

113年公務人員高等考試三級考試試題

類 科：觀光行政（選試觀光英語）

科 目：觀光英語

考試時間：2 小時

座號：_____

※注意：(一)禁止使用電子計算器。

(二)不必抄題，作答時請將試題題號及答案依照順序寫在試卷上，於本試題上作答者，不予計分。

一、請用英文解釋下列名詞之意涵：Use English to write the definition of two terms（每小題 10 分，共 20 分）

(一) Destination Marketing Organization（DMO）

(二) Tourism Satellite Account（TSA）

二、英譯中：Translate the following passage into Chinese（20 分）

The Taroko National Park in eastern Taiwan, a popular destination for domestic and international tourists alike, will close until further notice, after the island was struck by the strongest earthquake in 25 years in April. “All levels of trails and facilities within the Taroko National Park jurisdiction have been damaged. In order to ensure the safety of visitors, the park will continue to close all trails and visitor service stations in the park from today and suspend services,” the park said in a statement. “During the closure period, the park will continue to carry out road and trail repair work and assess the safety of the park. The reopening time after the closure will be announced separately,” the park stated.

三、中譯英：Translate the following passage into English（20 分）

人工智慧（AI）的快速發展，提供了各行各業前所未有的機遇，觀光業者也積極引進 AI 和機器人等新科技，提升服務品質和效率。例如，線上旅遊預訂平台利用語音助理機器人提供航班最新狀況和登機門變更等資訊；旅行業者透過 AI 自動演算法分析客人的興趣與喜好，從而推薦合適的住宿類型和商品；機場也導入 AI 臉部辨識技術，讓旅客在機場完成 check-in 和臉部辨識登錄後，增加旅遊的便利程度，也為旅客帶來全新的旅遊體驗。

四、英文作文：Write an English essay in 250 to 300 words（40 分）

According to the report released by the Tourism Administration, MOTC in 2021, one of the main issues in the development of Taiwan’s tourism is that “tourism resources have high homogeneity, and the appeal of tourism still needs to be developed.” Please write a 250-300 words English essay to share your suggestions and opinions on how to solve this issue.