

國立澎湖科技大學  
九十九學年度研究所入學考試試題

科目：觀光休閒概論

—作答注意事項—

考試時間：100 分鐘

作答方式：請用黑色或藍色筆在「答案卷」上作答

祝考試順利

國立澎湖科技大學 99 學年度研究所入學考試試題  
觀光休閒事業管理研究所

科目：觀光休閒概論

壹、問答題

- 一、何謂『遊憩機會序列 (recreational opportunity spectrum, ROS)』，並請說明？(10%)
- 二、請說明觀光休閒管理中『可接受改變的限度 (limits of acceptable change, LAC)』的涵義？(10%)
- 三、何謂生命週期？請說明它對觀光地區發展的重要性？(10%)

貳、翻譯題(英翻中)

With the worldwide growth in ecotourism activity over the last 20 years, there is a growing concern about the cumulative impacts of tourism on the ecological resource base and environments which ecotourism utilizes. As Nicholson-Lord (1997: 18) poignantly argued, the world, clearly, is not going to stop taking holidays but equally clearly we can no longer afford to ignore the consequences. And if one of the major culprits has been the industrialization of travel, a genuine post-industrial tourism, with the emphasis on people and places rather than products and profits, could turn out to be significantly more planet-friendly. Honey (1999: 83) questioned whether ecotourism was a form of post-industrial tourism which might turn out to be the savior of the tourism industry since 'ecotourism is not a panacea. At present it is a set of interconnected principles whose full implementation presents multi-layered problems and challenges. There are, in fact, pressing issues surrounding ecotourism that are crying out for deeper investigation', not the least of which is the impact of tourism. This chapter examines the existing literature on how to analyze the Impact of tourism activity, thereb

y developing a framework within which to analyze the impact of ecotourism.

This necessitates a discussion of impact methodologies and the economic, sociocultural and environmental impacts of ecotourism. An understanding of these issues is fundamental to any debate which seeks to attribute the costs and benefits of ecotourism in specific locations, and make overall assessments on the role of ecotourism in tourism development in specific locations. The principles of ecotourism activity, as small scale and locally based, are often used to justify its development and beneficial effects for communities through their empowerment in the development process and in relation to resource conservation. This chapter critically evaluates the validity of such assumptions and examines the evidence to support or refute such assessments as well as the methodologies used to monitor ecotourism activity. (25%)

### 參、申論題

一、請論述永續發展在生態觀光規劃的重要性？(20%)

二、生態旅遊對經濟、社會、環境的影響？請述之。(25%)