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Q1a) Hai Po Nature Reserve is a natural attraction while Chung Ying Street at Sha Tan Kok is a cultural attraction.

(b) {Chan family} belongs to the {explorer} of the Cohen's classification. Since they choose to visit some unique and less touristy attractions, it reflects that they are curious to explore something unusual. Besides, they need the service of picking up at the airport and want to stay in a family-friendly hotel, it reflects that they have left their environmental bubble but still care about their venture and want the comfortable accommodation.

(c) Hotel A. First, Chan family {want more kids activities} Hotel A provides kids reading corner {and large swimming pool with water slides} which can fulfill their needs. while Hotel B only provides fitness centre, mini golf course and mini bowling alley, etc which are only suitable for adult. Second, Hotel A provides {deluxe room} which has one Hollywood bed with city view, so that they can enjoy a better scenery. Third, Hotel A provides European Plan and Modified American Plan, they can enjoy the breakfast in the hotel.

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(c) First, the reservation department would collaborate with the housekeeping department, the housekeeping department would provide extra towels and kids' amenities

Second, they will work with food and beverage department. Since their younger son has peanut allergy, so the reservation department needs to inform the food and beverage department to aware of this condition while preparing the food and beverage.

Third, they will work with airline department since they need to pick up them at the airport.

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Q3a) Incentives and Meetings. Because the training programme is organized for the outstanding sales representatives and the tour is not relate to business but it is for the purpose of rewarding and encouraging the sales representatives' good performance. Besides, it included the welcome speech by CEO and celebrity sharing which are related to meetings.

b) Futurism. Because ABC Theme Park allows the tourists to explore science and technology, like 'Dancing with Robots' and 'Adventure on Mars', robots and Mars are both related to future.

ii) The core product is the excitement, because it provides 'Dancing with Robots' and 'Adventure on Mars' and they are exciting and eye-opening. Besides, the facilitating product is the , because it provides wheelchair rental services for people in need, therefore it is very convenient with the people with disability.

c) It could fulfill the dimensions of tangible. It refers to the things that the customers can see, touch, smell and feel. It can create a very vital first Impression to the customers. The first and last Impression have the greater impact on customers' perception of business. ABC Hotel Restaurant can has an Impressive interior decoration which can impress customers' experience. Besides, it could fulfill the dimensions of responsiveness, which relates to the speed, timeliness, efficiency and courtesy of services, the servers can take orders and serve food accurately.

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Q3d) The event organisers should arrange some professional to translate the language to Thai and Arabic. Besides, the event organisers should arrange the restaurants that are suitable for their taste. In addition, they should arrange a period for them to have a pray due to their religious belief.

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Q3a) In the west Kowloon Cultural District, It provides a lots of attractions to customers with different travel motivations, like travel motivators of Pleasure, curiosity, religious and spiritual appreciation and root syndrome.

First, It can attract the tourists with the travel motivation of pleasure. They can visit west Kowloon Cultural District to give routine life a break and release pressure. For example, the tourists can go the the freespace to gather with friends and family and relax.

Second, the travel motivators of curiosity can attract the tourists to the west Kowloon Cultural District. Since the tourists may have the Inquisitiveness and the curiosity, they will be attracted by the history, nature and disasters, etc. For example, the tourists can explore the historical and cultural things in the Hong Kong Palace Museum Mt. like the history of traditional trams and the lifestyle of Hongkongers such as the culture of dining in the chinese Restaurant.

Third, the travel motivators of religious and spiritual appreciation can attract the tourists to visit that attractions. Tourists can release pressure and relax by appreciating the the picturesque landscape. They have the opportunities to visit the Art Park and learn the culture of the art of Chinese, like the calligraphy and cutting paper.

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Fourth, the tourists may visit the West Kowloon Cultural District due to their motivation of root syndrome. They may want to explore the culture and history of the homeland and learn the lifestyle of the grandparents so that they can familiarize themselves with their home country and their relatives. For example, they can go to Xiqu centre to explore the history of Chinese opera and the entertainment of previous generation of their family.

To conclude, It can attract different tourists with different travel motivations.

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Q3b) There are 5 characteristics of tourism products, and the West Kowloon Cultural District could apply them to improve tourists' experience.

First, the tourism products are intangible. It is the things that the tourists cannot touch, see, smell, feel before they purchase. After the experience, they can only retain the memories. The West Kowloon Cultural District can attract the tourists by offering tour guide in the Museum so that the tourists can learn the culture in the effective way.

Second, the tourism products are perishable. They are durable and only last for a short while. Besides, they cannot be stored for future use and sell. ^(and cannot require for physical ownership) The West Kowloon Cultural District can offer staff training to ensure that they can provide an impressive experience to the visitors.

Third, the tourism products are not standardized. It can be vary due to the locations, time and staff. Therefore, the West Kowloon Cultural District can improve the quality of the products, to ensure that the tourists can be satisfied.

