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Paper 1

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- 1(a) - The types of attractions at Mai Po Nature Reserve are green nature, there is greenery all around the Mai Po Nature Reserve.
- The types of attractions at Chung Ying Street at Sha Tau Kok are there are places there for kids to play around and some cafes too for adults.
- 1(b) The Chan family belongs to Explorers because they tend to explore places which they have not explored before and wish to stay out of their 'environmental bubble'.
- 1(c) Hotel A is suitable for the Chan family.
- Because they prefer to have breakfast at the hotel, so Hotel A provides ☺ Continental Plan which includes breakfast.
 - Because they want a good view and Hotel A has a deluxe room with a Hollywood Bed which 4 people can sleep on and it's a city view.
 - Because the Chan family needs kids' amenities and extra towels so Hotel A provides facilities for kids, such as Kids reading corner and babysitting services.
- 1(d) The reservation department would inform other hotel departments about the needs of the family and special requests too.

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3(a) Conventions and Exhibitions are included in the training programme.

- Conventions because there is an Award Ceremony which includes in the category of Conventions.

- Exhibitions because the programme also includes an Helicopter Tour or Luxurious Spa Treatment which is an Exhibition.

3(b)(i) ABC Theme Park belongs to Science & Fiction type of theme park.

3(b)(ii) - As the interior decoration was good, it includes in the core product because decoration is the first thing visitors notice.

- The customers had a good order-taking experience so that includes in facilitating product which has been fulfilled.

3(c) Reliability and Responsiveness.

- Reliability because they care about wheelchair users as the park provides it.

- Responsiveness because the servers took orders and served food accurately.

3(d) Event organisers should have hired people to translate to the participants of Thailand and Tunisia. They should also have asked a chef to provide an accurate meal for them which the participants of Thailand and Tunisia can eat. Lastly, they should have arrange for prayer areas for them to pray.

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1(a) There are four differences in menu, services and theme of a fine-dining restaurant and a cafe. and why people would choose to have meals in a fine-dining restaurant and a cafe.

The first difference in menu, services and theme is, a cafe does not have a fixed menu and their services are not too good as they have to take their order by themselves and the theme of the cafe is cozy as people come in to relax while for fine-dining, the menu is fixed and their services are great as they serve the food on table and their theme is relaxing.

The second difference in menu, services and theme is, a cafe's menu is not that expensive and they provide paper cups too for people's convenience and the theme is always cozy. While for fine-dining restaurant their menus are expensive but the food is amazing and they provide self-ordering kiosks and their theme is always enjoying and beautiful.

The third difference is menu, services and theme is, a cafe's menu does not change every year and their services are usually the same except they can use their laptops and their theme is

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always exciting; while for fine-dining, the theme is relaxing, their services are great as always and their menu changes every year ^{or} on special days. Generation X would prefer to have meals in a cafe as it's cheap and in their budget.

The fourth difference in menu, services and theme, is a cafe's menu is always good, for example they have yummy coffee's and hot chocolate, their services are great as well as for fine-dining and their theme is always great. Generation X would have meals in cafes because it's affordable and tasty.

1(b) There are 5 relationships that exist among restaurants, service staff and customers.

The first relationship is of trust between customers, restaurant and service staff. If the service staff trusts the restaurant that they will provide good products then customers will also have trust on the restaurant. By this way they can contribute to successful service provision.

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The second relationship is of responsibility between customers, restaurant and service staff, when the restaurant provides products to the service staff it's their responsibility and it's also the customers responsibility to appreciate it.

The third relationship is of politeness between restaurant, customers and service staff as the service staff must be polite to the customers when serving food.

The fourth relationship is of good communication between restaurant and service staff, customers, if they have good communication among themselves then they could contribute to successful service provision.

The fifth relationship is of reliability among restaurant service staff and customers. They should be really reliable on each other as they only have their back.

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4(a) There are 4 roles and functions of attractions in the tourism industry.

The first role is Uniqueness and its functions are to provide good facilities and atmosphere and also theme in the Olympic Games.

The second role is Activity Options. In the Olympic Games there must be a variety of Activity Options for the participants to choose from so that they could be comfortable with the Activity.

The third role is Authenticity. In the Olympic Games there must be equalness and fairness in the games as everyone participates and the judges must make correct decisions.

The fourth role is Drawing Power. In the Olympic Games, there should be a fair game. Each participant should get a chance to start first.

The fifth role is Assurance. Before every game in

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the Olympic Games, judges must assure participants to finish the race at any cost.

