemplar 1 Paper 1

Exemplar 1 Paper 2

Exemplar 2 Paper 1

Exemplar 2 Paper 2

1	2	3	4	5	6	7	8	9	10	11	12	
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d) The first ^{service} dimension is 'Assurance'. According to the tour guide book, a note is left by the travel agency offering a local map, useful phrases, emergency contacts. This shows that the travel agency ~~are professionals and~~ handle tours in a proper manner,

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a) The type of attractions is man-made attractions. For China, it is a theme park which is man-made to attract tourists while United States ~~there~~ has a ^{types of} 'Geopark' attraction to show tourists the green environment and flora in their country.

b) The first ~~few~~ aspect is demographic. ~~the~~ According to the source, it shows the main age groups of the 3 countries and age lies under the demographic aspect. ~~indicating gender, income, etc.~~

The second aspect is socio-economic. According to the source, it shows what tourists mainly spend on ~~on~~ for the 3 countries. This means that it reflects the spending patterns of the tourists which lies under the socio-economic aspect.

(c) Baby boomers generation

c.) Fine dining as it includes ^{a la carte} cuisine which has a variety of wine to choose from.

d) The first reason is that the attractions are owned by foreign enterprises such as the International Theme park in China. This means the tourism revenue would go to the ^{foreign} ~~business~~ _{enterprises}.

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d) The second reason is the accommodation facilities are owned by foreign investors and enterprises. ~~such as the~~ For example, the International Chain Hotel in China and International Fast Food shop in United states. This means the tourism revenue will not stay in the local economy. Thus, ^{creating} ~~creating~~ economic leakage.

e) Firstly, the government can limit ~~tourism~~ tourism arrivals by setting quotas. For example, in Country A, the government ^{can} ~~can~~ limit tourists by ~~only~~ setting a quota of only 20,000 tourist arrivals per month.

Secondly, the governments can set stricter visa requirements. By implementing this, ~~the~~ potential tourists would need to apply for a visa and may need to wait longer to alleviate the carrying capacity of the country.

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4c) Firstly, the first characteristic of a drifter is that they are free-looks. This can lead to cultural homogenisation when drifters are intent on learning the local culture as well as proper etiquette to use for themselves to communicate with locals more effectively.

Secondly, the second characteristic of a drifter is that they ^{avoid} ~~make~~ ^{any} ~~no~~ contact with the ~~same~~ industry. Drifters can lead to cultural homogenisation through word of mouth experiences. Drifters are able to attract even more drifters and develop cultural exchange between them and the locals.

Thirdly, the first characteristic of an organised mass ~~tourist~~ ^{tourist} is that they have a fixed itinerary. They can benefit from cultural homogenisation as they can learn more about and unique cultures which can be related to their package tours. For example, as more cultures develop and promoted, tourists can learn about it through intangible or tangible products such as food and artefacts in museums. This means tourists are able to ~~keep~~ ^{stay} ~~interested~~ ^{stay interested} when travelling.

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Q4) ~~The~~ Lastly, the second characteristic of an organised mass tourist is that they ~~go~~ travel to countries within their 'environmental bubble' ~~for~~ which ensures ^{and comfortability} familiarity of a destination. ~~They~~ ^{Organised mass tourists} can benefit from cultural homogenisation as cultures develop, more souvenirs can be built and sold to them. For example, the ~~first~~ 'Chung Chun Bun Festival' may release merchandise such as key chains, shirts, etc. Organised mass tourists would then buy these merchandise as souvenirs to bring back as a gift to their home town.

Q6) The first characteristic is technological advancements. It has impacted tourism development due to its convenience and efficiency of service provision when it comes to accommodation. For example in a hotel, ^{AI} robots may be used to provide service as well as a self ~~check~~ check-in kiosk. This is ~~built~~ built as more technology evolves and younger generations would ~~know~~ know a lot about technology. As a result, more people would use technology such as robots and self-check-in kiosks to increase the efficiency of service. Therefore, ~~the~~ technological advancements has impacted tourism development.

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b) The second characteristic is economic leakage. Under globalization, the ~~boundaries~~ geographical boundaries ~~has been~~ of countries has declined, this results in more foreign-owned investors and enterprises ~~for~~ from developed countries to ~~the~~ build factories in developing regions to gain more profit and foreign revenue. More job opportunities would be provided for the locals. However, the foreign revenue would not stay in the local economy. ~~Therefore~~ Therefore, more ~~foreign-owned~~ foreign-owned companies would set up factories in different parts around the world to attract tourists.

The third characteristic is cultural ~~commercialization~~ ^{commercialization} ~~commercialization~~. This impacts tourism development as different cultures globally would develop handicrafts and souvenirs to sell for tourists. ~~For example,~~ For example, the festivals such as Christmas ^{is known and} ~~would be~~ popular around the world, and commercially related to Christmas would be created to promote the culture to tourists.

