

TABLE OF CONTENTS

Level 3

Exemplar 1 Paper 1

Exemplar 1 Paper 2

Exemplar 2 Paper 1

Exemplar 2 Paper 2

Level 3 Exemplar 1

Paper 1

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

(a) Mai Po Nature Reserve is natural attraction.

Chung Ying Street at Sha ^{Tau}~~Tan~~ Kok is cultural attraction.

(b) Chan family is individual mass tourist.

Firstly, As individual mass tourist ~~rely~~ rely travel agency to book basic service such as ~~transport~~ accommodation, (and purchase) transportation, Chan family want to buy a package via a travel agency including air tickets and accommodation.

Secondly, individual mass tourist are close to environmental bubble so they will stay in hotel with ~~familiar~~ ~~familiar~~ ~~service~~ familiar ~~service~~ service provided. So Chan family ~~is~~ choose to live in hotel and prefer hotel provide ~~at~~ different activities.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

(c) Hotel B is more suitable for the Chan family.

Firstly, Mr Chan prefer ~~to~~ to have breakfast in the hotel while enjoying other meals outside. Hotel B provide continental plan which cost HK \$3800. It provide breakfast with room only. So it fulfill the need of Mr Chan.

Secondly, Mrs Chan prefer ~~a family-friendly hotel~~ better scenery, which Hotel B provide room with sea view.

Thirdly, ~~Chan family~~ There are total 4 people of Chan family. And Hotel B provide superior room with two queen beds, which 4 people can sleep. So it is suitable for Chan family.

(d) Firstly, reservation department ~~can~~ provide shuttle bus to pick up Chan family ~~at~~ at airport (can collaborate with concierge to)

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☒ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Secondly, reservation department can collaborate with house keeping ^(department) to provide extra towels and kid's amenities.

Thirdly, reservation department can collaborate with food and beverage departments to avoid using peanut in dishes.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

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.

(a) Incentives are included in the training programme as incentives emphasise luxury. There are Helicopter Tour or Luxurious Spa Treatment are provided. Also with dinner at a Michelin-starred Restaurant. These activity are highly priced so it is luxury. Secondly, conventions are included. There are celebrity sharing in Day One.

(b)(i) It belongs to futurism.

~~(b)(i)~~ (b)(ii) For product, it is atmosphere. The tourist were very exciting and eye-opening. So it provide ~~tourist~~ ~~an~~ an exciting atmosphere to tourist. For facilitating, it is user friendly as it provide wheelchair rental services for people in need. So it is user ~~friendly~~ friendly for disabilities.

(c) First, it is tangible. The feedback show

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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.

that the interior decoration was impressive.
Secondly, it is reliability. Feedback show
that "servers took orders and served our food
accurately". So the restaurant provide
promised service accurately. ~~and~~

(d) For language, they need to speak in
English.

For religion, firstly, ~~that time dining~~
~~dishes cannot contain pork~~. They cannot drink
alcohol.

Secondly, in team building, they ~~are~~ need
to ~~be aware of~~ avoid ~~go~~ teaching people
with ~~the~~ opposite sex

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
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.

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

5(a) There are four characteristics of exploration stage in ~~But~~ Butler's Destination Life Cycle with explanation why tourists would choose to visit rural areas after the COVID-19 pandemic.

Firstly, ^{the} characteristic is discover a destination.
(drifter)

Tourist would choose to visit rural areas after COVID-19 pandemic because they enjoy discovering new destination before other have visit them. As rural areas are not developed, tourist may enjoy ~~discover~~ discover a new destination because of the curiosity.

Secondly, the characteristic is ~~visit~~ visitor come in small group with irregular pattern. Tourist ~~visit~~ visit rural areas in small group with irregular pattern, because they prefer non-tourist destination. They may want to

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

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

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

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.

escape for busy life while rural area is
peace and ~~quiet~~ quiet. They can relax in
rural area.

Thirdly, the characteristic is undeveloped destination.
Tourists may prefer undeveloped destination because
they want to express a nature. They want to see
~~and~~ nature (the love of) landscape rather
than man-made attractions.

Lastly, the characteristic is no tourism
facility are available. As rural area may have
historic village ^(with people living), ~~the~~ tourist can interact with
local ~~the~~ from different ~~with~~ ~~tourism~~ and culture. To
fulfill their want of experience different lifestyle
and learn more knowledge of different culture.

