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Level 5

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As it is an historical site, which have local residents live in past. So it can be conserved and protected by changing it to a Historical conservation hotel. Also

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let visitors can experience the local
history of residents in the past, learn &
understand their history.

ci) The suggested theme is : Old Hong
Kong Restaurant in the past.

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cii) For the first elements, Decor
(Decoration): Restaurant in the
Mei Ho House can change their
decoration to something old or in the
past. For example using some
old wooden chairs & tables
in the restaurant. And some utensils
that look older, like teacups.
And can put some old telephone
in restaurant as decoration.

For the second element, Uniform:
Restaurant in Mei Ho House can
let their service staff (e.g. waiter, waitress)
to wear some old Hong Kong clothing
at pos. in order to let customer
feel they came back to the past
Hong Kong.
Also, restaurant can require service
staff do less make up and let them
feel more likely a local resident.
In past Hong Kong.

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For the third element, Sendel:
Restaurant in Mei Mo Munde can
play some old Hong Kong Cantonese
songs in the past in the restaurant.
Let customers can hear the old
song and feel they went back to past HK.
Also, restaurant can play old / past
TV programmes in restaurant too, to
let customer can see when they
are dining.

di) D2 Place

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dii) The first reason is that the secondary attraction is not the main purpose / destination for visitor, other than primary attraction.

As visitors of this event is more likely
to experience history / culture of local.
But D2 place, which for dining & shopping
is not the main purpose for visitors.
It just a stopping point / best place
during the journey.

The second reason is that visitors will stay at the secondary attraction for shorter time than primary attraction.

As D2 place is just for shopping & dining. So visitors may just come here for food & buying something. ~~It~~ And then spend more time in other primary attraction. D2 place is just a best point for them during the journey of visiting primary attraction, so less time visitors will stay in D2 Place.

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a) For tourist arrivals from China:
Entertainment attraction.
As they mostly visit International theme park.

For tourist arrivals from the United States:
Natural attraction.
As they mostly visit Geopark.

b) The first aspects is: Demographic.
As it shows the Main age group of tourist arrivals
in the table.

The second aspect is: Psychographic
As it shows the purpose of travel
of tourist arrivals in the table.

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ci) Japanese tourists belong to "Baby Boomers".

cii) For this generation, their food and beverage preference will be some high-quality food & wine tasting also some healthy food.

di) The first reason is that the type of Accommodation of visitors to Country A. From the table, we can see that most tourists from China spend majority in accommodation. However, the type of accommodation they choose is international chain hotel. Therefore, large amount of Chinese tourists' spending will be received by international chain hotel rather than local accommodation. So these tourism revenue will not be earned by the Country A but international Hotel enterprise.

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di) The second reason is that the main items bought by tourists to Country A.

From the table, we can see that tourists from United States & Japan spend most in Food & Beverage and shopping.

However, US tourists mainly purchase food from international chain fast food shop, while Japanese tourists mainly purchase imported branded handbag.

This means that the main items bought by US tourists & Japanese tourists are both not products / services of local enterprise but international enterprise. So the tourism revenue from these tourists will leak to these international chain / enterprise but not the local community of Country A.

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e) The first policy the government should introduce is: To collect tourism tax from the inbound tourists and tourism enterprise to Country A.

By collect tourist tax to inbound tourists to Country A, less quantity of tourists will tend to visit Country A then. As they need to have extra tax expense on their travel. This unfavour some tourists with lower income level & those have limited budget in travel.

Therefore, the tourist arrivals will reduced.

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The second policy is : set up a reservation system for inbound tourists, and with a limitation of tourist number.

By setting up the inbound tourists reservation system, tourists who want to visit Country A need to reservation & book online first. And if the center / number of inbound tourists meet the limitation, no more visitors can be able to reservation & enter Country A.

It greatly facilitate the tourists flow control of Country A. It let country A can forecast the inbound tourist quantity & limit over-tourist arrivals.

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The first role performed by the government is ~~the~~ to promote Hong Kong tourism globally. For example, the Hong Kong government will hold different activities for promoting HK, like provide free airline tickets for inbound tourists to HK and provide different discount for visitors & customers when they shopping in HK. Also, HK government design various promotion slogan for HK tourism to attract tourists to visit HK from all around the world.

