

銘傳大學 102 學年度研究所碩士在職班招生考試

觀光事業學系碩士在職專班

「觀光餐旅休憩個案分析」試題

(第 / 頁共 2 頁) (限用答案本作答)

可使用計算機 不可使用計算機

【Case 1】

Nadia P. is minister of tourism for a small West African country. This country has become a very popular winter destination for Scandinavians. The tourists seem to be mainly interested in the beaches, which are among the finest in the world. However, it is customary for these visitors to wear very scanty clothing, especially when swimming. In fact, nude swimming is occasionally practiced. About 90 percent of the indigenous population of the host country are Muslims. The appearance and sometimes behavior of the visitors, especially when shopping and otherwise contacting local citizens, often seems improper to their hosts. Tourism is increasing each year. The economic benefits are considerable and are very much needed. However, the social problem is becoming more acute.

◇ **Answer the following question:** (可用中文作答) 30%

1. What should the minister do about this? (If you are the minister)

【Case 2】

A popular beach resort hotel is located in a tropical country that, unfortunately, has a high crime rate. One section of the city nearby has some "South Seas"-atmosphere gambling casinos. Many guests would like to visit them.

◇ **Answer the following question:** (可用中文作答) 30%

1. How might the hotel's staff control this situation?

【Case 3】

The "Responsible Tourist and Traveler" is a short, practical guide to make trips an enriching experience. The advice is based on the Global Code of Ethics for Tourism developed and published by the United Nations World Tourism Organization (UNWTO). This publication should be required reading for tourism policy makers, and they should incorporate the ethical principles into policy.

Travel and tourism should be planned and practiced as a means of individual and collective fulfillment. When practiced with an open mind, it is an irreplaceable factor of self-education and mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity. Everyone has a role to play creating responsible travel and tourism.

◇ **Answer the following questions:** (可用中文作答) 40%

1. Everyone has a role to play creating responsible travel and tourism. Governments, business, and communities must do all they can, what they should do?
2. How does a responsible tourist behave?

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Exam Printed on 2 sides.

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【註解】

1. minister 部長
2. Scandinavians 斯堪的那維亞人(北歐)
3. scanty 不足的; 不夠的
4. customary 習慣上的;
5. nude 裸的
6. Muslims 伊斯蘭教徒, 回教徒
7. acute 尖銳的
8. atmosphere 氣氛
9. Global Code of Ethics 全球倫理規範
10. tolerance 寬容; 忍耐
11. legitimate 合法的

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試題完
End of exam