

114 年導遊人員及領隊人員評量測驗試題

代號：4401
頁次：8-1

類 科：通用制外語導遊人員（英語）、通用制外語導遊人員（英語）應測 1 科
科 目：外國語（英語）

評量時間：1 小時 20 分

座號：_____

※注意：(一)本試題為單一選擇題，請選出一個正確或最適當答案。

(二)本科目共 80 題，每題 1.25 分，須用 2B 鉛筆 在試卡上依題號清楚劃記，於本試題上作答者，不予計分。

(三)禁止使用電子計算器。

- 1 Kaohsiung Port has been a key _____ for the city's growth and modernization with many opportunities.
(A)obstruction (B)hindrance (C)asset (D)challenge
- 2 The river basins that converge in Kaohsiung have been crucial for its early _____.
(A)depression (B)isolation (C)civilization (D)dilemma
- 3 Kaohsiung, which _____ from a small village to a major port city, has a rich history.
(A)accelerated (B)separated (C)diminished (D)evolved
- 4 The museum holds events to _____ the significance of the February 28 Incident in Taiwan's history.
(A)ignore (B)dispute (C)decorate (D)commemorate
- 5 The historical value of the museum lies in its exterior design which _____ the architectural trends of the early 20th century.
(A)ignores (B)preserves (C)transforms (D)challenges
- 6 The museum offers personal audio guides in Japanese, English, and Korean. Please _____ at the service desk.
(A)inquired (B)inquire (C)inquiring (D)inquires
- 7 In Japan, the society is known as a(n) _____ structure, with respect for seniority.
(A)individualistic (B)flexible (C)hierarchical (D)random
- 8 The Japanese use _____ titles as a form of respect in addressing others.
(A)scientific (B)political (C)religious (D)honorific
- 9 Tour guides should be _____ in the local history, landmarks, culture, and regulations.
(A)well-built (B)well-coordinated (C)well-versed (D)well-known
- 10 Good interpersonal skills in guiding include understanding and respecting _____.
(A)local regulations (B)personal boundaries (C)historical details (D)financial incentives
- 11 An important part of guiding is building _____ with tourists to enhance their experience.
(A)rapport (B)report (C)distance (D)silence
- 12 I'd like to take some time to _____ you with today's schedule and discuss some brief safety precautions.
(A)offend (B)generalize (C)familiarize (D)refer
- 13 Let's cross our _____ that the worst of the storm misses us.
(A)legs (B)hands (C)arms (D)fingers
- 14 Foreign travelers who make purchases of at least NT\$2,000 on the same day from the same designated stores with the "Taiwan Tax Refund"-label are _____ to request the refund.
(A)required (B)obligated (C)waived (D)eligible
- 15 Taiwan uses electric current of 110 volts at 60 cycles, so appliances from Europe, Australia or South-East Asia will need an _____ or transformer.
(A)adapter (B)alternator (C)amplifier (D)inverter