The fourth characteristic is westernization / americanization. This impacts tourism development as developing countries would try to become like America in terms of culture, behaviour etc. for

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5a) The first reason from the customer's perspective is that their ~~expectations~~ perception of service did not meet ~~their~~ their ~~expectations~~ expectations. For example, ~~the~~ the initial ~~time~~ time is expected to be smooth. However, the initial time for ~~customers~~ was slow and buggy, due to the staff members being too quick on the ~~time~~ ~~with~~ with ~~unprofessional~~ ~~unprofessional~~ ~~unprofessional~~ movement. Therefore, the service providers fail to deliver ~~proper~~ proper service.

The second reason from the customer's perspective is that they do not have ^{comments} ~~comments~~ or reviews for the service. For example, once the service is finished and delivered to the customer, they do not review on how to improve. As a result, ~~the~~ service providers would continue to provide ~~improper~~ ~~improper~~ service and meet the service standard.

The first reason ~~for~~ ^{from} the serving staff's perspective is that they are not properly trained. The ~~company~~ company may have set a standard, but the hired staff maybe low skilled and may not know how to deliver proper service ~~to~~ due to ~~insufficient~~ ~~insufficient~~ ~~insufficient~~ training and experience.

The ~~first~~ ^{from} second reason ~~for~~ the serving staff's ~~point~~ perspective is that the ^{differentiation of service} ~~company set~~ ~~poor~~ ~~standards~~ standards. For

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5a) Example, the ~~company~~ staff may have different personalities, skillset, etc. This would affect the service as some service providers may feel lazy or unmotivated to do work. As a result, a service ~~is~~ delivery gap is developed.

8b) The first economic impact is that MICE travellers and members are unable to ~~provide~~ provide tourism revenue in the host destination. If an other conference is held, MICE members would not need to travel to the host destination. This results in a loss of potential revenue as no hotels would be booked by them and no accommodation services would be needed. Therefore, there is an economic impact on the host destination.

The second economic impact is that unemployment rate may increase. If an other conference is held, there would be no need for any services to be provided. For example, people would not book a room in a hotel, and ~~housekeepers~~ housekeepers would be ~~be~~ deemed useless and may be wound off by the company. This would result in an increasing rate of unemployment, affecting the ^{local} economy.

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5b) The first socio-cultural ^{impact} ~~is~~ that locals in the host destination may miss the personal touch and feeling of friends. If an online conference is held, no services would be provided as there would be less to no friends. People in the hospitality industry may miss the interactions with tourists ~~there~~ and communicating with them.

The second socio-cultural impact is ~~that~~ that the ~~national~~ brand and image of the host ~~destination~~ destination would be affected. If an online conference is held, people may view this as a safety zone and that diseases may be spreading in the host destination. Once people claim that the destination is not safe, locals would feel ashamed and the reputation of the host destination is damaged.

The third socio-cultural aspect is that locals ~~may miss the opportunity to~~ not be able to communicate properly with other people around the world. If an online conference is held, locals miss the opportunities of talking with people of different culture affecting the diversity in culture, and ^{presence of the} ~~positive~~ uniqueness of ^{culture} ~~culture~~ among the host destination.

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a) First, it is leisure tourism. Tourist who want to relax their body and mind would like to visit place that are beautiful and relax. From the source the event include art and cultural events like Mt Museum and Hong Kong Palace Museum visiting where the tourist can relax themselves while visiting.

Second it is cultural tourism. Tourist who are interest with the history of the society would like to visit places that can reflect the past society of the country. From the source, the event include activities in historical site like Mei Ho House which can let the tourist understand more about the past Hong Kong.

b) Historical convention Hotel. This kind of hotel is converted by the historical building in the past and given historical experience to the customer to know more about the history. From the source, Mei Ho House is a museum showing the history of local housing and daily lives of residents in the past which given historical experience to customer.

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c1) The past Hong Kong

cii) First, it is music, the restaurant should play some old music of Hong Kong that make the customer can more involve in the theme as music can change the atmosphere of the restaurant and the feelings of people.

Second, it is the uniform, the staff of the restaurant would wear the clothes of old style Hong Kong in order to match with the theme which could let the customer feel like they are really going back to the past Hong Kong.

Third, it is the lighting. The lighting of the restaurant should be in warm colour which can make the customers feel more relaxing and friendly, also make the restaurant look like more old style and match with the atmosphere of the past Hong Kong.

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di) D2 place

dii) First secondary attractions is made for tourism while the primary attractions is not only made for tourism but also the local

Second, secondary tourists is for entertaining and most likely to have a modern style while the primary attraction is for people to know more about the country which reflect the history and a healthy of the society.

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a) For China, it is man-made attraction.
For the United States, it is the natural environment.

b)

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ci) baby boomers

cii) As the age of the tourists is already old, their health may not be too good. So they should having a health and balance diet which are low sugar, salt and fat and high - fibre

d) First tourists prefer to visit and bought products from international chain other the local tourism product. From the source, the China tourists prefer to go international theme park and international chain hotel and the US tourists prefer food from international chain fast food shop which are not owned by Country A. The profit gain from the tourists all goes to the international chain and leak to other foreign country but not the society of Country A. Country A have too many international chain and relied on the foreign help to build the tourism attraction is the reason why the economic leakage of Country A is serious.

