

國立澎湖科技大學

九十八學年度觀光休閒研究所入學考試題

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 98 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、海洋供給遊憩使用(因為帶給人們利益)所產生的負面影響？人們應如何因應。(12%)

二、試翻譯下列英文成中文 (13%)

An integrated eco-tourism community generally consists of three critical distinct factors; government, community, and researchers, which linked to three critical parameters: community awareness, community unity, and power or control relationships. Government roles include: stipulating eco-tourism policies and management, offering relevant facilities and education, construction and improvement of traffic facilities, as well as draft financing and training programs. Residents of the community should display willingness to integrate with the tourist activities, take an active role in decision-making, and show hospitality. Academics and researchers should provide good data and information for sustainable management and policy design. When these three critical factors operate together, more tourists can be attracted to Wang-an Island, creating a broad range of travel benefits.

三、何謂休閒、遊憩、觀光之特性及其分類？(12分)

四、何謂承載量？請說明它對觀光地區發展的重要性？(13分)

貳、申論題

一、試舉例世界發展博弈觀光事業成功與失敗實例，並就為何成功與失敗之原因分別列述。(25分)

二、請說明不同旅遊型態的特性及其發展？(25分)