- 16 _____ by all safety rules when enjoying theme-park facilities. To stay safe, listen to what staff members say and follow their instructions.
(A)Conform (B)Abide (C)Obey (D)Follow
- 17 The people who previously _____ Taiwan also left many cultural remnants that can still be found around the island today, including traditional architecture, relics of prehistoric civilizations, folk art, and traditions.
(A)anticipated (B)traveled (C)visited (D)inhabited
- 18 The medical assistive devices used by passengers may not _____ 125 cm in length, 90 cm in width, and 185 cm in height.
(A)exceed (B)extend (C)enlarge (D)expand
- 19 Taipei 101 is a _____ of Taiwan. It is Taiwan's tallest building as well as a great place for shopping, dining and seeing sights.
(A)footmark (B)landmark (C)bookmark (D)postmark
- 20 Lukang lies along the west coast of Taiwan. It had the largest _____ in Taiwan during the Qing period.
(A)population (B)solution (C)exaction (D)eviction
- 21 Taroko National Park is a popular destination for international travelers because of its _____ landscapes.
(A)laboratory (B)history (C)distraction (D)spectacular
- 22 Qixingtang in Hualien County is known for its unique _____ beach where visitors can create art works with small stones.
(A)pebble (B)mystery (C)seawall (D)whale
- 23 We recommend exchanging your money at the bank because you get a _____ rate.
(A)pure (B)fair (C)fast (D)dairy
- 24 Xiaoyoukeng, located in Yangmingshan National Park, is probably one of the best places to feel the pulsation of the _____ under your feet.
(A)people (B)star (C)beat (D)volcano
- 25 If you are staying near the coast in Taiwan, some homestays might offer activities like _____ in the sea.
(A)skateboarding (B)snorkeling (C)skydiving (D)gliding
- 26 Common ingredients of Taiwanese _____ are pork, seafood, rice, soy, and chicken.
(A)cuisine (B)tofu (C)noodles (D)hamburger
- 27 The Mazu _____, which lasts over a week and covers hundreds of kilometers, is one of Taiwan's religious festivals. It is like an enormous birthday celebration for the "Goddess of the Sea."
(A)introduction (B)temple (C)palace (D)pilgrimage
- 28 The Pingxi Lantern Festival in New Taipei City is known as one of the best festivals in Taiwan. Thousands of lanterns are sent into the air as a form of prayer for good luck and _____.
(A)blessings (B)misfortune (C)objection (D)mystery
- 29 Alishan Forest Railway is a hot spot in Chiayi County. The railway was used for delivering logs. Now many tourists come here to experience the _____.
(A)race (B)ride (C)raft (D)drags

- 30 Taiwan's metro system has been praised by locals for its effectiveness in relieving growing traffic _____ in Taipei and its surrounding satellite towns.
(A)speed (B)mileage (C)congestion (D)popularity
- 31 Taiwan is a food lover's paradise. Restaurants and food stalls fill the roads in any built-up area. It is said that one of the great strengths of its culinary landscape is its _____.
(A)possibility (B)immunity (C)reality (D)accessibility
- 32 The _____ of the Old Taichung Train Station is a mix of traditional Japanese and late Renaissance themes. It is now listed as a national monument.
(A)architecture (B)history (C)texture (D)gallery
- 33 The National Palace Museum is home to hundreds of thousands of ancient Chinese _____ and artwork, which are of great historical value.
(A)ventifacts (B)artifacts (C)abstracts (D)impacts
- 34 A palm puppet museum has been established in Yunlin County, which is the "hometown of _____ puppetry." In the museum, you can admire beautifully crafted palm puppets, costumes, and headgear.
(A)glove (B)groove (C)hoof (D)hood
- 35 Drink stores can be found practically anywhere in built-up areas in Taiwan. Most of the _____ at these places involve tea.
(A)cakes (B)sweets (C)beverages (D)oranges
- 36 When in central Taiwan, railroad _____ can plan a railway journey to Changhua Sector Garage. It has a round platform with 12 tracks that spread out like a fan—a breathtaking sight!
(A)enginemen (B)employees (C)enthusiasts (D)conductors
- 37 Chu Lu Ranch in Taitung County is the largest hillside _____ in Taiwan. Herds of dairy cows roam leisurely on the grassland.
(A)exposure (B)treasure (C)pasture (D)vulture
- 38 Tongpan Island in Penghu features a typical basalt mesa landform with a _____ bounded by cliffs made up of well-developed, neatly stacked basalt columns.
(A)storyline (B)shoreline (C)storey (D)showtime
- 39 The indigenous tribes of Taiwan form the most northern branch of the Austronesia language group and _____ belong to the Malay race.
(A)completely (B)radically (C)ethnically (D)religiously
- 40 Immigration is the place where government officials check travelers to make sure they can _____ get in or get out of the country.
(A)illegally (B)secretly (C)informally (D)legally
- 41 You must declare or dispose of any _____ or restricted goods before you reach customs.
(A)projected (B)prohibited (C)progressed (D)proceeded
- 42 Cryptocurrencies are _____ currencies that can be used to buy goods and services, or even traded for profit.
(A)digital (B)token (C)coin (D)foreign