4(b) There are 5 types of carrying capacity that may be exceeded when hosting the Olympic Games.

The Physical Carrying Capacity might be exceeded because there would be too many people in the Olympic Games which would exceed the physical carrying capacity.

The environmental carrying capacity would also be exceeded because the environment there at the Olympic Games would be too crowded and people won't have a good environment to eat food.

The Economical Carrying Capacity would also be exceeded because when there would be too many people, some of them would get in without paying so the economy will go down.

The Socio-Cultural Carrying Capacity would be exceeded because many people will judge those people

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who lost in the Olympic Games and will question them on their poor performance.

The Environmental Carrying Capacity will be exceeded because there would be many people in the Olympic Games and it would be very crowded.

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Level 1 Exemplar 2

Paper 1

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3a) i) Exhibitions, because they had an activity of welcome speech by the chief Executive Officer and Awards Ceremony.

Secondly, Conventions. Team Building activity.

b (i) Adventure. because, it mentioned exploration of science and technology. 'Dancing with Robots' and 'Adventure on Mars'.

c) Firstly, it is empathy. It means the care and individual attention the company provides to its customer. As it is mentioned that the park provides wheelchair rental services for people in need. It shows the care towards the customers.

c) Firstly, it is reliability. The ability to perform promised services dependably and accurately every time. The servers took orders and served their food accurately. The customer didn't had to wait for their service.

Secondly, it is tangibility. It refers to the items that can see, touch or feel that creates an impression.

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the ABC Hotel Restaurant's interior decoration was
impressive!

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c)(i) First advantage of the virtual assistant system is that, the company won't have to hire more staff. The virtual Assistant will able to help customers every time. It can work 24 hours.

Second advantage is that, it can work faster than human staffs. And virtual Assistant service will set a good hotel's rating system and increase the service standards.

Sometimes

While the disadvantage, is that, it can not understand what customers exactly want. so, it will rent the questions. The will be communication problems.

Secondly, if the virtual assistant can not provide services up to standard. Then it will set a bad impression about the company. And customer won't feel to visit next time.

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c) ii) Firstly, it is dissatisfied, the customer feel dissatisfied with the virtual assistance service. it was not able to provide with

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a) Four differences in menu, services and theme of a fine-dining restaurants and a café.

Firstly, In a fine-dining restaurant. They have variety of choices to choose from the menu. The service will be provided by the staff. And the theme of a fine-dinning restaurant is formal. In a café the menu includes a selected no. of choices to choose from, the services can be self-served or it can also be provided by the staff. And theme of the Café is relaxing atmosphere.

Secondly, In a fine-dining restaurant. They can order any dish but each dish will be priced separately, the staff service ratio is high. and the theme is that the customers can have quality time with family. In a café the menu includes mostly beverages, the service staff ratio is medium to low. And customers can have meetings because the place is calm.

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Thirdly, In a fine-dining restaurant, the customers can ask for special food like non-pork food. for the service they can provide wheelchair ~~for~~ if the customers request for. And the theme is table are well set and decorated. In a café, the menu provide small portion of food, the customers can take-in or take-out the order and there is no table setting.

Lastly, In a fine-dinning restaurant, They provide a formal dinning environment and customer can have a alone time with their family. As the Generation X don't like to stay at crowded place. So they can have meals in a fine-dining restaurant. In a café they can have a variety of beverages as Generation X ~~per~~ prefer more brand's coffee to ~~the~~ taste such as starbucks.

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4, a) Firstly, it is planning and facilitating. Make policies and plans, do research about the event and provide training.

Secondly, it is control and supervision. Help maintain supply and demands, maintain quality standards of the event and protect the tourist.

Thirdly, it is direct ownership. The government owns parks or sport ground for the event to be held.

Lastly, it is promoting tourism. the government advertise and operate information centers to let more people join the event.

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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.

4, b) Firstly, it is physical carrying capacity.
~~It is~~ the amount of land be physically accommodated.

Secondly, it is Environmental carrying capacity.
 It refers to the irreparable damage to the environment.

Thirdly, it is Psychological carrying capacity.
 Visitor's enjoyment and experience will be affected for example, by the crowded and noisy place.

Fourthly, it is Economical carrying capacity.
 for example, the prices of the product keep rising.

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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試題編號 Question No.

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

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Start each question on a new page.

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Answers written in the margins will not be marked.

Lastly, it is social-cultural carrying capacity.
It refers to the acceptance of the tourist by
local people.

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