

銘傳大學 98 學年度研究所碩士班招生考試

觀光研究所碩士班

第三節

觀光學試題

(第 | 頁共 | 頁) (限用答案本作答)

可使用計算機 不可使用計算機

一、請扼要 解釋 下列名詞：(30%)

- | | | |
|---------------------|-------------------------|-------------------|
| 1. incentive tour | 2. economic multipliers | 3. infrastructure |
| 4. mature travelers | 5. CLIA | 6. urban tourism |

二、問答題 (70%)

1. There are a number of reasons why people do **not** travel extensively, or do not travel at all. What are the barriers to travel? (10%)
2. Cruising is indeed a global phenomenon. Each year millions of travelers choose to cruise. What are the characteristics about a cruise tour and the cruise industry? (10%)
3. The gaming industry has becoming a **great force** in the tourism industry. Try to describe main factors about the current success and future prospects of the gaming industry. (10%)
4. 請說明「觀光」對社會文化的影響為何? (10%)
5. 旅遊目的地(destination)可分為那些類型? (15%)
6. 人口結構往往會隨著時代不同，而有其不同的型式。試說明在不久的將來，人口結構的改變(demographic shift) 對於旅遊產業的影響。(15%)

試題完