To conclude, there are four characteristics of the
exploration stage in Butler's Destination Life Cycle
with explanation of why tourists would choose
to visit rural areas after the COVID-19 pandemic.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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.

5(b) There are three economic and two environmental aims that could be achieved by adopting fair trade practices in the tourism development of rural areas.

~~Firstly~~, For economic aims, Firstly, it is economic viability. It means to ensure to viability and prosperity of ~~tourist~~ local's economy, including prosper and deliver long term benefit. By adopting fair trade, native in rural area can ~~not~~ receive salary and ~~to~~ ~~help~~ increase the economic flow in ~~the~~ rural area so they can prosper and deliver benefit in long term.

Secondly, it is employment quality. It means to ~~maximize~~ the number of job that is create and support by tourism (and quality), including level of pay, condition service and available to all without discrimination by gender, race or

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

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

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

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.

disability.

Thirdly, it is local prosperity. It means to maximize the contribution of tourism to local and the spending of tourists should retain locally. (part of) By adopting fair trade, which emphasizes the fairness of local, local can gain fair income when they sale the product. So it reduce leakage.

For ~~so~~ environmental aims, firstly, it is biological diversity. It means to ~~pe~~ support the conservation of ~~natura~~ nature area, wildlife, habitat, to minimize the damage to them.

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

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

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.																										
1	2	3	4	5	6	7	8	9	10	11	12															
☐	☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐															
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐															
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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

lastly, it is resource efficiency. It means to minimize the use of scarce and non-renewable resource in development and operation tourism facilities.

To conclude, there are three economic and two environmental aims that could be achieved by adopting fair trade practices in the tourism development of rural areas.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

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

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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(a) There are four roles and functions of attractions in the tourism industry with the Olympic Games as an example.

Firstly, it is promote attractions ~~globally~~ for global. As Olympic Games is world's largest sport events, ~~and~~ it appeal to many tourist to join or watch the event. So it is a great time to promote attraction to global.

Secondly, it is to ~~help~~ support government to promote the importance of tourism. Olympic Games attract thousands of athletes around the world taking part in various competition, with tourists from different country will be joined. It brings huge economic benefit as they will visit different attractions, and spending money to purchase ~~souvenirs~~ ~~so~~ souvenirs. As a result, the economic will growth. So it can show the importance of tourism in economic aspect, to increase the ~~knowledge of~~ ~~and~~ ~~appreciate~~ ~~the~~ concept to local and ~~to~~ change adopted.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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.

better attitude to tourist.

Thirdly, it is gain reputation. ~~Olympic~~ Olympic Games is world's biggest event. If the country need to ~~have~~ hold ~~Olympic~~ Olympic Games, it must be well-developed country. So it can gain other country respect with reputation increase.

Lastly, it is ~~increase awareness of tourists~~. gain repeated ~~to~~ tourist. Olympic Games is world wide event. It is a good time to impress tourist by providing quality service to tourist in tourism industry. So they will be re-visit.

To conclude, there are four roles and functions of attractions in the tourism industry with the Olympic Games as an example.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
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) There are five types of carrying capacity that may exceed when hosting the Olympic Games, with explain the impact of each is permanent for host cities.

Firstly, it is physical carrying capacity. It means ~~physical~~ number of tourists who ~~is~~ physically fit in facilities. If this impact ~~will be~~ permanent for the host cities, it over crowded will be ~~an~~ occur with serious traffic jams. as more tourists visit ~~destination~~ destination.

Second, it is environmental carrying capacity. It means ~~the~~ irreparable physical distortion to occur in tourist destination. If this impact ~~will be~~ permanent for host cities, ~~because~~ there are environment degradation occur. It led to soil erosion as ~~tourist~~ soil are compaction by people.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Thirdly, it is psychological carrying capacity. It ~~to~~ will exceed when visitor's experience ~~over~~ and enjoyment is comparable. If this impact permanent for host cities, it will led to negative image of destination because tourist can spread their negative feeling by word of mouth.

Fourthly, it is ~~economic~~ economic carrying capacity. It means exceed tourist will affect the local economy. If this impact permanent for host cities, the daily consumption product price will keep increasing ~~and inflation~~. Citizen may not afford the daily used products.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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.

tourist purchase much

Lastly, it is social-cultural carrying capacity. It means the ^{adaption} ~~approach~~ of tourist by ~~the~~ local communities. This will lead to negative feeling to local as ~~tourists~~ there are land use conflict with tourist

To conclude, there are five types of carrying capacity that were exceeded with explanation of impact of each is permanent for the host cities.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Level 3 Exemplar 2

Paper 1

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
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.

