

# 國立臺北護理學院九十八學年度碩士班招生

## 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。<br>2.請標明題號依序於 <u>答案卷</u> 上作答。 |
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### I. Please explain the following terms briefly. (30%)

1. IATA (5%)
2. PATA (5%)
3. leisure constraint (5%)
4. accessible travel (5%)
5. Post-modern tourism (5%)
6. Recreational therapy (5%)

### II. Please answer the following questions in detail. (70%)

1. Please discuss the strength and weakness on the development of medical tourism in Taiwan while setting the target market in Mainland China. (20%)
2. Discuss the potential pros and cons on the development of gaming industry in Taiwan. (20%)
3. Explain the differences between “tourist” and “traveler”. (15%)
4. Explain and compare the following terms: leisure, recreation, and tourism. (15%)