

本科目不可使用計算機*

每題2分，共50題，滿分100分。

1. **Tourism is:**
 - A. one of the world's largest and global industries.
 - B. one of the world's smallest and local industries.
 - C. one of the world's newest industries.
 - D. one of the world's oldest industries.
2. **There are five different perspectives of tourism which are the tourist, the business, the government, the host community, and _____**
 - A. the country
 - B. the environment
 - C. the activity
 - D. the culture
3. **In tourism terminology(名詞) :**
 - A. internal tourism is domestic tourism plus inbound tourism.
 - B. national tourism is internal tourism plus outbound tourism.
 - C. international tourism is inbound tourism plus outbound tourism.
 - D. all of the above are true.
4. **Which of the following travelers are tourists?**
 - A. bus drivers and commuters
 - B. students and migrants
 - C. airline crew members and temporary workers.
 - D. none of the above.
5. **According to UNWTO, Tourism Highlights 2011, how many international tourist arrivals occurred in 2010?**
 - A. 919 million.
 - B. 880 million.
 - C. 940 million.
 - D. 1.6 billion.
6. **According to UNWTO, which country is the no.3 tourism destination by arrivals in 2010?**
 - A. U.S.A
 - B. China
 - C. France
 - D. Spain
7. **According to UNWTO, which country is the no.1 tourism earner in 2010?**
 - A. U.S.A.
 - B. China
 - C. France
 - D. Spain
8. **According to UNWTO, which country is the no.1 tourism spender in 2010?**
 - A. U.S.A
 - B. Taiwan
 - C. Germany
 - D. France
9. **International tourism receipts reached US\$ _____ Billion in 2010.**
 - A. 941
 - B. 852
 - C. 9190
 - D. 8520
10. **Which day is the World Tourism Day?**
 - A. 9/28
 - B. 4/22
 - C. 9/27
 - D. 9/22

目不可使用計算機*

11. **The earliest known tourist attractions were/was the:**
A. Olympic Games
B. sphinx
C. three great pyramids at Giza
D. both b and c
12. **One of the most amazing early historians, and the first great travel writer was:**
A. Herodotus
B. Marco Polo
C. Homer
D. Alexander the great
13. **There were Seven Wonders of the Ancient World. Which is the sole remaining wonder?**
A. The Tomb of Mausolus
B. The Hanging Gardens of Babylon
C. The Great Pyramids of Egypt
D. The Status of Zeus
14. **The first seaside resorts of Britain were:**
A. for medical reasons
B. gambling resorts
C. sites for social events
D. all of the above
15. **In 1841, Thomas Cook became the first:**
A. steamship agent
B. rail excursion agent
C. travel agent
D. stagecoach travel agent
16. **WTTC estimates that in 2018 tourism jobs will increase to:**
A. 300 million
B. 100 million
C. 500 million
D. 750 million
17. **Which of the following is NOT a job requirement for tourism?**
A. like to work with people
B. concern for customer's comfort needs
C. professional statistical and accounting skills
D. self-discipline
18. **Which is not a fastest-growing sector in the tourism industry today?**
A. cruise industry
B. bicycle tourism
C. festivals and events
D. gaming
19. **Tourism is made up of many segments which are:**
A. transportation
B. accommodation
C. food service
D. all of the above
20. **One of the best ways to get the job you want in tourism industry is to have _____ experience.**
A. internship
B. aboard
C. overseas
D. academic
21. **Which of the following is true of UNWTO?**

科目不可使用計算機*

- A. It is a specialized agency of the United Nations.
 - B. It accelerates(加速) world understanding of the contributions of tourism.
 - C. Helps raise standards of living in less developed areas through tourism development.
 - D. All of the above.
- 22. The World Travel and Tourism Council (WTTC) is:**
- A. a branch of the World Bank.
 - B. Replacing(取代) the World Tourism Organization.
 - C. the forum of global business leaders in travel and tourism.
 - D. none of the above.
- 23. The global leader in Pacific Asian tourism is_____.**
- A. UNESCO
 - B. PATA
 - C. AH& LA
 - D. ASTA
- 24. According to the WTTC, the world region that is expected to have the most tourism job growth is:**
- A. Asia/Pacific
 - B. America
 - C. Africa
 - D. Europe
- 25. Which organization served as the National Tourism Office for Taiwan?**
- A. Convention and visitor Bureau
 - B. Ministry of Transportation and Communications
 - C. Department of Foreign Affairs
 - D. Taiwan Tourism Bureau
- 26. An increase in traffic due to world tourism growth puts pressure on transportation facilities. Which is not the urgent problem?**
- A. congestion
 - B. safety and security
 - C. seasonality
 - D. hospitality
- 27. The world's airline industry now carries over _____ passengers yearly:**
- A. 1 billion.
 - B. 2 billion.
 - C. 540 million.
 - D. 200 million.
- 28. What is a low cost carrier?**
- A. many passenger classes
 - B. using first airports
 - C. no-frills
 - D. reserved seating and no discount
- 29. Which country doesn't have High-Speed Rail?**
- A. Iceland
 - B. Portugal
 - C. China
 - D. Taiwan
- 30. Since 1980s, the cruise industry has had an average annual growth rate of about:**
- A. 4%
 - B. 8%
 - C. 10%
 - D. 15%
- 31. How many passengers took a cruise in 2008 according to the CLIA estimation?**