Second, tourists bought imported goods but not local souvenir and handicraft lead to serious economic leakage. As the revenue of those imported goods

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did not goes to the society of Country A, the people of Country A could not earn money from the tourists while Country A spend more to import goods from other countries which leak money to other country.

e) First, the government should impose visa to all the tourists who want to arrive Country A. Having visa could limit the number of tourists as the government could control the number of tourists by accepting the visa requirement, they could also reject the visa requirement by the tourists in order to limit the number of tourist arrivals.

second the government could impose the regulation of controlling the number of time and length of stay of the tourists. For example tourists could not visit more than twice in a year and each time no longer than a month. This can limit the number of tourist arrivals as the tourist have limitation of arriving.

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a) In this essay reason of causing gaps in virtual tour are to be told.

Gap 3, the performance gap, it is the difference between service quality specification and the service actually provided.

For the perceptions of staff first the reason causing gap 3 may be

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a) In this essay, four major roles performed by government are to be told.

First Control and supervising. The government should impose some regulations and licenses in order to improve the quality of tourism. After reopening for the tourists, the government should have some regulation about the hygiene of Hong Kong for example all restaurant staff should wear mask in order to avoid the spread of Covid-19 from the food and ensure that the hygiene of Hong Kong is good and having the action to prevent spread of Covid-19, it can make the tourists more confident in travelling to Hong Kong and having less concern therefore it can attract tourists to visit Hong Kong.

Second, planning and facilitating. The government should do some marketing research on tourists in order to understand more about the tourists so as to plan the tourism strategies. Due to Covid-19, Hong Kong are being closed to the tourists for few years in order to prevent the spread of Covid-19. While during this few years, many things change such as the conditions of

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Hong Kong and the preference of tourists. The government should conduct some marketing research about what the tourists want to visit or do in Hong Kong and understand more about the tourists' situation in order to plan on some tourism strategies according to the research like holding some events, more understanding on tourists and having the right position of strategies could attract the tourists after reopening.

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Third, promote Hong Kong to overseas market. The government should promote Hong Kong as an international city and let more foreign know about Hong Kong. While during the closedown of Hong Kong due to COVID-19, many foreign are not familiar with Hong Kong anymore or start to forget about Hong Kong. While after the reopening, the government should again promote Hong Kong (as they didn't often hear or see things about Hong Kong) as a tourism-friendly city and encourage more people come to travel. They need to do more advertisement so that foreigners can know about Hong Kong through the TV and work with the travel agents to promote Hong Kong as the first option of travelling.

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b) In this way I am going to talk about five indicators in HKTB Hotel Classification System.

First, it is location. Domestic tourists with health as their primary concern obviously would like to live in places that have less pollution and away from the places they always been, therefore they would like to accommodate in a small-scale privately-owned hotel in Lantan Island as Lantan Island is far away from city. It match with the domestic tourists who want to away from brown city while Lantan Island have many natural site that have less light, noise, air pollution. Compare with the location of international chain hotel located in central, central is in the middle of city which is brown and many people so it would not attract domestic tourists with health as primary concern compare with private owned hotel in Lantan.

Second, it is business mix. Domestic tourists with health or their primary concern more likely to be a leisure tourists so small-scale privately-owned hotel in Lantau Island would be more attractive as

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Forth, the staff to room ratio. Domestic tourist with health concern would like to have a lower staff to room ratio as they do not want to have many connection with the staff while the small-scale

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privately-owned hotel match the request of domestic tourists
As it have a lower staff-to-room ratio, the domestic
tourist would not meet many staff and can be less concern
about the spread of diseases or cross-contamination,
but the chain hotel have a high staff-to-room
ratio that the hotel have many staff, the risk of
spreading the disease would be higher and thus
the privately-owned hotel in Lantau Island would
attract more domestic tourists with health as their
primary concern.

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a) In this essay, five food-related considerations of menu planning are to be tried.

First, it is the food cost. The restaurant or hotel should confirm that the hotel can earn profit with the price in menu compared to food cost. Higher food cost should set a higher price. While for elderly, because they are already retired and did not have job, they would prefer having food that are cheaper than the expensive one as they cannot afford it. So the restaurant should consider to have food with lower food cost so that the price of the food can be cheaper and satisfy the elderly.

Second, it is the ingredient. The restaurant should consider whether the food should use a higher quality like fresh ingredients or more prepared-food. The elderly do not have a good health compared to the young, so they should maintain a healthy diet and eat less processed food that is not good to health in order to have a good health, so the restaurant should consider the health of the elderly and having a healthy.

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dishes which containing ingredients that are low sugar, salt, oil. It could satisfy

Third, the size of menu. The restaurant should think of the size of menu whether it should be a large menu or small menu when planning the menu. For elderly, they would prefer to have a small proportion of food as their body do not allow them to eat too much. So the restaurant of the hotel should prepare a small menu that the elderly can finished it without wasting the food, it could satisfy the elderly.

Forth, the seasonality of food. The restaurant should think whether the ingredients of the food would affected by the season. If yes, the dish should put in to the seasonal menu rather than the regular menu. For elderly

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b) In this essay four guest-interface applications
are to be told.

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