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a) The city is California. Official currency is United States Dollar.

ii) The National Park. The Time Square

b) Being a psychocentric traveler, they always go to famous attractions. However, John explore two unpopular spots in rural areas. Also psychocentric traveller will not communicate deeply with locals. But John try to mingle with locals in a coffee Shop.

c i) It is a Fine dining food and beverage service. It is because it requires dress code which need to wear a tailcoat and it is describe as a luxury dinner in a five star hotel.

c ii) They have fix courses. They mostly use expensive ingredients.

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d) First, the travel agency can fulfill responsiveness. It is because they provide join a guide book which provides a local map, train/bus route, some useful phrases and emergency phone contacts, showing their care and willingness to help during John's trip.

Second, the travel agency fulfill reliability. John has provided his available date of travel, budget and indicated some preferences which is arrange dependently and accurately as John didn't have any complains to the routine.

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a) Tourist arrivals from China likes to go to Entertainment attractions. It is because they go to international theme park to entertain.

Taurist arrivals from United States like to go to Natural attractions because ^{their} most popular tourist attractions is Geopark.

b) It shows the geographic on the above table. As it shows the country of region on the top.

Also, it shows the demographic of tourism statistics as it shows the main age group on the table.

ci) Veteran

ii) They prefer eating in Chained restaurants.

d) It is because the hotels for example, the international chain hotel or the international fast food shops are operated by other well developed countries. As the headquarters are at other countries, most of the economic benefits earned

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will be transfer back to the Headquarters' country. Less economic benefits are brought to the local community.

(when tourist consume in those accommodations and restaurants)

The second reason is that the international chain hotels or international chain fast food shops will recruit their own professionals from their country and only offer low skilled and low paid jobs to locals. Causing serious economic leakage.

they can

e) Set quota on each countries tourist arrivals.
and Higher the arrival tax rate for tourist arrivals.

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a) Four major roles performed by the government in tourism will be discuss below.

First of all, the government will be planning and facilitating tourism. The government will help to find new attractions and think of their feasibility on planning new tourist attractions. For example, for the reopening to tourist after COVID-19, the government have think of giving out airline tickets as the pull factor of attracting tourist. Such that using rewards to increase tourists incentives is one of the suggestions.

Secondly, the government will do supervision on the tourism industry. The government set up department to supervise and develop a positive ^{and healthy} tourism industry in Hong Kong. The government should coordinate and work closely to Tourism Commission or Hong Kong Tourism Board to develop new attractions in other undeveloped attraction in order to enhance tourist interest in Hong Kong.

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Thirdly, the government have direct ownership on tourism attractions. The government may have ownerships on theme parks, historical heritage or museums. The government can offer subsidies to those attractions to do conservation and lowering the tickets prices in order to attract tourist after covid-19.

lastly, the government promote Hong Kong to home and overseas markets. The government use different advertising techniques, holding conferences to promote Hong Kong. The government can use advertising techniques for example 'Hello Hong Kong' and business exhibitions to invite and attract different segments of tourists to come to Hong Kong.

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b) Base on the five indicators in the Hong Kong Tourism Board Hotel Classification System, the reason for the domestic tourists with health as their primary concern choosing an international chain hotel will be discuss below.

Facilities will be the first indicator. The small-scale privately-owned hotel may have less facilities than the international chain hotel. For example, the chain hotel have swimming pool, ^{spa} and gym room while the privately-owned hotel do not. When the domestic tourists with health concerns as their main concerns, the more advance facilities in chain hotel may help them to improve ^{and advance} move of their health as they provide more sports facilities.

Location will be the second indicator. The small scale hotel may not located near the city centre with less famous and guarantee restaurants. As Lantau island is far from the city and Central is at the middle ^{distance} of Hong Kong, the foods and facilities nearby are more safe and guarantee. Avoiding food poisoning and have more speed up medical services when having incidents.

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Staff to room Ratio will be the third indicator. The international chain hotel have higher staff to room ratio and with better services. The care and assurance show to the guest may heal the domestic tourist for relaxation and healthiness. Such that the services are better than the small scale privately owned hotel. and can keep a healthy mood. The domestic tourist may choose international chain hotel more than the other one.

The achieved room rate will be the fourth indicator. The international chain hotel may have higher achieved room rate compared to the small-scale privately owned hotel as they have a better cleaning process with the large house keeping department to supervise and monitor. There will be a better environment and better quality of rooms. The domestic tourist may choose to live in chain hotels as they hygiene is better and lower the risk of getting disease in the hotel room.

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Business Mix will be the fifth indicator. The domestic tourist may seek for a safety environment to do on his business. The chain hotel can offer his/her a better and hygienic environment to work. For example the bite from mosquitos in small scale hotel may lead to diseases while there is a lower chance of having a room with air-con in an international chain hotel.