- 43 An interpreter is a person who _____ a thought or expression of a source language into an expression with a comparable meaning in a target language.
(A)compares (B)concludes (C)converts (D)conducts
- 44 The travel business has shown clearly that the largest _____ came among the relatively cheap package tour operators, and especially with tours that have a low foreign currency content.
(A)services (B)setbacks (C)settings (D)settlements
- 45 To access the business class _____ in the Taoyuan International Airport, all passengers must have already checked in for their onward flight and be in possession of a valid boarding pass.
(A)carousels (B)airways (C)lounges (D)runways
- 46 Many explorer travelers _____ to spiritual or transcendental motivations for seeking out risky and far-away places.
(A)dodge (B)allude (C)evade (D)elude
- 47 Today, health tourism is seen as one of the _____ service areas for elderly consumers.
(A)indispensable (B)indestructible (C)baffled (D)bewildered
- 48 The evolution of modern tourism owes much to the _____ in transportation as a mode of mobility.
(A)degrations (B)demotions (C)advancements (D)abasements
- 49 Make sure that your luggage has successfully passed through X-ray _____ before you leave the check-in area.
(A)inspection (B)reflection (C)rendition (D)injection
- 50 _____ refers to the ability to successfully adapt to stressors, maintaining psychological well-being in the face of adversity.
(A)Despair (B)Indifference (C)Resilience (D)Complacency
- 51 Earthquakes happen often and may _____ train services. Get advice on being in an earthquake-prone region.
(A)erupt (B)abrupt (C)sculpt (D)disrupt
- 52 If you do not have appropriate _____ before you travel, you could be liable for emergency expenses.
(A)subsidy (B)incentive (C)insurance (D)assurance
- 53 Pig's blood cake is a popular Taiwanese street food snack made with pork blood _____ with sticky rice.
(A)congealed (B)parched (C)coated (D)decorated
- 54 Shilin Night Market has a fun, carnival-like atmosphere with arguably the best mix of food, games, and shopping stalls, but just be prepared to _____ your way through the crowds.
(A)elbow (B)stretch (C)pave (D)glow
- 55 A no-show fee will be _____ on passengers who do not cancel their reservations 3 hours before the flights take off, or do not board their flights after completion of the check-in process.
(A)exerted (B)assigned (C)imposed (D)granted
- 56 Ladies and Gentlemen, we will soon make a brief stop at Tainan Station. Please make sure you have all your personal belongings with you, and mind the platform gap when _____.
(A)alighting (B)descending (C)halting (D)bumping

- 57 Climbing over 2KM, the famous Alishan forest railway passes through several climate zones, including tropical, subtropical, _____, and high-mountain forest ranges.
(A)temperate (B)medium (C)arid (D)plain
- 58 A biometric passport includes various security features such as embedded chips, biometric data, and digital signatures, making it harder to _____.
(A)reclaim (B)cyberattack (C)misinform (D)counterfeit
- 59 Featuring the most local and complex flavors, the coffee served in most of the coffee shops at Alishan is grown and _____ by the owner.
(A)soaked (B)roasted (C)toasted (D)smoked
- 60 The growing customer and employee expectations are driving the hotel industry to prioritize decarbonization _____ and sound environmental stewardship.
(A)contrivances (B)privileges (C)authentications (D)initiatives
- 61 Taiwan is known for its _____ festivals and holidays, and participating in them may prove to be some of your most memorable Taiwan experiences.
(A)numeric (B)myriad (C)infinite (D)communicable
- 62 Ladies and Gentlemen, welcome to Taiwan High Speed Rail. This train is bound for Nangang. The train will also _____ Hsinchu, Taoyuan, and Banqiao.
(A)stay in (B)drop by (C)call at (D)take off
- 63 To ensure flight safety, passengers are to safely _____ their carry-on baggage under the seat or in the overhead baggage compartment to prevent them from sliding or falling off.
(A)spread (B)preserve (C)stow (D)posit
- 64 To improve the service quality, some airlines offer passengers _____ seat selection service, allowing them to pre-select their seats online.
(A)complementary (B)precocious (C)advance (D)qualifying
- 65 Uplifting, followed by _____ by rivers, caused the formation of most of the geological features of Taroko Gorge.
(A)erosion (B)rotation (C)conversion (D)saturation
- 66 Yenshui Fireworks Festival _____ in the past when people would ask the gods for help to get rid of the epidemic in Yenshui, and they would set off firecrackers to welcome the arrival of the gods.
(A)descended (B)escaped (C)incurred (D)originated
- 67 Every year, there will be a major display of Taiwan Lantern Festival, usually by the representative animals of the Chinese _____ of the year to display.
(A)ellipse (B)calendar (C)compass (D)zodiac
- 68 The lowlands of Taiwan, especially the coasts, are important _____ for seabirds and for wildlife associated with the few remaining undisturbed patches of tropical strand or mangrove trees.
(A)harbingers (B)habitats (C)supplies (D)origins
- 69 You can check in your baggage smoothly in the airport by using a self-service check-in _____, which issues a bag tag for you to attach to your baggage, and then go to the Self Baggage Drop.
(A)stall (B)pavilion (C)cube (D)kiosk