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The second role of Hong Kong Government is to formulate policy & strategies related to tourism. For example, HK government terminate the social contact distance policy and mask-wearing policy due to the decreasing impacts of COVID-19. So that HK will be more attractive to foreign tourists to visit Hong Kong as there is less restriction on the pandemic. So that foreign visitors who don't want to wear masks will want to visit Hong Kong after HK reopen to tourists.

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The third role of the H.K. Government is that develop the tourism infrastructures and facilities in H.K.

For example, H.K. Government will help in construct different tourism attractions, like provide financial support to the Ocean Park for develop and upgrade / renew their facilities. So that the improved facilities & infrastructures in HK can greatly attract tourists to visit HK.

Also, the infrastructure like the cruise terminals build by government can receive large cruise ship to enter HK. So cruise tourism can also be facilitated in HK, attracting more & more tourists to visit HK.

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The last role of the Hong Kong
Government is that

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b) Based on the five indicators in the H.K. Tourism Board Hotel Classification System, (which are facilities, location, staff to room ratio, average achieved room rate, business mix), a small scale privately-owned hotel will be more attractive to domestic tourists with health as primary concern.

The first indicator is facilities. For an international chain hotel in Central, there should be more facilities provided to tourists like F&B, IT, Commercial, Health and others. And there may be spa & massage facilities provide to visitors. These can enhance their health & let them relax.

However, for a small-scale privately owned hotel in Lantau Island, there will be less facilities than that of the international chain hotel.

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However the living envir. of the privately owned hotel may be more local & natural. And tourists can enjoy local food provided by the hotel & it may make healthier.

The second indicator is location. For the international chain hotel, it located in central. So there are more high-rised building & denser building density. So the air quality & environment may be lower.

For the privately-owned hotel, it located in Lantau Island. So there will be less tall & dense building surround the hotel. So it have more open air & better air quality.

Also, the hotel in Lantau Island allow visitors to easily contact with the nature as it located in some suburban / rural area.

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The third indicator is
the staff to room ratio.
For an international chain hotel,
the staff to room ratio may be
higher than that of the privately-
owned hotel.
However, domestic tourists who concern
about health will not care
if there were staff to serve them.
As they may just want to
relax and enjoy the environment
to enhance their physical &
mental health. Too much staff
may even disturb them
to rest and relax too.
Therefore, the privately-owned hotel
may be more attractive.

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The fourth indicator is average achieved room rate.

For the International chain hotel, the average achieved room rate will be much more higher than that of the privately-owned hotel.

Therefore, domestic tourists may more likely to select a hotel with lower average achieved room rate as they may not want to spend too much on domestic travel.

Therefore, the cheaper room rate of the privately owned hotel may be more attractive to local domestic tourist concern about health.

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The last indicator is Business Mix.
For an international chain hotel,
the percentage of business visitors
will much more higher than
that of the privately-owned
hotel. As more business traveller
will chose high-quality accommodation
with good business facility & services.
However domestic tourist concerned
about health don't need any
commercial venue or business facilities /
services.
So a privately-owned hotel
will more suitable for them to
rest, relax and enjoy.

To conclude, a small scale
privately-owned hotel is more
suitable & attract more domestic
tourists concerning health.

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a) According to the Parasuraman's Gap Model of service quality, there are four possible reasons causing "Gap 3".

From serving staff perspective:
The first reason is that the low quality of serving staff. As this gap is that the staff don't deliver service up to standard. Therefore, if the quality of serving staff is low or dissatisfied, for example they have bad manner & impolite to customers. They will then serve their customer not up to standard and causing "Gap 3".

The second reason is that the serving staff lack of training & motivation.

If the serving staff didn't received a professional trained about how to serve their customer, they may

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not be able to understand
 the service standard. Also,
 if employer didn't provide
 service concept for the selling staff,
 they may fail to perform service
 accurately.
 So that staff can't service the
 customer up to standard & "G.P.S"
 occur.

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From the customer perspective:
The first cause is the role
of customers.

Sometime, customer will not respect &
be verifiable to the serving staff.

Also fail to follow & listen the
advice & suggestion of serving staff.

Therefore, serving staff will fail
to serve customer well as customers
are too difficult to handle.

For example impatient / rude / demanding
customers. So that "Gap 3" occur.