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a) Two characteristics of drifters and organised mass tourists and the reason for leading and benefits from cultural homogenisation will be discuss below.

First of all, drifters may left further away from interacting with the chained hotels and the travel service promoters and suppliers. Also, they would try to live like locals and communicate directly and deeply with locals.

The characteristics of organised mass tourist is that they would stay in their 'Environmental bubble' which stay in chained hotels and with a travel guide. They have fix itenary and also go to famous and well knowned attractions.

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For the reason why drifters leads to cultural homogenisation is that they bring their own culture to the locals. As they like to interact with locals, drifters' cultures may slowly immerse to the local's culture. For example when they communicate with the local restaurant, the restaurant owner may inspired by the fast food operation method like McDonalds, in which causing cultural homogenisation. Also the another example is the clothing culture. The locals may be mesmerise by the clothing worn by the drifter. Letting themselves not wearing traditional cloths.

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For the reason which organized mass tourist benefits from cultural homogenisation is that the environment becoming the same. For example, sky scraper buildings like as their own home country. or maybe the food culture which they eat are almost the same. This may let them be in the 'environmental bubble' even when they travel to other country because of cultural homogenisation.

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b) Five other characteristics of globalization will be discuss below.

First of all, Americanize is one of the characteristics. As the fast food trends are dominated by the American, more and more countries' restaurants are Americanize like fast food chains. They serve food fast and can be taken away. It brought impact as there will be loss of uniqueness. For example French style slow pace tea time will not be attracted. Bring negative impact to social aspects to the countries.

The second reason is that demonstration effect. As the globalization allows mass information and travellers go around the globe, there will be demonstration effect immerge. For example, the local may want to wear as same style as the tourist does as he or she think it is prettier compared to their traditional clothes. This causes the homogenization of clothing and loss their own style of the tourist destination.

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Thirdly, there will be commodification of culture. The meaningful local culture will be design as a product to sold to tourist in mass production. For example of traditional moon cakes. This may decrease local's cultural preservation knowledge as they already see it as a earning product, the tourism activities will be more robotic for just turning them to commodification instead of preserving the local culture.

The spread of disease is another characteristic. As it is convenient to travel, there will be easier to spread the disease to another country. For example COVID19 is a pandemic to globe. The tourism activity will stop because of diseases. Affecting the tourism development.

Pollution

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(a)(i) The city is Paris and official currency used there is Euro

(a)(ii) St. Roestan Chapel and Arc de Triomphe

(b) First, John is willing to interact and mix with locals, the information above said try to mingle with locals in a coffee shop.

Second, John will visit unusual ^{travel} destination that is not ^(not popular to tourists) information shows that John will explore two unpopular spots in a rural area.

(c)(i) The type is fine dining. John will wear a tailcoat which is a formal wear for a luxury dinner in a five-star hotel.

(c)(ii) First, the menu is priced individually by each item. Second characteristic is it is a high-priced menu.

(d) First is tangible, the travel agency has provide a local map, train / bus route, some useful phrases, emergency phone contacts in John's tour guide book. Second is reliability, the travel agency plans the whole schedule of the trip for John at the guide book that ^{is a} ^{to John that} ^{promises} will let him to enjoy the things to do on the schedule.

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(a) First is religious and spiritual appreciation. People will visit historical museum and site, art galleries and events.
Second is pleasure, people will relax and have entertainment activities, go to a modern shopping centre.

(b) Historical hotel, since Mei Ho House is a historical site with museums showing history of local housing and daily lives of residents in the past. This historical site can convert to a historical hotel.

(c)(i) Historical theme

(c)(ii) First, the décor in the restaurant can be changed, the interior design can be decorate just like the environment people lived in Mei Ho House in the past. Second, the uniform of staff. Staff can wear uniform that is imitating what people wear in the past which people still live in Mei Ho House. Third, the senses. Restaurant can change the table and chairs in a home setting like people live in Mei Ho House in the past and use cutlery that people used in the past.

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~~(a) China's attraction is entertainment attraction. United States is natural.~~

(d)(i) D2 Place ordinary

First, on the function of attraction.

(d)(ii) Except D2 Place, others are primary attractions that is build long time ago that is not suppose for tourists attraction. But D2 place was build as a shopping mall as an attraction. (a secondary attraction)

Second, on things to do in the attraction. Others that is primary attraction, people visit and wanted to see some historical things and ordinary things that are not suppose produce for attract people to the attraction like cultural prents, arts. But secondary attractions like D2 place are man-made for being an attraction, such as shopping centre.

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planning

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Third role is direct ownership of components. Government have a direct ownership to components like museums or parks. When reopening government can convert more ownership places to a tourists attraction. For example some government parks in suburban areas, government can use those place and add some supporting tourism facilities to let it become a brand new tourists attraction to attract people come. Such as a new hiking road.

