

銘傳大學 95 學年度轉學生招生考試

觀光事業學系國際班

7 月 26 日 第三節

(第 / 頁共 > 頁)

觀光學概論試題

(限用答案本作答)

一、 單選題 (25% , 每題 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、 名詞解釋 (25% , 每題 5 分)

1. Ecotourism
2. Foreign independent traveler
3. MICE (Meeting, Incentive, Convention, Exhibition)
4. Theme Park
5. Bed and Breakfast

本試題兩面印刷

銘傳大學 95 學年度轉學生招生考試

觀光事業學系國際班

7 月 26 日第三節

(第 2 頁共 2 頁)

觀光學概論試題

(限用答案本作答)

三、問答題 (50%)

1. 試述我國目前有哪些國家公園和國家風景特區? (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)

本試題兩面印刷

試題完