The second cause is that the

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b) Organizing online conference will
create different social - cultural &
economic impacts.

The first social - cultural impact is
that lost changes for culture exchange.

As usual, it holds a physical
conference, participant need to
visit the host city to join &
conference. So during the travel
to the host city, the participant
will be able to try local food,
live & interact with local people,
understanding local culture & lifestyle.
But online conference lets participant
lost the chance of cultural exchange.
Also, local can meet foreign participant
and exchange value & lifestyle.

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The second social-cultural impact
is that reduce the chance
of cultural homogenization.

Also demonstrative effect will
occur when foreign participant
visit host city to join a
physical conference.

For example locals will learn
foreigner value & lifestyle.

And the local facilities & infrastructure
will become more international

for holding the conference. And
may lead to loss of local culture
and traditions.

So, holding online conference
reduce the risk of it.

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The third social-cultural
Impact is that less
cultural invasion.

As if it physical conference is
held, foreign participant will
bring their lifestyle & value to
locals. let locals tradition &
lifestyle be minimize.
Causing culture invasion.

~~But have culture~~

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The first economic impact is can't boost economic.

As if holding a physical conference, it will bring lots of business travellers & conference participant to

the host city. They will have consumption & purchase at the host city. (e.g. accommodation, F&B service, entertainment, shopping.)

And it bring great econ. benefit to host city.

But hold online conference, no participant will travel to host city, so less econ. benefit can bring to the host city.

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The second economic impact is
there will be less inflation problem
to host city.

As it holding physical conference,
lots of foreigners visit the
host city & many shop
will increase their prices.

Even property prices will also
increase. So the daily living cost
of locals will higher.

But have online conference,
inflation will not be thriven
by the holding of conference
and affected local economy.

These are the social - cultural &
economic impact by changing
conference from physical to online

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Level 5 Exemplar 2
Paper 1

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(d)(i) Paris. The currency is Eur.

(a)(i) Ivel Tower and

~~(b) Firstly, psychocentric type of tourists have low activity level. They spend most of their time being comfortable or staying in places with air-conditioner. Based on the tour guide book, there will be an itinerary for shopping for branded handbags and perfume. Secondly, psychocentric type of tourists are least adventurers. They mostly go to popular tourist destinations. Based on the tour guide book, it is mentioned that tourists will visit two famous attractions in the city which is safe and popular.~~

(c)(i) Fine-dining restaurant. It is said that patrons need to wear a tailcoat for a luxury dinner in a five-star hotel.

(c)(ii) Mostly A La Carte menu.

Firstly, all dishes are individually priced.
Secondly, the seat turnover is very low.

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(d) Firstly, tangible. It is the physical facilities that should be visually appealing. Based on the tour guide book, it is said that there is a local map, train/bus route provided for tourists.

Secondly, empathy. It is the individual care the travel agency provide for tourists. Based on the tour guide book, it is said that emergency phone contacts is included.

(b) Firstly, allocentric type of tourists are more adventurous. Based on the tour guide book, they are going to explore two unpopular spots in a rural area. Secondly, allocentric type of tourists are willing to communicate with locals. Based on the tour guide book, they will mingle with locals in a coffee shop.

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(a) Attraction in China man-made originally designed to attract tourists.

Attraction in the United States is natural attraction.

(b) Firstly, PSYCHOLOGIC. It is the preferences or interests of tourists. Based on the table above, the most popular tourist attractions for all countries are listed. It shows what tourists likes when visiting Country A.

Secondly, DEMOGRAPHIC. It refers to the age, sex ratio of tourists. Based on the table, it shows the main age group of three countries. 40-49, 20-29, 60-69.

(International theme park, Geopark, Historical museum)

(c)(i) Baby boomers. They are born after World War II.

(c)(ii) They focus on the nutritional value.

(d) Firstly, the International theme park. When the theme park is originally from another country, revenue may be back for the country of origin.

Secondly, business travel. Since business travellers can be from all around the world, money they earned will be brought back to their country of origin.

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(a) Firstly, Promote tourism. Promotion of tourism can be directly made by Hong Kong Tourism Board. To attract tourists, they can make advertisement internationally on various online platforms. For example, attracting posters with information on it. That way, both domestic and overseas tourist will know about it and will be attracted to visit after reopening.