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Fourth tourism products [are] ()

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(Q5a) One of the stages of Butler's Destination Life Cycle is the exploration stage. The tourists choose to visit rural areas which is the destination that on the exploration stage after the covid-19 pandemic.

First, the destinations that on the exploration stage are full of natural physical features. For example, there are some natural architectures. The tourists have the desire to explore this type of areas after pandemic since they start to aware of their health. Exploring the rural areas, they can release pressure and improve their health condition by eating fresh local food and enjoying the fresh air.

Second, the destinations that on the exploration stage have no accommodations and facilities provided to the tourists. The destinations may not offer hotels or guesthouses and theme park or museum for the tourists to enjoy. After the pandemic, the people had become more curious than before, rural areas may have different features and situations from the urban areas, and do not

Third, the places only visited by the explorer and drifter. The destination do not have much tourists, it provides a place for people to relax with no air, water, land pollution. After the pandemic, people aware of the environmental condition of the destination, they prefer to visit a place that have a better environment condition, so that they will not be affected by

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the pollution.

Finally, the places have the lower living cost. The destinations usually do not have a booming economic development. Therefore, the daily consumption is lower than other areas. After the pandemic, a great amount of people lost their jobs due to the ^{worse} economic development, they may not have a good financial ability to travel to the famous destination, so they will choose the places that require lower cost and to fulfill their desire of travelling.

To conclude, tourists like to visit rural areas after pandemic.

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Q5b) According to the twelve aims of the Agenda for Sustainable tourism, the economic aims of employment quality, economic viability and local prosperity, and also the environmental aims of biological diversity and physical integrity could be achieved by adopting fair trade practices in the tourism development of rural areas.

First, the economic aims of employment quality is to enhance and strengthen the number and the quality of local jobs that created and supported by the tourism industry. For example, increasing the employment opportunities in the rural areas, like tour guide, coach drivers, hotel staff, etc.

Second, the economic aims of economic viability is to ensure and enhance the competitiveness of the tourist destination. For example, ensuring the development of the attractive destination in the rural areas, like the natural, wildlife and habitats.

Third, the economic aims of local prosperity is to maximize the contribution of tourism to the economic prosperity of the host destinations. For example, the rural areas can support the local-owned business.

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Fourth, the environmental aims of biological diversity could be achieved by adopting fair trade practices in the tourism development of rural areas. The destinations should support the conservation of natures, wildlife and habitats. For example, the rural areas can promote the management and development of ecotourism.

Finally, the resource efficiency can also be achieved. The purpose is to reduce the use of scarce and non-renewable resources in the development. For example, the rural areas can plan a provision of water and energy supplies and promote the importance of reuse, reduce and recycle.

To conclude, there are some economic and environment aims that can be achieved.

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Level 4 Exemplar 2

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a)

b) They belong to individual mass tourists. The evidence is that they are not following a group but they still need a day tour from tour guide. Secondly, even though they aren't following a group, they still are making arrangements for air tickets and accommodation through travel agency.

c) Hotel B is more suitable for the Chan family. The first reason is that as Mrs. Chan prefers a room that has better scenery, so when Hotel B which has sea view is compared to Hotel A which has a city view, it is the room in Hotel B that has better scenery. The second reason is that Mrs. Chan prefers a hotel with more activities for children, so when both Hotel A and Hotel B are compared, Hotel B has more activities for children, it has a outdoor playground where the kids can play, a tricycle and bike rental which the children can rent and play and also a mini golf course and mini bowling alley where the kids can enjoy. The third reason is that Mr Chan prefers to only have breakfast in the hotel, and Hotel B provides continental meal plan while Hotel A, so Hotel B is the choice because it has

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Continental plan which only includes breakfast.

d) Firstly, for the special request of needing kids' amenities and extra towels, the reservation department would collaborate with housekeeping department, reservation department will request the housekeeping department to place the kids' amenities and extra towels before the arrival of the guests.

secondly, for the special request that the younger son (3 years old) has peanut allergy, for this request the reservation will collaborate with food and beverage department, the reservation department will request the food & beverage department to avoid using any ingredients that contain peanuts while preparing a meal for the younger son.

Thirdly, for the special request of picking up at the airport, the reservation department will collaborate with concierge to send an airport representative to pick up the family from the airport.

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a) The two elements of MICE that were included in the training programme were incentives and convention.

The convention was the one that took place on Day one, where more than 200 people joined the award ceremony and celebrity, this is considered a convention because the number of people are more than 100.

The incentive provided by the company is either a Helicopter Tour or Luxurious spa Treatment and also dinner at a Michelin-starred Restaurant, this is an opportunity for the employees to enjoy so it is considered an incentive.

bii) The core product of the ABC Theme Park was the service, as mentioned by one of the participants that the park provides wheelchair rental services for people in need, which is a core product.

The facilitating product is the attractions, which made the guest interested in exploration of science and technology. 'Dancing With Robots' and 'Adventure on Mars' were the facilitating products, which are the attractions.

c) The first service dimension the restaurant could fulfil was the reliability, which means being reliable. the

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evidence for this is that the participants mentioned that the servers took orders and served their food accurately.