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

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

1. a Firstly, Mai Po Nature Reserve belongs to
Natural Attractions.

Secondly, Chung Ying Street belongs to
Cultural Attractions.

b. Chan family belongs to organized mass tourists.

Firstly, organized mass tourists would purchase
travel package from travel agency, while the Chan
family buy travel package via a travel agency
for air tickets and accommodation.

Secondly, organized mass tourist would join
day tour at a full tour, while the Chan
family join an additional day tour at
Mai Po Nature Po Nature Reserve and
Chung Ying Street in Sha Tin Tsuen.

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

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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.

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

c. Hotel B would be more suitable for the Chan family.

Firstly, Mr Chan prefers to have breakfast in the hotel while enjoying other meals. Hotel B provided Continental Plan which included breakfast, while Hotel A only provided European Plan and Modified American Plan which provide no breakfast and three meals in hotel. Therefore, Hotel A's Continental Plan is more suitable for the Chan family.

Secondly, Mrs. Chan prefers a family-friendly hotel with more activities for children. Hotel B provided outdoor playground while Hotel A provided kids reading corner. Therefore, Hotel B's outdoor playground would be more interesting and exciting to children compared with book-reading, which is more suitable for the Chan family.

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

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

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Lastly, Chan family included Mr Chan, Mrs Chan and two children aged 3 and 5 years old. Hotel B provided a superior room with two queen beds while Hotel A provided a deluxe room with one hollywood bed. Therefore two queen bed of Hotel A are much comfortable for four people to sleep in compared to only one hollywood bed. which is more suitable.

d. Firstly, the reservation department would collaborate with housekeeping department. Since the Chan family told the reservation department that they need kids' amenities and extra towels, they will tell the housekeeping department to bring the and prepare the kids amenities housekeeper would and extra towels in the room of Chan family.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12	
☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Secondly, the reservation department would collaborate to the concierge department. They will transfer the need at pick up at airport to the concierge. So that the airport representative will send to pick up the Chan family.

Lastly, the reservation department ~~or~~ would collaborate with the Food & Beverage department. They will remind the Food & Beverage department that the 3 years old younger son is peanut allergy so that the chef would ~~pre~~ avoid using any peanut or peanut-made product while cooking the Chan family's meal.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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.

2a Company X belong to Tourism promoter.
From the source, company X provided travel package indirectly to customers.

b. i Tourists may ~~to~~ book accommodation and buy flight tickets for transport.

c. ii Firstly, the customer service manager show his willingness and patient to customer. From the source, he wear a smile on his face, which show patient, friendly and keep the customer feel that he is welcomed and valued. Therefore, the customer will be more willing to express his opinion and needs which contribute to effective communication.

Secondly, the customer service manager shown his professional image. From the source, the manager was wearing tidy uniform which show his professional image. Therefore, customer will have more confidence to him and believe he can help with his need.

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

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

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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.

Therefore, the customer will trust him and ask for his help with contribute to effective ~~communication~~ communication.

C I. In terms of advantages, the use of the virtual assistant system can cut the cost. Since the virtual assistant can replace most of the staff in handling customer service, fewer staff will be need in Company X. Therefore, it can cut the cost in human resource.

In term of disadvantages, the adoption of virtual assitant system is expensive. From the Source, the company Invested HK \$ 300,000 for this virtual assistant. Therefore, HK\$ 300,000 is such a huge sum which is a high cost in operation a company.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
--------------------------	-------------------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

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.

In term of disadvantages, the virtual assistant cannot handle difficult ~~case~~ customer service. From the source, the virtual assistant failed in handling the discontent of customer about the charge of wefund. Therefore, the virtual assistant can only handle these simple tasks while fail to handle ~~case~~ customers' emotion and difficult request.

In term of advantages, the virtual assistant is more convenience to customer without limited at time. Since the virtual assistant can be use 24 hours in a day, customer can seek help from it every time. Therefore, it is more convenience and suitable for ~~customer~~ customer.

From the source, the virtual assistant can still answer the ~~q~~ customer at 2 am during the mid night.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Paper 2

試題編號 Question No.												
1	2	3	4	5	6	7	8	9	10	11	12	
☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐	
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	
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.

