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(a) Mai Po Nature Reserve is natural attraction.

Chung Ying Street is recreational attraction.

(b) They are individual mass tourists.

First, they buy a package via travel agency including air tickets and accommodation, so major arrangement still made through travel agency.

Second, they would join local day tour to Mai Po Nature Reserve and Chung Ying Street, so their Itinerary are set by themselves.

(c) Hotel B.

First, Mrs. Chan prefers more activities for children, and hotel B provide outdoor playground.

Second, Mr. Chan prefer breakfast in hotel and other meals outside, Hotel B provide continental plan, which include breakfast.

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Third, Mrs. Chan prefer better scenery, Hotel B provide room with sea view, which match with her preference.
Instead of city view

(d) First, reservation department should contact insurance.
To offer airport attendant, to pick up Chan family and driver.

Second, reservation department should contact housekeeping department. To provide kid's amenities and extra towels in their room.

Third, reservation department should contact food and beverage department. Notice them about peanut allergy of Chan's son and be careful of ingredient for their meals.

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(a) Tourism promoter.

Tourist can obtain latest information of various tourism products and make purchases online from Company X.

(b)(i) First is attractions entrance tickets.

Second is catering booking services.

(ii) Bilateral distribution channel.

Tourists can buy various different tourism products in one platform, so it can save time and convenient.

(i)(ii) First advantage is reduce staff workload. Simple instructions and processes can be done by virtual assistant system like changing data, cancellation.

Second advantage is reply immediately. The system can quickly response to questions within a minute, so John gets his reply very quick and very convenient.

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First disadvantage is not recognizing all questions from users. The data show that the virtual assistant can't understand John's message and repeat the first step.

Second disadvantage is that complicated order is not functioning and need to contact manager to solve. John finally seek help from customer service manager by video chat.

(c)(ii) First is smile on his face. The manager maintain a good and friendly attitude to users, so users may reduce the level of anger or worry, and keep an effective communication.

Second is that manager wear tidy uniform. It reflected that the image of company is good and staff is well-groomed and professional. Users may feel being respected and be patient to communicate with manager to solve the problems.

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Q59. There are four characteristics of exploration stage to explain why tourists would choose visit rural areas.
(rural areas are undeveloped and non-tourist spot.)

First characteristic is no tourism facilities and establishment. After Covid-19, tourists would like to visit places where less tourist visiting, avoid over crowding of attraction, and enjoy the real picture of destination.
(no international or foreign investor to develop)

Second characteristic is leakage is small. Tourists focus more on contribution to local economy and would purchase products made by local residents, visiting rural areas to get in touch with local instead of international brand in the city.

Third characteristic is drifter discover destination. There are limited facilities and drifter would like to mix and live with locals, so tourists would like to enjoy the interaction and communication with local residents.

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Fourth characteristic is small impact by tourism. Rural areas are not disturbed by lots of visitors and maintain a good environment, so tourists would like to feel the fresh air that different from city, enjoy the pleasant ambience.

The above are four characteristics of exploration stage to explain why tourists would choose visit rural areas.

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Q5b There are two environmental and three economic aims that achieved by adopting fair trade practices.

First environmental aim is physical integrity. To maintain the quality of landscape, both urban and rural, and physical and visual degradation of environment. Under fair trade practices, consultation and negotiation of local residents about tourism, so they can keep the existing habitat and maintain the original scenic view and quality of landscape of rural area.

Second environmental aim is resource efficiency. To minimize the use of scarce and non-renewable resources in the development and operation of tourism services and facilities. Products and facilities are not made from non-renewable resources, they use original materials to produce arts and crafts. Less plastic and disposable items is generated in the development to rural areas.

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First economic aim is local prosperity. To maximize the contribution of tourism to the economic prosperity of host destination, including the proportion of visitor spending. Under fair trade practices, local get what they deserve and reduce leakage. Tourists contribute to local economy when visiting, like purchasing handicrafts.

Second economic aim is employment quality. To strength the number and quality of local jobs created and supported by tourism, including the level of pay, condition of services, amenities and the supporting products, availability to all without discrimination. Under fair trade practices, employ local residents and indigenous people so they can develop human capital and higher chance to get high pay jobs. When developing rural areas, local residents can be employed as they familiar with the places and guide the development.

