

國立臺北護理學院九十七學年度碩士班招生

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。
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I. Explain the following terms briefly: (40%)

1. Eco-Hotel (5%)
2. Carrying Capacity (5%)
3. Therapeutic Recreation (5%)
4. ASTA (5%)
5. NTO (5%)
6. Social Tourism (5%)
7. Youth Hostel (5%)
8. Thalassotherapy (5%)

II. Answer the following questions in detail: (60%)

1. Please discuss the future trend of domestic travel in Taiwan and explain the reasons causing the trend. (15%)
2. Please list five different methods used to segment travel markets. (15%)
3. Please explain the meaning of “MICE” and discuss the possible promotion strategies. (15%)
4. Please explain the term “Travel Safety” and discuss the constructs within it. (15%)