

國立臺北護理學院九十六學年度碩士班招生

旅 遊 健 康 所

觀 光 事 業 概 論 試 題

注 意	1.請用 <u>中文或英文</u> 作答。 2.請標明題號依序於 <u>答案卷</u> 上作答。
-----	---

I . Explain the terms used in the tourism industry. (25%, 5 points each)

1. Social Tourism
2. Theme Park
3. International Vaccination Certificate
4. Guaranteed Payment Reservation
5. Convention Hotel

II . Explain the classification system of travel agencies in Taiwan. (15%)

III . How do you apply the concepts of recreation opportunity spectrum, carrying capacity, and limits of acceptable change to tourism planning and management? (15%)

IV . Explain the advantage of establishing the Tourism Satellite Account system. (15%)

V . Explain the differences between “Foreign Independent Tour” and “Backpack Travel”. (15%)

VI . Summarize the main principles of Ecotourism development. In addition, try to review the Ecotourism development in Taiwan. (15%)