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Third economic aim is economic viability. To maintain the viability and competitiveness of tourism destination, so that they are able to prosper and deliver benefits in the long term. Under fair trade practices, local investor have more chances and increase its competitiveness. Development of rural areas become a trend for youngster to visit, so it can benefit in the long term.

The above are two environmental aims and three economic aims that achieved in the tourism development of rural areas.

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Q39 There are four travel motivation and explain with one cultural elements.

First motivation is curiosity. Tourists would like to discover more about West Kowloon Cultural District. Historic heritage are the element that match with Xiqu Centre. Tourist are curious about Xiqu's history and knowledge about Xiqu.

Second motivation is pleasure. People can enjoy and relax, give routine life a break. Lifestyles are cultural element that match with Freespace. Tourist can enjoy the day in the Freespace and observe local lifestyle, get relax and visit.

Third motivation is friends and relative. People can come together to enjoy the moment of being together. Arts and crafts are the cultural element that match with Art Park. Friends and relative can go to Art park to appreciate the view and at the same time interacting with each other freely.

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Last motivation is item. People can gain other respect from visiting the spot. Architecture are the cultural element that match with Hong Kong Palace Museum. Reservation is needed for visiting Palace Museum, and the museum show the true picture of which gain others respect. architecture

The above are four motivation with cultural elements.

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Q36. There are five characteristics of tourism products and strategies to improve tourist experience.

First is Intangible nature. Tourist can never see, hear, taste or touch, they can only retain the experience in memory, no way of acquiring physical ownership. West Kowloon Cultural District can offer photo-taking spots, so tourists can keep their memory in the photos.

Second is Immutability of ownership. Tourists cannot acquire physical ownership but the experience. They can provide some small gifts or souvenirs to visitors, so that they can bring a home memory.

Third is inseparability of consumption and production. Tourism services are provided by tourism organization, this is the exact moment that tourists consume such service. Those attractions can provide water and security for visitor, so

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that they can consume such service with a better experience when visiting those attraction.

Fourth is differentiation. Different service staff in the same environment will not be completely the same, it is difficult to control the quality standard. Museum guide should try their best to explain and introduce different products in the museum and control, and should follow the training and instruction learned before.

Last is perishability. Travel product cannot be stored like physical product and prepare for sale in the future. Reservation systems should be easily access online, so visitors can check the time availability and avoid date with lots of visitors, so that visitors can gain a better experience.

The above are five characteristics of tourism products and suggestion about improving tourists' experience.

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Level 5 Exemplar 2

Paper 1

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Q5.1(a)

Mai Po Nature Reserve is natural attraction.

Chung Ying Street at Sha Tau Kok is recreation.

(b) Chan family belongs to individual mass tourists.

According to the source, they will like to buy a package via a travel agency including air tickets an accommodation, which they are using the tourism services ie travel agency, ^{but not bound into a tour group.} Also, the attractions and itinerary, are not entirely fixed, they have certain control on their plan, like they will buy a package that will an additional day tour of Mai Po Nature Reserve and Chung Ying Street at Sha Tau Kok.

(c) Hotel B is more suitable.

First, Mr. Chan prefers to have breakfast in the hotel while enjoying other meals outside. Therefore the Continental plan is suitable for the Chan family.

Second, Mrs Chan prefers a family - friendly hotel with more activities for children. Hotel B offers different facilities and services that can fulfill Mrs Chan's needs. For example, the

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outdoor playground. tricycle and bike rental, as well as mini golf course and mini bowling alley. Lastly, Mrs Chan also prefers a better scenery's hotel. Hotel B offers a superior room with sea view. Therefore, Hotel B can fulfill Mrs Chan's want.

(d) First, reservation department would collaborate with concierge. Inform the department to provide pick up service at the airport.

Second, reservation department would collaborate with rooms division's housekeeping department to ask them provide kid's amenities and extra towels before chan family's occupancy.

