

銘傳大學 97 學年度研究所碩士班招生考試

觀光研究所碩士班

觀光學試題(第三節)

(第 1 頁共 1 頁)(限用答案本作答)

☐ 可使用計算機 ☒ 不可使用計算機

A. Concept definition (25%)

1. Life-seeing tourism
2. Excursionist
3. LCC
4. PDPCO (Planning Development, Promotion, & Catalyst Organizations)
5. CVB

B. Essay Question (75%)

1. 觀光產業的發展會深受許多不同的因素所影響，包括有市場競爭 (competition)、立法與管制 (Legislation and Regulation)、經濟環境 (Economic Environment)、科技 (Technology)、社會與文化環境 (Societal and cultural environment) 與組織的目標與資源 (Organizational objectives and resources)。問題如下 (30%)
  - 1) 請你仔細說明此六大因素如何影響台灣之觀光產業的發展，請利用真實案例解釋說明之。
  - 2) 並進一步針對台灣在亞太地區發展國際觀光產業之發展進行 SWOT 分析，並根據 SWOT 分析之結果提出未來發展策略之具體建言。
2. There are different types of public, non-profit, and private organizations which provide different functions and services to deliver the spirit of hospitality and also helps for the development of tourism industry. Here are the questions about : (30%)
  - 1) If you were minister of Taiwan Tourism Bureau now, what types of assistance or help might you request or get from WTO and PATA?
  - 2) Please introduce one national and local tourism related organization or agencies in terms of its members, its goals/purposes, its functions or other information.
3. Tourism has at least six components to make it work. One of them is accommodation sector. Lately, different types of operations have been introduced into accommodation industry and provide different vacation experience to the customers. So what is timeshare vacation and Home exchange vacation? What are their target markets? (please describe their major customers in terms of their socio-economics and personalities) (15%)

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