Secondly, direct ownership. The government have full control on tourism development. They can receive data about the preferences, interests or choices of tourists around the world. After that, try to meet the aim of visitors fulfillment, that way, more tourists will be interested in the reopening.

Thirdly, Controlling and Supervising. It is overseeing the reopening. They can check if the entry have high health risk. Even the COVID-19 is recovering, there are still tourists that are aware of the widespread of virus. The government can make sure the places are in a good hygiene condition, and make sure it meets some basic requirements. For example, including hand sanitizers in public areas. Tourists will gain confident from these actions.

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And will be attracted to visiting the reopening entry.

lastly, planning and facilitating. They can consider if the ideas are feasible. For example, some new ideas or facilities to add before reopening. If it is feasible, tourists may find some new developments interesting and will be attracted to visit the entry.

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(b) Firstly, location. The small-scale privately-owned hotel is located in Lantau Island, which the international chain hotel is located in central Lantau Island is a suburban hotel while central is in the heart of city. Based on the comparison, the small-scale privately owned hotel will attract more domestic tourists. With the widespread of COVID-19, many locals enjoy staycation, the international chain hotel is located where many visitors will like to choose as it is easy to access. With a lot of tourists, the spread of COVID-19 will be serious, that why the small-scale privately owned hotel will be more attractive.

Secondly, facilities. The facilities in the small-scale privately-owned hotel will be less professional than an international chain hotel as they have lower budgets. The use of kitchen tools from the food and beverage sector may be old and less. The small-scale privately-owned hotel may be using it for many years. It leads to the lack of hygiene. Comparing to the international chain hotel with frequent repairment and budget. Food hygiene and safety affect one's health a lot. Therefore, in this comparison, the international chain hotel can attract more domestic tourists.

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Thirdly, staff-to-guest ratio. The staff-to-guest ratio of the small-scale privately-owned hotel will be lower than the international chain hotel. With the widespread of COVID-19, hygiene is very important. It makes the international chain hotel more attractive than the small-scale privately-owned hotel. More staff means there will be more workers for housekeeping department. They will always clean the public areas of the hotel, which increases the hygiene of the environment, it attracts domestic tourists with health concerns.

Next, business mix. There are less corporate business travellers in a small-scale privately-owned hotel than an international chain hotel located in central. Business travellers come from many different countries, some from ones with high health risks. That proves the small-scale privately-owned hotel is more attractive. There will be less business travellers with virus so that there will be lower health risk.

Lastly, achieved room rate. The achieved room rate of a small-scale privately-owned hotel is lower than the international chain hotel. There will be less people, including

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staff and guests. There will be less chances of spread of COVID when there are less people that is why the small-scale privately owned hotel will be more appealing.

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(a) Firstly, environmentally friendly. The theme park can change all of the utensils to reusable ones from disposable ones in all of the food and beverage sector. All can be washed and reused. This way, it can attract tourists who support the idea of environmentally friendly.

Secondly, entertainment. Tourists can enjoy entertainment and receive education at the same time. The theme park can provide workshops, for example animal workshops. In the workshop, participants can enjoy by drawing animals and learn about new information about the marine life as well.

Thirdly, use of technology. In the theme park, thrill rides can provide VR functions for visitors to enjoy while in the roller coaster. Travellers with this interest will be attracted.

Lastly, elderly market. There are some visitors who are in the generation of baby boomers. They prefer low activity level. In the theme park, they can provide an indoor air-conditioned animal variety show. They can feel comfortable while enjoying so that this market segment can be attracted.

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(b) Firstly, high quality. It is about the quality of the theme park. It can be achieved by repairing old facilities in Ocean Park. For example, if anything is broken, they can fix it can turn back to a high quality. Secondly, authenticity, it is about how realistic the Ocean park is. When there are advertisement on the internet do not exaggerate the theme park, make sure reliability is fulfilled. So that when visitors arrives at the Ocean Park, they can feel the authenticity in it. Thirdly, uniqueness, it is about the specials and differences between Ocean Park and other competitors. To make it unique, Ocean Park have a special theme, which is the nature, animals, and marine life. It makes it unique and different compared to other places. Next, drawing power. The drawing power of all age groups are different.	寫於邊界以外的答案，將不予評閱。 Answers written in the margins will not be marked.
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