Forth role is promote tourism to Home and Overseas Market. Government should promote and advertist Hong Kong Tourism Industry to locals or people all over the world by website, leaflets and etc. When reopening, government can invite locals and international pop stars, actor or singer to film an advertisement of Hong Kong. So people all over the world can see how good Hong Kong is and attract people travel in Hong Kong.

The above are: four ^{major} government roles and a suggestion for each, how to attract tourists after reopening.

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(b) The followings are comparison to small-scale privately-owned hotel and an International chain hotel base on five indicators of HKTB Hotel Classification System, and explain which one attract more domestic tourists with health as their primary concern.

First is location, International chain hotel will be higher score with 3 since it located in Central. The privately-owned hotel score 1 which located in Lantau Island. (1) Domestic tourists may choose the one in Lantau Island, since the air at Lantau Island ^(that is good for health) are more fresh, it is far away from city-centre, it has less pollution. Unlike central have lot of vehicles that have many pollution.)

Second is facilities, International chain hotel have a higher score since these hotels usually have more facilities such as few restaurants, more better internet, stores, big brand. But other one is just a small-scale hotel with simple, basic facilities.

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Third is staff to room ratio. International chain hotel score higher since the staff to room ratio is over 1 which have many staff. But the small scale one is privately-owned which may only have few staff.

Fourth is achieved room rate. Chain hotel with a brand name's room rate will be highest, usually over \$1000 a night. Compare to it, small-scale hotel will cost a lower price since its service is less than a chain one.

Fifth is business mix. Chain hotel is in Central, city centre, many business man will live in there which convenient to their work maybe at Central. So the score will be higher. But the other hotel at Lantau Island is far from city centre. When business man come to Hong Kong, they won't live in a hotel which is so far to their workplace.

(11)
(12) Also, domestic would rather stay at a hotel with less people or more local people, not only to relax themselves but also avoid infection with foreign people, with health concern.

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The above are the five indicator comparing the two hotels. And domestic tourists would be attract at a small-scale privately-owned hotel more than International chain one.

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(a) The followings are four possible reasons causing Gap 3 in a virtual tour.

From the customers. First, customers may not know how to use ^{and handle} the technology and affect the experience, cannot enjoy the virtual tour.

Second, customers may disturb other customers and affect the experience. The service may affect by other ~~for~~ ^{For example} customers that also experiencing virtual tour [^] ~~or keep on talking and affect others~~ ^{scream}. (For example, a customer feel so good of the virtual tour can keep sharing feelings to the one beside him or her, or children was scared of the virtual tour and cried or yelled. These situation may disturb others experience to the service.

Other side from the serving staff's perspectives. First, staff may fail to control and handle the technical issue and problem of the virtual tour by lack of education or training. (fail to deliver the service)

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Second, staff may not know how to teach or assist and help customers when they have technical problem while the experience on virtual tour.

(Fail to help the customers...)

The above are the four possible reasons causing Crap3 in a virtual tour in both customers and staff's perspectives.

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(b) The followings will identify three social-cultural and two economic impacts on the host destination when organising an online conference instead ^{for} a physical one.

From the side of social-cultural: First, have positive impacts on health. Online conference can avoid the cross-infection between different people or country. People no need to meet each other, to lower the risk on having a disease like COVID-19, people just stay at ordinary place, so the virus won't go to host destination.

Second, have negative impact on people's way of life in host destination. Before without online conference, people will go to different country and have business tourism, host country's tourism will have a good impact which they will do better on society infrastructure, such as repair facilities, build convention centre, hotel to welcome business man to come. But if change to online conference, it won't happen (these also benefits host destination to a better society.) anymore and enhance people's life and the community.

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Third, is a positive impact that it won't have any demonstration effect anymore. For example a business man from Europe go to Africa, people in Africa saw the business man wear nice clothes, the Africa people will be jealous or wanted to immitate him. If online conference, no more business man will go to other country, so demonstrating effect will be avoid.

On the other side, on economic impacts.

First, it brings negative impact that no more business tourism to host destination. before when have physical conference, people will go to other country and have conference. People will live in hotel or buy things in there, these can boost the economy and tourism Industry that benefit the host country. If only online conference, there won't have business tourism anymore, host destination will lost this income and effect the economy. (on surrounding industry)

Second, less people will know about your host destination. For example, a large conference will be hold, it will be advert to different country, and more people know more about your place. When they come and found it is a great place, people may come next time by non-business issue. But if

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if all changes to online conference, it won't help to boost the tourism industry, and if less income on tourism industry, it effect to the employees in the industry and the whole economic ~~system~~ system will be ~~not~~ fall.

The above one ~~are~~ 3 social-cultural and 2 economic impacts on host destination when ~~have~~ organising an online conference instead a physical one.

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