

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.