70 In international practice, most countries and territories may refuse entry to a foreign visitor if their passport will _____ less than six months after the date of arrival.

- (A)hold (B)expire (C)perspire (D)validate

▲閱讀下文，回答第 71-75 題

Governments took exceptional measures to support tourism as recent crises raised awareness of the sector's importance as an economic and social force. The strong recovery is providing a new wakeup call for governments and the sector as a whole, as destinations struggle to manage demand and the impacts on the environment and local communities. This is putting pressure on the social license for tourism and has highlighted the need to rebalance the impacts, understand the trade-offs and manage tourism sustainably, so the benefits outweigh the costs. At the same time, tourism offers untapped potential for many people, businesses, and places.

Governments, at all levels, have a role to play in shaping tourism development to respond to these challenges, capitalize on opportunities, and deliver better outcomes. Many countries have updated or developed tourism strategies to reflect the post-pandemic context and priorities. These strategies look to build on recent momentum to shift to more sustainable models of tourism, to adapt to an increasingly dynamic environment and engage stakeholders around a common vision for the future of the sector. Diversifying the tourism offer and attracting new source markets and segments to emerging destinations and outside of peak periods underpins many tourism strategies, to better spread the benefits and tourist flows. Significant investments are needed to reduce the environmental impact of tourism activities, while adapting to the impacts from climate change. Tourism destinations and businesses need support to keep pace with rapid technological developments, while resources are also required to develop the transport and other infrastructure needed to better manage tourism development. Boosting the capacity of the sector to attract, retain and develop a strong and sustainable workforce is a further area of ongoing focus.

However, implementation remains an issue and there is a risk that tourism slips down national policy agendas as the sector returns to pre-pandemic levels and growth paths. Effective governance practices and co-ordinated policy action are needed to deliver on these ambitions, supported by sufficient resources at national, regional, and local level. Action at destination level has an increasingly important role to play in driving momentum for change, guided by an overarching national vision for the future of tourism that in turn considers local needs and priorities, and supported by effective co-ordination mechanisms across levels of government. More granular, timely and robust evidence is also needed to manage and track progress on potential trade-offs, determine "what works" and identify emerging policy impacts and risks, as well as the costs of inaction.

- 71 Which of the following best summarizes the overall theme of the passage?
- (A) Tourism's importance in boosting the economy
 - (B) Risks associated with the tourism industry
 - (C) Strategies for attracting more tourists
 - (D) The need for effective, sustainable tourism management
- 72 Which of the following is NOT mentioned as a focus area for sustainable tourism development?
- (A) Workforce capacity building
 - (B) Enhancing social media marketing
 - (C) Environmental impact reduction
 - (D) Infrastructure development
- 73 What risk does the tourism sector face as it returns to pre-pandemic levels?
- (A) Reduced funding from international agencies
 - (B) Overemphasis on environmental issues
 - (C) Decline in tourism activities
 - (D) Losing priority on national policy agendas
- 74 What is a likely reason why effective governance practices are emphasized in the passage?
- (A) To ensure all tourism revenue is used for public benefit
 - (B) To control tourism without any public input
 - (C) To co-ordinate efforts across government levels
 - (D) To create more restrictions on tourism development
- 75 Why is "more granular, timely and robust evidence" important for tourism management?
- (A) To attract more tourists
 - (B) To manage and track progress on tourism impacts
 - (C) To keep pace with rapid technological developments
 - (D) To develop a strong and sustainable workforce

