

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、請用英文解釋說明下列名詞：（每小題 5 分，共 20 分）

- (一) Tourist trap
- (二) Backpacking
- (三) Boutique hotel
- (四) Inbound tourism vs. Outbound tourism

二、請用英文回答下列各題：（每小題 6 分，共 36 分）

- (一) Please list down the names of six well-known adventure sports in the world.
- (二) Please list down six reasons why people like to travel.
- (三) What is “hospitality marketing”? What are skills needed to develop a successful hospitality-marketing strategy?
- (四) Please list down 4 passenger security regulations commonly practiced in international airports.
- (五) Please list down six pieces of booking information you should provide at the time when you make theatre reservations.
- (六) Please design and describe a Bus Sightseeing Tour of Taipei (or any other city) for tourists.

三、翻譯：請將下列英文譯成中文；中文譯成英文。（每小題 6 分，共 24 分）

- (一) The Ifugao (伊富高) rice terraces in the northern Philippines are considered the world's eighth wonder. Long plagued by erosion caused by earthworms, this UNESCO World Heritage site now faces a more dangerous threat: tourism. Tourism has encouraged the commercial production of woodcarving. This has depleted local forest resources.
- (二) A radical breakthrough in aviation technology could lead to the development of aircraft capable of entering and re-entering the Earth's atmosphere. By orbiting at 300 kilometres above the Earth's surface, the aircraft could be capable of flying between London and Sydney, Australia, in a little over one hour.
- (三) 國際咖啡組織 (ICO) 在四月報告中指出，國際咖啡均價已達兩年高點。主要產地巴西乾旱，及可能出現的聖嬰現象，將進一步影響咖啡產量。
- (四) 在美國華盛頓的醫療保健協會 (the Health Association, Washington)，明文規定五月二十六日起實施的夏季便服政策嚴禁「橡膠人字拖或任何走路時發出聲響的拖鞋」。

四、作文：請就以下題目撰寫一篇短文（200-250 字），評量項目包括內容、組織、文法、用字遣詞。（20 分）

The **Hohaiyan Rock Festival** (貢寮國際海洋音樂祭) is an annual Taiwan rock music festival held in Fulong Beach, Gongliao, New Taipei city, Taiwan. This year the festival is to be held from July 9th to 13th. I would like you to design and describe a one-week musical package tour for international tourists.