一、 单选题（25%，每题 5 分）

1. “A person traveling away from home for less than 24 hours” is called a:
   (1) traveler
   (2) tourist
   (3) excursionist
   (4) domestic traveler
   (5) any of the above is acceptable

2. Jane Smith is traveling from Texas to the Mayo city in Minnesota for an extensive 5-day visitation of her friends. Thus, she is:
   (1) tourist
   (2) excursionist
   (3) continental visitor
   (4) business traveler
   (5) none of the above

3. Which of the following is not a job requirement for tourism
   (1) Concern for consumer's needs
   (2) Self discipline
   (3) Statistical skills
   (4) Physical stamina
   (5) Non of above

4. From an international tourist point of view, one of the principal weakness of museums is that:
   (1) They often have exhibits labeled in one language
   (2) They are often too expensive for the average tourists
   (3) They are often inaccessible to tourists without automobiles
   (4) They are often not open at convenient times
   (5) All the above

5. Social tourism may be partially defined as:
   (1) Travel for those with low purchasing power
   (2) Travel for the purpose of studying the social structure of a country
   (3) Travel where a local expert in your field of interest acts as your guide
   (4) Travel for social visits to friends or relatives
   (5) Travel with a congenial social group of people

二、 名词解释（25%，每题 5 分）

1. Ecotourism
2. Foreign independent traveler
3. MICE (Meeting, Incentive, Convention, Exhibition)
4. Theme Park
5. Bed and Breakfast
三、問答題（50%）

1. 試述我國目前有哪些國家公園和國家風景區？（20分）
2. 請簡述發展「生態觀光」對於「生態自然環境資源」與「經濟效益」所可能產生的正面與負面的衝擊有哪些？（20分）
3. 請說明我國若開放大陸人士直接來台觀光，對於台灣觀光產業可能產生的利弊影響為何？（10分）