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

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

3a. Firstly, for the travel motivators of Pleasure, tourists would enjoy relaxing time which help them take a break from routine life. For example, the Freespace and Art Park ~~can~~ allowed them to talk and walk slowly while enjoying the exhibition which match the the ~~Meaner~~ travel motivators of.

Secondly, the travel motivators of Spiritual and Health, since they would like to seek appreciation of arts they would attracted by the Hong Kong Palace Museum and the Freespace. For examples, the Hong Kong Palace Museum, tourists are allow to appreciation the these exhibition, providing which is Improving and contributed to mental health by having relaxing and enjoyable time in the museum.

Thirdly, the travel motivators of Curiosity, since they are curious and interesting in different culture and experience, they ~~is~~ would attracted by the Hong Kong Palace Museum and Xiqu Centre. For example, they would be attracted

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

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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.

by the Xian Centre since there
provide unique Cantonese Opera performance
and classes for experience to try.

Lastly, for the travel motivators of Friends
and relatives, since they would like to spend
time with friends or family, Freeport, Hong Kong
Palace Museum would attract them. For example,
they would like to spend time together in
the Hong Kong Palace Museum while chatting
and visiting exhibitions together.

b. The characteristics of the tourism products
is highly related to the tourists' experience.
Therefore strategies should be applied taking account
of the characteristics of tourism products.

Firstly, tourism products are inseparable
in production and consumption, since the
moment of truth is the same time
the customer received the service which the
staff deliver. For example, the Hong Kong

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

Palace Museum can do better staff training so that they can tell more about the exhibition while the customer enjoying the service of the staff.

Secondly, travel products are highly perishable, which mean it would ... forever lost the chance to sell after the limit date, so that the West Kowloon Cultural District should put more effort to selling the tickets. For example, do more promotion on the performance of the Xiyi Centre.

Thirdly, travel products are risks and uncertainty. The West Kowloon Cultural District should avoid the risk and uncertainty such as weather affect tourist experience. For example, the outdoor event in Freespace can move to indoors under extreme weather such as heavy rain.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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.

Fourthly, tourism products are unstable price and demand. The West Cultural District need need to predict the demand in low season and to peak season. For example, during peak season, there are more visitor in the M+ museum, they should do better control of the number of visitor in order to prevent overcrowd.

Lastly, tourism products are intangible, which tourist are also enjoying the atmosphere of the environment. Therefore, the West Cultural District need to improve the atmosphere in the environment. For example, play classical music in the Hong Kong Palace Museum.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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. When the five types of carrying capacity were exceeded, it may cause permanent impact to the host countries.

In term of environmental carrying capacity, it would be exceeded when permanent damage toward the nature or man-made attractions. For example, due to the tourists flow during the Olympic Games, a large number of tourists would visit the Versailles Palace. There might be damage by too much visitors footstep. It would turn to permanent damage toward the France since the historical site is hard to recover.

In term of social-cultural carrying capacity, it would be exceeded due to the noise and disturb made by visitors toward the locals. For example, a large number of tourists follow, they might disturb the local by making noise or overcrowd in city. As a permanent impact, the local might start hating tourist and unwelcome them.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

試題編號 Question No.

1	2	3	4	5	6	7	8	9	10	11	12
☐	☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

In terms of economical carrying capacity, it
might be exceeded when inflation ~~after~~
affect local community, due to the inflow
of tourist and increasing demand. For
example, the tourists demand of daily necessities
by the tourist cause inflation which the
local no longer could afford. As a
result, property of people would become
a permanent impact.

In terms of psychological carrying capacity,
it would be exceeded when the enjoyment of
tourist is reduce due to the overcrowding. For example,
when there is too many tourist during the
Olympic Games, people were disappointed by the long
waiting time at restaurants, they will no longer
want to visit again. As
a result it affect the revisit of tourist as
a permanent for the host cities.

In term of physical carrying capacity, it would exceed when
there are not enough space for tourist. As a result, ^{for} visitor don't
have hotel

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

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

試題編號 Question No.

1 2 3 4 5 6 7 8 9 10 11 12

☐	☐	☒	☐	☐	☐	☐	☐	☐	☐	☐	☐
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

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.

Firstly Attractions act as the promoter of the in the tourism industry. Attractions can promote and attract tourist to visit the countries. For example, the Olympic Games can promote ~~the~~ French and Paris ~~at~~ to people who love sport.

Secondly, Attractions acts as the

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.

寫於邊界以外的答案，將不予評閱。

Answers written in the margins will not be marked.