

系所別	考試科目
觀光系	英文

※ 考生請於答案卷內作答

Part I: Vocabulary (10%)

Please define each term.

Example: Convention

Definition: A convention is a large meeting of a group or of an organization.

- 1) Hotel
- 2) Restaurant
- 3) Tourism
- 4) Recreation
- 5) Travel

Part II: Summarizing & Discussion (30%)

- 1) Please summarize this 240-word article into a 100-word summary.
- 2) Please give a brief comment (about 50 words) on the topic the article addressed.

Solorzano and Yosso (1997) stated that people of color get a glimpse into the world of subtle and unconscious racism and racial stereotyping. In the white dominated United States, whites are unlikely to receive racial related comments in their presences; however, this is not always the case for minorities. These comments and perceptions about others affect how majorities and minorities interact and communicate with each other. The topic of cultural diversity in the workforce is of paramount importance in our society as the ethnic profile of the United States continues to change. There is potential need to study the effects of cultural diversity in this country, as well as interactions and perceptions among different ethnic groups (Thomas, 2001). Wishna (2000) noted that minority groups are projected to become a majority of the U.S. population in the first half of the twenty-first century. All businesses must be prepared for the challenges created by a diverse workforce. Cross-race mentoring may be a useful approach to address how different ethnic groups work together for the purposes of respecting and appreciating individual differences and for personal development. Ensher and Murphy (1997) noted that stereotyping is one of the barriers that discourage cross-race mentoring at the beginning stage. However, little research has been found in the area of changes in stereotypes during cross-race mentoring. It might be interesting to explore whether a mentor program affected people's perceptions regarding their stereotypes of different ethnic groups.

Part III: Translation (20%)

Translation A: Please translate the following paragraph in to English.

生態觀光的概念自 1965 年發展到今天越來越受到重視。雖說生態觀光給了一般大眾不同的觀光選擇，但要維持這一概念，仍需要有完善的環境規劃，且經營者應考量整體環境的許可去管理。而在另一方面，遊客們也需有相當的生態之事及負起保護環境的責任。

Translation B: Please translate the following paragraph into Chinese.

The term “lifestyle” is commonly used to categorize people who share the same characteristics and beliefs. The concept of lifestyle is not only helpful for marketers to target different segments, but also for people to understand themselves in terms of how they behave and what they value. Research suggests that understanding people’s lifestyle can allow marketers and researchers to predict their behaviors, specifically their purchase behaviors, a prediction which is one of the most important tasks for consumer scientists.

Part IV: Composition 40%

Please write a 300-word English composition addressing the importance of festivals and events for locals and for the country. Give examples and discuss the role festivals and events plays in the tourism marking. (Your composition must include an introduction paragraph, one or two discussion paragraphs, and a concluding paragraph.)