

靜宜大學 97 學年度碩士班招生考試試題

系所：觀光系碩士班 科目：英文(含專業英文)

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一、中翻英 (50%)

熱忱其實比制訂計畫還來得重要，熱忱能夠為成就帶來力量，也為卓越成果增添動能。對自己的生活方式懷抱熱忱，即使狀況窘迫，即使沒有人看好，還是能夠繼續前進。懷抱熱忱的人會不斷奮鬥，直到成功為止。

如果懷抱熱忱，就會帶來熱情與活力積極行動，不達成目標絕不停止。要把個人的天賦發揮到極致，除了懷抱熱情之外別無他法。熱忱之所以無可取代，是基於下列幾項原因：

- 熱忱永遠是邁向成就的第一步。
- 熱忱能夠提升並強化意志力。
- 熱忱能夠帶來行動的活力。
- 熱忱永遠是卓越的基礎。
- 懷抱熱忱，就沒有什麼事情是不可能的。
- 熱忱極具感染力，而且會讓人躍躍欲試。

如果缺乏必要的活力讓天賦充分發揮，就必須點燃熱忱。要點燃熱忱，可以採行下列作法：

- 為人生各面向排出先後順序。
- 保護並培養熱忱。
- 只要找到熱忱所在，就要全力追尋。

二、英文翻譯成中文(50%)

1. Services marketing and management literature widely acknowledge that keeping current customers and developing relationships with new ones is a key business strategy. A research has reported that service quality excellence can only be achieved through employee satisfaction, commitment and loyalty as a result of senior management commitment, focus and drive. This research has assessed the organization's process of service recovery with respect to the main causes of service failure. The analysis of the findings conformed that the majority of the international airline's failure resulted from a small proportion of the problem areas (technical problems; strikes; ground staff attitude). The findings substantiated previous claims of the need to approach service quality in a manner that not to overlook the significance, power and influence of the employee on the delivery of quality service. This research raises a number of implications for management. The interactive concepts of external and internal quality and their importance raise issues of recruitment and training to achieve the right blend of employee skills and motivation. (25)
2. Ecotourism, constructed around educational visits to areas of particular natural beauty, significant ecological processes or unique plant and animal communities, has grown in importance to many developing countries. Similarly, "ethnotourism", frequently involving the promotion of visits to aboriginal communities, has gained popularity in recent years. In Australia, for example, aboriginal ethnotourism was increasingly promoted by the government and private sector through the 90s. These two forms of tourism are related. As one researcher points out, ecotourism may be an appropriate means for aboriginal peoples, supported sometimes by state governments, "to revitalize their culture, economy, and ecology".

Nowadays, Aboriginal peoples have increasingly positioned themselves as "guardians" or "protectors" of the environment, and have undertaken a range of activities devoted to rehabilitating degraded ecosystems and preventing further ecological damage. (25)