本科目不可使用計算機*

- A. 1.43 million
- B. 12.1 million
- C. 13.05 million
- D. 1 million

32. The world's largest lodging chain (based on number of rooms) or system is:

- A. InterContinental Hotels Group.(UK)
- B. Hilton Hotels Corporation.(USA)
- C. Best Western International.(USA)
- D. Marriott International.(USA)

33. Hotels and motels are classified in a variety of ways. Which is the most common way?

- A. by location
- B. by room rate
- C. by country
- D. by revenue

34. The most important association in Hotel Industry is_____.

- A. UNWTO
- B. NRA
- C. AH& LA
- D. CLIA

35. Compare business and leisure lodging customers, which is true?

- A. business room night is mostly generated by two adults
- B. business travelers pay more per room night than leisure travelers
- C. leisure room night is mostly generated by a male
- D. business travelers earn an average household income less than leisure travelers

36. The world's oldest commercial business is:

- A. prostitution.
- B. foodservice.
- C. providing overnight accommodation.
- D. public transportation on land.

37. Franchised restaurants are big business. This is because they:

- A. benefit from national advertising.
- B. obtain advice from experienced management.
- C. have low unit costs.
- D. all of the above.

38. Meeting Professionals International (MPI) estimates that meetings and conventions are a US\$ _____ billion-a-year industry.

- A. 1223
- B. 122.3
- C. 164.1
- D. 175

39. According to ICCA, which city was ranking No.1 in meeting industry in 2006?

- A. Vienna
- B. Singapore
- C. Paris
- D. Tokyo

40. Tours can be created and marketed by:

- A. wholesalers.
- B. retail travel agencies.
- C. travel suppliers.
- D. all of the above.

41. Tourism suppliers use a distribution system because:

本科目不可使用計算機*

- A. they could sell their own products directly but don't have staff.
B. using distribution is the most practical and efficient.
C. the distributors have better knowledge of what sells.
D. distributors charge very little for their services.
- 42. There are nine tourism distribution channels in p183, which is not correct?**
A. suppliers <-> direct channel <-> tourists
B. suppliers <-> tour wholesaler <-> tourists
C. suppliers <-> travel agent <-> tour wholesaler <-> tourists
D. suppliers <-> travel agent <-> tourists
- 43. Which sector offers the best professional and knowledge in schedules, routing, lodging, prices, and destination? It is an expert and a specialist to save the client both time and money.**
A. Meeting planner
B. Travel agent
C. Dealer
D. Hotel manager
- 44. The largest association of travel and tourism professionals in the world is:**
A. ASTA
B. PATA
C. AHLA
D. NRA
- 45. Which component in the tourism system is the main reason that people travel?**
A. attraction
B. hotel
C. gaming
D. travel agent
- 46. Operation sectors of the tourism industry show in chapter 8 not including:**
A. attractions
B. events and entertainment
C. food
D. outdoor recreation
- 47. The theme park business enjoyed spectacular growth after the building of:**
A. Disneyland, Anaheim
B. Disney World
C. Universal Studios, Anaheim
D. Busch Gardens, Tampa
- 48. Disney World (The Magic Kingdom) attracts over _____ million visitors each year.**
A. 30
B. 25
C. 20
D. 16
- 49. Theme parks are concentrated in several city areas, the most in:**
A. Buena Vista, CA.
B. San Diego, CA.
C. Orlando, FL.
D. Anaheim, CA.
- 50. The world largest amusement park and attractions association is _____.**
A. MPI
B. IATAN
C. IATA
D. IAAPA