

# 國立高雄應用科技大學

## 九十七學年度碩士班招生考試

### 觀光與餐旅管理研究所

准考證號碼□□□□□□□□ (考生必須填寫)

## 餐旅管理

試題 共 2 頁，第 1 頁

- 注意：a. 本試題共 4 題，第一題為解釋名詞，配分 30 分；第二、三、四題為申論問答題，分別為 25 分、25 分、20 分，共 100 分。
- b. 作答時不必抄題。
- c. 考生作答前請詳閱答案卷之考生注意事項。
- d. 請詳閱考題後再作答；作答可選擇使用中文或英文。

#### I、解釋名詞 (30%)

- |                            |                   |                  |
|----------------------------|-------------------|------------------|
| 1. emotional labor         | 2. Les Clefs d'Or | 3. hostel        |
| 4. conspicuous consumption | 5. intangibility  | 6. night auditor |

- II. Global warming and climate change are now important issues that all walks of life have to deal with. As one major industry that consumes large amount of natural resources and makes pollutions, hotel industry worldwide has become environmentally conscious and are now developing a trend toward 'green hotels'. Environmental Protection Administration (環保署) has recently held an activity in voting 'green hotels' island-wide; Stanley Yen (嚴長壽), a famous hotelier, also suggests that hotels on offshore islands to be developed as environmentally-protective and energy-efficient in his new bestseller. The question now is that, what can and should a 'green' hotel do in order to achieve cutting carbon-dioxide (二氧化碳), saving energy, and protecting the environment? How are these practices related to hotel management practices, profit concern, and image marketing? Also, other than the current practices, what else other suggestions do you have for these hotels? Finally, please discuss corporate citizenship (企業公民行為), social marketing (社會行銷), and social responsibility as related to the above issue. (25%)

- III. The hospitality product has the nature of perishability (易壞性), and tourism industry has the characteristic of seasonality (季節性). Please discuss the practice and concept of 'yield management' (收益管理), and how it is related to the above issue. Please focus on the role of 'yield management' as a marketing tool, and the balance between price and sales. Are there any advantages or disadvantages of 'yield management'? If there is disadvantage, how can they be dealt with? (25%)
- IV. In recent years, more and more people celebrate their special occasions (e.g., wedding, reunion, etc.) at restaurants or hotels. In the case of wedding, most people choose only 'auspicious days' (黃道吉日) from farmers' calendar (農民曆) as the date for banquets. This makes restaurants everywhere empty sometimes, while full at other times. Such a situation poses difficulty for the industry in terms of labor arrangement. To solve this problem, tourism industry has developed a system of core-and-peripheral (核心與邊陲) human labor in its human resource management. Please discuss what such an approach means, its implications, and also its advantages and disadvantages, for both the employers and the employees. (20%)