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a). Firstly, the type of attractions of Mai Po Nature Reserve is natural reservation like zoo.

Secondly, the type of attractions of Chung Ying Street at Sha Tau Kok is cultural attraction.

b). According to Cohen's classification, the Chan family belongs to individual mass tourists, because Mr. Chan prefers to have breakfast in the hotel while enjoying other meals outside. Individual mass tourists has a certain amount of control over his/her itinerary.

c). Hotel A is more suitable for the Chan family.

Firstly, Mr. Chan, prefers to have breakfast in the hotel while enjoy other meals outside. So, Hotel A provides Modified American Plan which is only one to two meals.

Secondly, as they had requested more activities for children. Hotel A provides large swimming pool with water slides, where children and parents can enjoy

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their time together.

Lastly, since the two children are aged 3 and 5 years old respectively, Hotel A provides babysitting services and kids reading corner, which may be easier for Mr. Chen and his wife.

d). The reservation department would collaborate with the food and beverage department because food and beverage departments are the one to prepare meals for the guests. So, it is important for the reservation department to inform the food and beverage department beforehand about the special requests of the guests.

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a). Company X belongs to tourism service suppliers, because they provide services to customers.

b. i). The two kinds of tourism products tourists may buy are meal plans and room types.

ii). The form of distribution channel is uni-lateral, because it is more convenient and tourists don't need to wait long hours for their turn.

c. i). The two advantages of the virtual assistant system are:

Firstly, the virtual assistant system provide quick response.

Secondly, the virtual assistant system is a quick and convenient way to make purchases online.

The two disadvantages of the virtual assistant system are:

Firstly, if the conversation flow is not same between

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the customers and the virtual assistant, then they ask the same question when asked in the beginning.

Secondly, the virtual assistant can't give much detailed information like the human assistant.

c). ii). The two non-verbal communication skills used by the customer service manager are:

Firstly, the customer service manager showed up in tidy uniform. This will reflect a good impression of the company.

Secondly, the customer service manager had a smile on his face when he was ready to deal with John's request. This will make the customers feel more relaxed and easy flow of communication.

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a). The four differences in menu, services, and theme of a fine dining restaurant and a café are:

Firstly, the menu of the fine dining restaurant is very high-priced comparing to a café. Fine dining provides a varieties of food choices, however a café provides only light foods and easy to cook foods which leads to less choices of food options. Generation X tourists prefer more unique dining experience and varieties of food. So, they would have meals in a fine dining experience.

Secondly, the services in fine-dining is very formal and they may require advanced reservations and the staff-to-guest ratio is high. However, for a café they don't require advanced reservations and they have to order food in the counter and serve by themselves. So, Generation X may prefer fine dining restaurant as it is very formal dining.

Thirdly, the theme in fine-dining restaurants are very quiet and customers can have their own privacy. However, café does not have much of a privacy.

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as it is very different in theme comparing to restaurants. Cafes provides more comfortable seats. So, Generation X may prefer fine-dining restaurants, as they can have privacy.

lastly, ⁱⁿ the fine-dining restaurants service staff has dress codes where they need to present themselves neat and tidy. So, Generation X may choose fine-dining as it would look authentic and they may have unique dining experience.

To conclude, Generation X would prefer having a meal in a fine-dining restaurant.

b). Based on the concept of the Service Triangle, the five relationships that exist among restaurant, service staff and customers are:

Firstly, it is services provided to the customers. The restaurant should provide a good services to the customers, which is also in the hand of service staff. This will help the customers more satisfied and visit the restaurant again.

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Secondly, it is uniforms of service staff. The service staff in the restaurant should present themselves in neat and tidy appearance, which will reflect the image of the restaurant.

Thirdly, it is the table setting of the restaurant. Although, some restaurants does not have table settings. But, it would look more attractive if restaurants have ^{good} table setting. For eg. in fine-dining restaurants the table settings are very formal which looks standard and which helps in successful service provision.

Fourthly, it is the theme of the restaurant. Restaurants should provide a good themed restaurant, like the restaurant should not be too noisy and have a quiet and comfortable environment. So, that the customers can enjoy their time and have their own privacy.

Lastly, it is the special requests services. The customers may have special requests about their food arrangements. So, the restaurant should be able to provide best services.

To conclude, above mentioned helps to contribute to successful service provision.

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a). The four roles and functions of attractions in the tourism industry are:

Firstly, it is mutual understanding and friendship among volunteers and tourists. Olympic Games may help the locals and tourists to bond with each other through games.

Secondly, it may help solve disputes between the tourists and the locals. As, all the tourists and locals go to Olympic Games to root for their most-liked players. They may end up admiring the same player and build friendly relations.

Thirdly, it improved service quality. ^{Better} Service quality can have a great impact to the tourists and the locals. As, they can enjoy their time as well as revisit the Olympic Games ^{again}.

lastly, improves the volunteering. More tourists will visit the host country the volunteers can improve themselves to become better version of themselves and provide better services.

To conclude, the above mentioned are the roles and functions of attractions.

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b). The five types of carrying capacity that may be exceeded when hosting the Olympic Games are:

Firstly, it is physical carrying capacity. It means the amount of suitable land provided to the people. Since, a lot of athletes as well as spectators visit the Olympic Games, there may be not enough space for parking cars or seats for the people.

Secondly, it is environmental carrying capacity. It means the irreparable physical damage to the destinations. Some people may not value the importance of environment, so people may throw garbages everywhere, as well as may damage some facilities like seats.