▲閱讀下文，回答第 76-80 題

In the fast-paced and highly competitive world of hospitality, where customer expectations are sky-high, the industry faces a multitude of challenges. These obstacles can appear overwhelming, from the need to tailor experiences to effectively managing operations in the face of constantly shifting demand. However, the advent of Artificial Intelligence (AI) marks the dawn of a new era, offering promising solutions with the potential to tackle these challenges head-on. AI is poised to automate processes, boost efficiency, and elevate decision-making in the industry by emulating human intelligence.

The hospitality industry, which encompasses hotels, resorts, restaurants, and travel services, faces unique challenges in meeting the ever-increasing expectations of modern guests. With the rise of online booking platforms, social media, and review sites, guests have become more discerning and demanding. They expect personalized experiences, seamless interactions, and efficient services. This is where AI can play a vital role in transforming the hospitality industry.

AI's remarkable capacity to analyze vast datasets, forecast trends, and make intelligent decisions is fundamentally reshaping how hospitality businesses operate. AI solutions have the potential to enhance guest services, optimize operations, and improve security and safety within the hospitality sector. By **leveraging** AI technologies, hotels and other hospitality establishments can provide personalized recommendations to guests based on their preferences, automate routine tasks through virtual assistants and chatbots, and implement voice recognition systems for seamless control of room amenities. By harnessing the power of AI, organizations can now streamline operations for maximum efficiency, and fortify security measures to an unprecedented degree. Additionally, AI can contribute to revenue management through dynamic pricing strategies, facilitate predictive maintenance to minimize downtime and provide valuable insights through data analytics for better decision-making. As per IndustryARC, the travel and hospitality AI Market is projected to exceed the \$1.2 billion milestone by 2026, with an expected Compound Annual Growth Rate (CAGR) of over 9.7% throughout the forecast period from 2021 to 2026.

Yet, this is merely the tip of the iceberg. A wealth of insights and discoveries await us as we delve deeper into the role of artificial intelligence in the hospitality industry. This article discusses AI use cases in hospitality, the benefits of AI in the industry, future trends and some real-world examples.

- 76 According to the passage, which of the following statements is TRUE?
- (A) With its role being further examined, more potentials of AI in the hospitality industry are yet to be uncovered.
 - (B) AI is anticipated to indirectly take on the challenges facing the hospitality industry.
 - (C) The challenges confronting the hospitality sector seem negligible.
 - (D) The hospitality sector is facing universal challenges across industries.
- 77 According to the passage, which of the following is NOT a potential capability of AI?
- (A) Boosting interpersonal networking skills
 - (B) Shoring up security measures
 - (C) Helping to make intelligent decision
 - (D) Automating routine tasks
- 78 Which of the following is closest in meaning to the word **leveraging** in the third paragraph?
- (A) Simulating (B) Exploiting (C) Weighing (D) Overlapping
- 79 Which of the following can be inferred from the passage?
- (A) Social media and review sites help hotel guests to become desirous for material feedback.
 - (B) Active pricing strategies help to improve the human resource management in the hospitality sector.
 - (C) The hospitality AI market is optimistic about its growth of value by 2026.
 - (D) The AI potential capabilities in the hospitality industry can seamlessly apply to other industries.
- 80 This passage will most likely continue to discuss the following issues EXCEPT ____.
- (A) benefits of AI in hospitality
 - (B) future trends of AI
 - (C) examples of AI development
 - (D) downsides of AI