Secondly, they fulfilled tangibility, the evidence for this is that the participant mentioned that the interior decoration was impressive. Tangibility refers to visually pleasing so the designs pleased the participants.

d) In terms of religion, many people from Tunisia are muslims, so the event organisers should have provided them with prayer rooms for praying in the convention hall, so that they can pray.

In terms of language, people from Thailand speak Thai so they should have leaflets or translators to help them understand what the people in the activity are doing or saying.

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a) There are both similarities and differences between using a management contract and franchising to operate a hotel.

The first similarity from the perspective of the property developer is that there is acquisition of operational expertise for both which will reduce the chance of business failure and enhance service quality.

The second similarity from the perspective of the property developer is that the hotel will gain national or international recognition if it is run by reputable management enterprise or is a franchisee to a reputable franchise.

There are also differences between using a management contract and franchising to operate a hotel.

The first difference from the perspective of the property developer is that, for management contract, the owner is not required to be involved in the hotels' daily operation while for franchising the franchisee has complete control and responsibility over the daily operation of the property.

The second difference from the perspective of the property developer is that franchisee may have a risk of termination of contract or no continuation of new contract.

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if the franchisor wants to take the right of operations while a management contract period can last for five, ten or twenty years.

Based on the similarities and differences of using a management contract and franchising to operate a hotel, the following are the reasons why using a management contract is more suitable.

Firstly, based on differences, since the property developer lacks experience in the hotel industry, so the difference of the owner not having to be required to be involved in hotels' daily operation will make things convenient for the hotel owner.

Secondly, based on differences, to avoid risk of contract termination or no continuation from franchisor, it's a better to choose management contract as it is reliable since the management contract period can last for five, ten or twenty years.

Thirdly, based on similarities, since the owner lacks experience, the advantage of having acquisition operational expertise can reduce the chance of business failure and enhance service quality despite lack of hotel experience of the property developer.

lastly, based on the similarities, from management

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contract, the owner can gain national or international recognition for the hotel if it is ran by a reputable management enterprise.

Above are why management contract is more suitable compared to franchising.

b) The following are the characteristics of tourists who organise or attend exhibitions in the conference hotel.

Firstly, these tourists are not affected by the seasonality, they travel anytime of the year to conduct business.

Secondly, these tourists are not bothered by the price or charges of the hotel, they only require ~~good~~ top notch services.

Thirdly, these travellers usually require extra services such as shoe polishing, laundry and ironing.

The front - of - the house, firstly, the receptionist should offer them the best type of available room.

The back - of - the house, housekeeping department

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Should clean their room throughly, and take their clothes for laundry and ironing.

The telephone department should give the guests the wake up call if required.

The bell boy should help taking their luggase to the room if they're in a hurry.

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

Firstly, the difference in menu is that a fine-dining restaurant provides an à la carte menu while a café provides mostly drinks with just some snacks or sandwiches.

Secondly, the difference in the service is that fine-dining restaurant has a high staff-to-guest ratio while a café has low staff-to-guest ratio.

Thirdly, the difference in the service is that for fine-dining restaurant it is table service while in a café you have to order at the counter by your own self.

Fourthly, the difference in the theme is that a fine-dining restaurant has an elegant decoration and luxurious feel while a café has more of cozy feel because of the warm colours and environment.

The following are the reasons why generation X would prefer fine-dining restaurant over a café.

Firstly, Generation X likes to have attention from people, so this means fine-dining restaurants are their choices because high staff-to-guest ratio and table service.

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Secondly, the Generation X would choose a fine-dining restaurant over a café is because in a café it is mostly only beverage items! the Generation X would prefer to have great variety ^{and small snacks} and greater quality of food and not some small snacks.

So the above were the reasons why Generation X would prefer a fine-dining restaurant over a café.

b) The following are five relationships that exist among restaurant, service staff and customers in a service triangle.

Firstly, the relationship from service staff to customer, the service staff should be responsive to customer and show their care towards customer. for example, if a customer has injured, immediately bring out a first aid kit and provide assistance to the guest. this will show that you genuinely care for them.

Secondly, from customer to service staff, the customer should show appreciation to service staff for their good service, for example, by giving the staff a tip for good service provided.

Thirdly, customer to restaurant, the customer can

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give the restaurant a feedback or advice. for example, pointing out the things the guest wasn't satisfy with so that the restaurant can make differences and improve service quality.

Fourthly, restaurant to customer, the restaurant should take customer advice and feedback into consideration, for example to make improvements to the services that the guests weren't satisfied with so that the customer can have better experience next time.

Lastly, service staff to restaurant, the service ~~standa~~ staff should follow service standard accurately so that the restaurant reputation is good, for example, providing prompt and accurate services. ~~##~~

All of the above can contribute to successful service provision at fine-dining restaurant.

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