Thirdly, it is psychological carrying capacity. It means that when the psychological carrying exceeds the experience and enjoyment of visitors are impaired. As, the Olympic Games are very crowded and noisy, some people may not be able to tolerate it.

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Fourthly, it is social cultural carrying capacity. It means the level of acceptance of tourists from past experience. The locals may not welcome the tourists who visit the Olympic Games, if they don't respect the locals and their country.

lastly, it is economical carrying capacity. It means that when the tourists visit the country the prices of consumption and everything is high, which makes the local unable to purchase stuff. Since, tourists may visit the Olympic Games the prices of value like foods may increase.

To conclude, this carrying capacities may impact the host cities permanently.

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Level 2 Exemplar 2

Paper 1

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1)

a) Mai Po Nature Reserve is a nature animals park.

Chung Ying Street at Sha Tau Kok is a history attraction.

b) Chan family belongs to Individual Mass Tourist. Because they would like to visit some unique and less touristy attraction, not some common places, and also, they want to buy a package via a travel agency including air tickets and accommodation with an additional day tour.

c) Hotel B. First, because Mr. Chan prefers to have breakfast in the hotel while enjoying other meals outside, means they prefer Continental Plan, only Hotel B have this. Second, Hotel B have a Outdoor playground and Mini golf course and mini bowling alley to let Mr. Chan two children to play. Last, Hotel B is a Superior room, which have Two queen beds, It can make Mr. Chan family stay more comfortable.

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1)

d) First, Mr Chan want pick up at the airport, hotel will find the transportation team to pick up them to the hotel.
Second, Mr Chan need kid' amenities and extra towels. Hotel Front office will tell this to the house keeping department and ask them to provid it to Mr Chan.
Last, Mr Chan had a Younger son (3 years old) which Peanut allergy, Front office will tell the kitchen and ask them to make some food for him.

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2)

a) Travel agency.

b) i) Air tickets, Accommodation tickets.

ii) Tourists purchase tourism products via travel agency website can more convenient, tourists can also have a cheaper price.

c) i) Advantages: First, using virtual assistant system can use less manpower, can hire less staff. Second, It can make the things what the tourists want to do easier.

Disadvantages: First, if there are some internet problem or server problem, then can't use the virtual assistant service. Second, There maybe have some wrong things if only A customers enter things, no real people to conform.

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2)

c) ii) Keep calm, no matter what the customer said, customer service manager also need to keep calm to answer the customers.

Keep politely. Customer service manager must keep politely to the customers.

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3)

a) The first travel motivators is friends and relative. Tourists come to Hong Kong can find their friends or relative to go to West Kowloon Cultural District with them.

The Second Hudman's Motivators of Travel is visiting. Tourists come to Hong Kong to visit the Art Park, there have a lot of Art can let people to see.

The Third Hudman's Motivators of Travel is watching. Tourists come to Hong Kong West Kowloon Cultural District to visit Xiqu Centre, there will have some film in old or some big act to watch, or even sometimes there will have some people to sing some old HongKong song to public.

The Fourth Hudman's Motivators of Travel is happienss. People Travel because

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3) a)

they want to happy. Tourists come to Hong Kong to visit West Kowloon Cultural District can have fun and learn in Hong Kong Palace Museum, M+, Xiqu Centre, Freespace and Art Park. And tourists will feel happy.

b) The first characteristics of tourism products is tickets. Hong Kong West Kowloon Cultural District and make a tickets package for tourists to go all the Hong Kong Palace Museum, M+, Freespace, art park and enjoy one act in Xiqu Centre. This can make more tourists to buy.

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4)

a) Firstly, During the Olympic Games, there have a lot of tourists will come to host cities. The Olympic Games is no more than 16 days, so tourists will come to the host cities to watch the Olympic Games, and they also might go visit some attractions in the cities.

Secondly, during the Olympic Games, since there will have a lot of tourists, and they will go to some popular attractions in that cities, and they will bring up the tourism industry.

Thirdly, during the Olympic Games, because there are a lot of tourists come to watch the Olympic Games, and some of them might stay for few more days to visit the attraction in that cities.

Lastly, the huge number of tourists will make the attractions more people and also increase the economic of the cities.

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4)b)

The First carrying capacity is Physicho carrying Capacity. During the Olympic Games, there will have a lot of visitor to go to the host cities, Physicho Carrying capacity means that wheather the host cities can have that much tourists, the hotel of the cities, the restaurant in the cities, the transportation of the cities can let thae much tourists to use or not.

The Second carrying capacity is Environmental Carrying capacity. Environmental carrying capacity means the environment clearn. During the Olympic Games, there will have a lot of tourists to go to the host cities. in this case, the environment of the cities will get dirty, since there are too many people.

The third carrying capacity is Phycologicho Carrying Capacity. Phycologicho Carrying Capacity means the Phycologie of the tourists can accept or not. During the Olympic Games, Because there have too many people to visit

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4) b)

to the host cities. And Overcrowded will occur. In this case, It will see the tourists can accept or not, it is the Psychologico carrying capacity of the tourists.

The Fourth Carrying Capacity is Social-Cultural Carrying Capacity. During the Olympic Games, there have a lot of tourists go to the host cities, then when they go to visit some local shops, they might buy some local handcraft. And that will have the Social-Cultural Carrying Capacity.

The Last Carrying Capacity is Economicho Carrying Capacity. During the Olympic Games, there will have a lot of people to visit the host cities, and when they go to there, they must go to buy something, no matter it is daily use things or Souvenir, it still

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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每題另起新頁作答。

Start each question on a new page.

4) b)

will increase the cost in (the) to the
host cities. So there will have
Economic Carrying Capacity.

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