Lastly, reservation department would collaborate with Food and beverage department to ask them to provide dishes with peanut as Chan's younger son has peanut allergy.

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3 (a) First, meetings is included. According to day one, there is a company meeting which has the speech by the Chief Executive Officer and awards ceremony, as well as celebrity sharing can provide information.

Second, Incentives is included. Referring to day 2, there is a team building activity and provide a reward for staff to ABC Theme Park.

(b1) Futurism as ABC Theme park provides attractions with exploration of science and technology.

(b11) In terms of core product in ABC Theme Park.

The attractions like 'Dancing with Robots' and 'Adventure on Mars' is the main entertainment that attract tourists who interested in exploration of science and technology.

In terms of facilitating product in ABC Theme park. The Theme park provides wheelchair rental services for people in need, in order to enhance tourists' overall experiences and satisfaction.

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3(c) First, tangibles could fulfill. Tangibles refers to the physical facilities, equipments and appearance of service personnel. Referring to the source, the interior decoration was impressive which the interior furnishings or physical facilities like table and chair settings are impressive.

Second, reliability could fulfill. Reliability refers to the ability to provide promised services dependably and accurately. Referring to the feedback, servers took orders and served food accurately which provided services correctly.

3(a) Event organisers is suggested to provide translate services as Thailand and Tunisia's official language is different.

Besides, most of the Thai's religion^v Buddhism, so they may not eat beef. Event organisers is suggested to provide another meal for these sales representatives. Lastly, most Tunisian's religion is muslim. Therefore event organisers is suggested to avoid providing wine or liquor to these participants.

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Paper 2

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3(a) Based on Hudson's Motivators of Travel, four travel motivators that attract tourists are pleasure, esteem, curiosity and friends and relatives.

First of all, one of the motivators is pleasure. Tourists can give routine life a break and participate new activities to loosen up. For example, they can watch Xiqu in Xiqu Centre in the West Kowloon Cultural District. This can be a relaxing activities for people to have the pleasure and entertainment, as well as acquire deeper knowledge of Chinese arts and cultures.

Also, another motivator is esteem. One with unique travel experience, can gain respect and admired by others. For example, tourists can visit Hong Kong Palace Museum or M+ Museum. These are well-known museum with artworks and crafts. People may gain insights and widen their horizons by visiting these two museums. The distinctive cultural experience can allow people to have admiration by others, which can consolidate their social status.

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Besides, curiosity can be one of the motivators. People travel of curiosity, adventure and inquisitiveness. For example, people who interested in artworks, they can visit M+ and Art Park. In visiting a large art gallery, people can explore more related to art matters in West Kowloon Cultural District.

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Lastly, friends and relatives can be a motivator. Since people travel for visiting friends and relatives, they can go to have different outdoor activities. For example, there is a freespace in West Kowloon Cultural District. People can enjoy the lifestyle and have activities like having picnic or enjoying the scenery.

To conclude, the above are the four travel motivators that attract tourists to the West Kowloon Cultural District.

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36) Five characteristics of tourism products are immobile in ownership, differentiated, unstable demand, perishable and intangibles.

First of all, one characteristic is immobile in ownership. What the tourists purchase or enjoy is the experience instead of owning the products. For example, people who visited the Hong Kong Palace Museum can never take away the artworks or crafts, but they have the visiting experience. One strategy that the West Kowloon Cultural District could apply is provide souvenirs to visitors, they allow people to feel respect and care, as well as think the visit is worthy.

Next, another characteristic is differentiated. Even under the same environment, the products or services may not be same as always. For example, Xiqu performances can be different due to different reasons like performers or environment.

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conditions. One strategy that suggested is provide frequent practices for performers. In order to provide a better watching performances for visitors.

Another characteristic is unstable demand. People with unstable demand may not frequently visit. For example, they may just visit once per year. It is advisable for the West Kowloon Cultural District to provide more promotion and activities. For example buy one get one free tickets for visiting Hong Kong Palace Museum or Xiqu Centre. In order to attract more visitors to revisit.

