

銘傳大學 97 學年度轉學生招生考試

觀光事業學系

觀光學概論試題

(7 月 24 日第三節)

(第 1 頁共 1 頁) (限用答案本作答)

可使用計算機  不可使用計算機

Answer the following questions: (Use Chinese or English; 中英文回答皆可)

1. To be successful, tourism practitioners must understand consumer motivation. What has motivated people to leave familiar surroundings and travel to distant places? So, we have to consider what psychological reasons compel individuals to travel. Please describe any two of the most well-accepted theories for tourist motivations. (25%)
2. Cruising is booming as record numbers of vacationers select cruise vacation. Since 1980, cruise industry has had an average annual growth rate of 8.1 percent. Many Taiwanese who travel Okinawa (Japan) by Star Cruise, and Star Cruise maintains very high carrying capacity in this season. According to many reports, cruises achieve high level of satisfaction and loyalty. Please describe the reasons why cruise travel so popular? (25%)
3. Almost all tourism industries have seasonal changes, how does a good manager cope with the problems? (peak season or shoulder season) (25%)
4. Tourism has had an illustrious past since 1950s and currently has a dynamic present. A large number of major influences will significantly alter the nature and shape of tourism in the coming years and decades. What are the major influences? (25%)

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