

科目：餐旅管理

系所組：餐旅管理學系

(請統一在彌封答案卷內作答，未在彌封答案卷內作答者，不予計分)

**第一部分：選擇題，每題 2 分，共 30 分**

1. (    ) **The concept of protecting the natural resources of the planet while achieving corporate profitability:**
  - a. sustainability
  - b. productivity
  - c. operational values
  - d. perishability
2. (    ) **Each of the following is a characteristic of the Hospitality Industry EXCEPT**
  - a. product is intangible and perishable
  - b. no such thing as business hours
  - c. the service product and the guest are separate
  - d. characterized by shift work
3. (    ) **Empowerment is**
  - a. allowing all employees to make any decision they want
  - b. a process that eliminates the need for management
  - c. delegated to management only
  - d. a feeling of partnership in which employees feel responsible for their jobs and have a stake in the organizations success
4. (    ) **The benefits of franchising include all of the following EXCEPT**
  - a. set of plans and specifications for building
  - b. national advertising
  - c. participating in the volume purchasing discounts
  - d. high fee percentages charged by credit card companies
5. (    ) **Marriott builds a hotel for \$34 million and sells it to a banking firm for \$52 million. Marriott charges the banking firm 2-4 % of gross revenues to operate the hotel. This business transaction is known as**
  - a. franchising
  - b. management contract
  - c. REIT
  - d. Investment Partnership
6. (    ) **All of the following are benefits of a city center hotel EXCEPT**
  - a. public transportation is available
  - b. variety of services and accommodations
  - c. typically have a signature restaurant
  - d. room prices are usually in the luxury segment
7. (    ) **Which system can track guest room phone charges?**
  - a. Telephone Charge System
  - b. Call Accounting Systems
  - c. Room Charges Reporting
  - d. Guest Calls Reporting
8. (    ) **Special hotel accounts for a company that has established credit with a hotel are called**
  - a. city folios
  - b. block rates
  - c. city rates
  - d. city ledger

9. ( ) **Property management systems are designed to assist front office employees in performing functions related to what tasks?**
- Reservations, rooms and guest account management
  - Catering and Banquet reservations
  - Restaurant reservations
  - Guest's meeting schedules
10. ( ) **The Hotel California has 500 rooms, room occupancy percentage is 90%, and the room revenue is \$85,000. The REV PAR is:**
- \$130.55
  - \$193.00
  - \$188.89
  - \$170.00
11. ( ) **Which of the following term can NOT be used as same as the meaning of "B & B"**
- Resort hotel
  - Homestay
  - Hostel
  - Accommodation in the farm
12. ( ) **The "back of the house" is usually run by the**
- service manager
  - sous chef
  - expeditor
  - kitchen manager
13. ( ) **Forecasting sales has two components:**
- guest counts or covers, and average check amount
  - total sales and average entrée price
  - food budget and guest counts or covers
  - average check amount and total sales
14. ( ) **A \_\_\_\_\_ is used to track food and beverage charges and other retail charges.**
- guest check
  - P.O.S. system
  - cash register
  - cashier
15. ( ) **Curbside appeal includes**
- the style of the menu
  - the speed of service
  - a well-equipped kitchen
  - the appearance of the property from the parking lot to the restrooms

## 第二部分：問答題，共70分

1. 創新(innovation)是企業成長與維持競爭力的利器。餐旅產業屬於服務產業，彼此同質性高，需透過「服務創新」來創造附加價值與產業競爭優勢。請您就此議題回答下列問題：
- 請定義什麼是「創新」？餐廳或旅館之營運若要進行服務創新，可從哪些面向著手改善或執行？(10%)
  - 請舉出兩個餐旅業服務創新的例子，並說明這兩者如何運用創新提升服務的附加價值。(10%)

2. 近幾年食品安全問題一再發生，導致消費者失去信心，進而減少外食，影響餐飲業的生意。如果你是一位餐飲業者，你會如何因應？在經營可以有哪些方法或行動，提升業績(10分)。而造成食安問題的原因為何？請說明並提出建議解決方案(可以從政府、產業及消費者端探討，15分)。
  
3. 研究指出消費者在餐廳的消費體驗受到許多因子的影響，其中食物(譬如，風味及展現方式)、服務人員(譬如，態度及專業度)、及餐廳內外部環境(譬如，氛圍及設計)是重要的因子。請舉例說明這三個因子如何影響消費者的體驗(譬如，心中的感受或認知)以及行為(15分)；而餐飲業者可以如何應用這些因子的影響，提出提升消費者體驗的方法，增加業績(10分)。

- ※ 注意：1. 考生須在「彌封答案卷」上作答。  
2. 本試題紙空白部份可當稿紙使用。  
3. 考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。