In addition, one of the characteristics is perishable. The products or services can not be stored for future use. For example, the tickets of watching Xiqu performances. There will be a valid period on the ticket, it may not be used if passed the valid period. It is suggested for the West Kowloon Cultural District to extend longer valid period of the tickets for visitors. As some visitors may not free in some periods, so if the available time is longer, they can visit

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again in the valid period.

Lastly, the characteristic is intangibles. people can never see, hear, touch, taste or smell before their purchase. For example, if people haven't buy the tickets for visiting the Hong Kong Palace Museum, they will never see the artworks and crafts inside or hear the explanation by the tour guide inside the museum. It is suggested for the West Kowloon Cultural District to display one to two artworks with explanation and introduction outside the museum to arouse visitors' interest to buy the tickets to visit.

To conclude, the above are five characteristics of tourism products.

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11(a) There are four differences in menu, services and theme of a fine-dining restaurant and a café.

First of all, in terms of menu, fine-dining restaurants' price of dishes are more expensive than the cafés'. Generation X are less sensitive to the price but more care about the quality. They would have meals in a fine-dining restaurant for trying a high-quality dishes with expensive ingredients. In the other hand, they would have meals in a café as the café may provide a healthy meal that fulfill Generation X's wants.

Next, in terms of theme, fine dining restaurants' is more luxury while the café can be more comfortable and casual. Generation X like wine tasting and also more willing to have a meal with families. They would have meals in a fine-dining restaurant as it usually provides different wines like red wines and white wines. On the other hand, they would have

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meals in a cafe because it can be a comfortable place for family gatherings and within a more affordable price.

In addition, in terms of services, fine-dining restaurants' services have more interaction with customers, which provides a more customer-oriented services, while cafe is less customer-oriented. Generation X is prefer a high-quality services. They would have meals in a fine-dining restaurant as they want served by a waiter with more attention, which they can be valued. On the other hand, they would ~~also~~ have meals in a cafe as they want a less-disturbed service.

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lastly in terms of menu. Fine dining restaurant provide less choices compared with a café, fine dining restaurant usually use à la carte or table d'hôte menu while café usually provide highly selective menu that offers more choices. Generation X usually prefer more choices^{and high-quality food} regarding the menu. They would have meals in a fine-dining restaurant as it provides fresh ingredients that meet the high-quality dishes wants. On the other hands, they would have meals in a café as there is more choices of dishes.

^ the above are the required differences (to conclude) regarding the fine-dining restaurant and a café.

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11b) Based on the concept of the Service Triangle, the five relationships that exist among restaurant, service staff and customers can be restaurant to service staff, service staff to restaurant, restaurant to customers, customers to restaurants, service staff to customers.

First of all, in terms of restaurant to service staff. Restaurant should provide trainings to their service staff in order to provide a better quality of services. For example, a regular training once a week. Well-trained service staff can provide a better quality service and minimize the opportunity of having complaints and contribute to successful service provision at a fine-dining restaurant.

Besides, in terms of service staff to restaurant. The service staff should follow the restaurants' guidelines and regulations. For example, the service staff should wear a suitable and standard uniform under the

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restaurants' guidelines. Clean and pleasant outlook of service staff can give the restaurant a good image and impress the customers, which can contribute to the successful service provision at a fine-dining restaurant.

In addition, in terms of restaurant to customers. Once the customers give suggestions or complaints. The restaurant should value the customers. For example, if there is a complaint from the customer, the restaurant should follow up the problems and remove it. Restaurant should always hold a positive attitude towards customers' advice as their opinions can help the restaurant to improve and contribute to the successful service provision at a fine-dining restaurants.

Moreover, in terms of customers to restaurants, customers should provide useful suggestions to help restaurants improve. For example, regarding the taste of dishes or the services of service staff, the

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customers can give their valuable suggestions to help restaurants find out the problems.

Lastly, in terms of service staff to customers, service staff should provide a care accurate and effective services to customers. For example, the service staff should take the orders and serve the customers accurately. Accurate services provided to customers by the service staff can minimize the opportunity of customers complaints, which can contribute to the successful service provision at a fine-dining restaurant.

To conclude, the above are the five out of six relationships exist among restaurant, service staff and customers.

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