

國立臺中教育大學 100 學年度研究所碩士班招生考試

社會科學研究法(含統計學)試題

適用學系：永續觀光暨遊憩管理碩士學位學程

一、簡答題 (65%)

1. 請簡要說明何為深度訪談、參與式觀察、焦點團體、簡單隨機抽樣、立意抽樣等五種研究方法。(10%)
2. 承上題，哪種方法適合進行統計推論，原因為何？再者，是否該方法必然優於其他四種方法，原因為何？(5%)
3. 請說明何謂中央極限定理及其在統計推論上之重要性。(10%)
4. 承上題，請說明調查樣本數之多寡與此定理有何關係？接著，再說明是否調查樣本數只要符合此定理，其統計推論就沒有偏誤。(5%)
5. 在調查方法中資料的正確性會受到哪些因素影響？請列舉兩個並簡要說明之。(10%)
6. 請說明測量尺度主要分為哪些類型，並舉例說明與比較其間之差異。(5%)
7. 良好之測量應該具備信度、效度及可行性，請說明前述三者之意涵。(10%)
8. 請說明何謂內部效度與外部效度，及其可能之影響因素為何。(5%)
9. 請比較 t 檢定與變異數分析(ANOVA)之異同與適用時機。(5%)

二、應用題 (35%)

1. 以下係中部某項宗教節慶活動中，不同類型之參與者(體驗型、靈性型、中庸型與全面型)在各種參與動機(複合企求、體驗探索、神靈連結、社交關係與庇佑熱鬧)與人口統計變數差異之分析結果(表 1 和表 2)，請彙整相關統計結果之資訊撰寫研究結論，並據此對於主辦單位提出可行之活動推廣建議。(15%)

表 1 不同集群參與動機之差異

因素	1. 體驗型 $n = 32$	2. 靈性型 $n = 112$	3. 中庸型 $n = 120$	4. 全面型 $n = 134$	F 值	Post hoc (Scheffe)
複合企求	2.3828 (0.81502)	2.2020 (0.62742)	2.6042 (0.61672)	3.1539 (0.78234)	40.589 ($p = 0.000$)	4 > 3, 1, 2 3 > 2
體驗探索	4.4375 (0.52900)	3.4482 (0.56329)	3.9000 (0.46958)	4.4104 (0.46425)	84.997 ($p = 0.000$)	1, 4 > 3 > 2
神靈連結	2.9375 (0.90918)	3.0134 (0.60389)	2.9521 (0.53970)	4.1306 (0.49120)	117.336 ($p = 0.000$)	4 > 2, 3, 1
社交關係	3.9375 (0.59229)	2.7232 (0.55280)	3.7833 (0.53347)	4.2127 (0.63830)	141.743 ($p = 0.000$)	4 > 1, 3 > 2
庇佑熱鬧	2.4688 (0.60824)	3.3705 (0.61051)	4.0708 (0.49491)	4.5336 (0.49508)	176.781 ($p = 0.000$)	4 > 3 > 2 > 1

表 2 不同參與者類型之人口統計特徵

變項	類別	體驗型	靈性型	中庸型	全面型	總和	卡方檢定 ANOVA
性別	男性	26 (81.3 %)	65 (58.0 %)	76 (63.3 %)	93 (69.4 %)	260 (65.3 %)	$\chi^2 = 7.404$ $df = 3$ $p = 0.060$
	女性	6 (18.8 %)	47 (42.0 %)	44 (36.7 %)	41 (30.6 %)	138 (34.7 %)	
年齡	30 歲(含)以下	4 (12.5 %)	11 (9.8 %)	49 (40.8 %)	43 (32.1 %)	107 (26.9 %)	$\chi^2 = 46.805$ $df = 9$ $p = 0.000$
	31-40 歲	8 (25.0 %)	36 (32.1 %)	34 (28.3 %)	33 (24.6 %)	111 (27.9 %)	
	41-50 歲	6 (18.8 %)	31 (27.7 %)	26 (21.7 %)	29 (21.6 %)	92 (23.1 %)	
	51 歲(含)以上	14 (43.8 %)	34 (30.4 %)	11 (9.2 %)	29 (21.6 %)	88 (22.1 %)	
教育程度	高中職(含)以下	12 (37.5 %)	54 (48.2 %)	46 (38.3 %)	89 (66.4 %)	201 (50.5 %)	$\chi^2 = 24.119$ $df = 6$ $(p = 0.000)$
	大專	16 (50.0 %)	46 (41.1 %)	62 (51.7 %)	39 (29.1 %)	163 (41.0 %)	
	研究所(含)以上	4 (12.5 %)	12 (10.7 %)	12 (10.0 %)	6 (4.5 %)	34 (8.5 %)	
宗教信仰	無	14 (43.8 %)	21 (18.8 %)	37 (30.8 %)	27 (20.1 %)	99 (24.9 %)	$\chi^2 = 33.862$ $df = 12$ $(p = 0.001)$
	佛教	6 (18.8 %)	36 (32.1 %)	29 (24.2 %)	33 (24.6 %)	104 (26.1 %)	
	道教	8 (25.0 %)	48 (42.9 %)	50 (41.7 %)	70 (52.2 %)	176 (44.2 %)	
	基督教	0 (0.0 %)	4 (3.6 %)	0 (0.0 %)	0 (0.0 %)	4 (1.0 %)	
	其他	4 (12.5 %)	3 (2.7 %)	4 (3.3 %)	4 (3.0 %)	15 (3.8 %)	
婚姻狀況	未婚	9 (28.1 %)	37 (33.0 %)	81 (67.5 %)	70 (52.2 %)	197 (49.5 %)	$\chi^2 = 42.680$ $df = 6$ $(p = 0.000)$
	已婚	19 (59.4 %)	71 (63.4 %)	33 (27.5 %)	62 (46.3 %)	185 (46.5 %)	
	其他	4 (12.5 %)	4 (3.6 %)	6 (5.0 %)	2 (1.5 %)	16 (4.0 %)	
職業	農林漁牧	0 (0.0 %)	4 (3.6 %)	2 (1.7 %)	4 (3.0 %)	10 (2.5 %)	$\chi^2 = 86.681$ $df = 30$ $(p = 0.000)$
	工	2 (6.3 %)	6 (5.4 %)	12 (10.0 %)	21 (15.7 %)	41 (10.3 %)	
	商	6 (18.8 %)	8 (7.1 %)	18 (15.0 %)	14 (10.4 %)	46 (11.6 %)	
	軍公教	2 (6.3 %)	12 (10.7 %)	8 (6.7 %)	6 (4.5 %)	28 (7.0 %)	
	服務業	2 (6.3 %)	22 (19.6 %)	25 (20.8 %)	23 (17.2 %)	72 (18.1 %)	
	自由業	2 (6.3 %)	15 (13.4 %)	15 (12.5 %)	28 (20.9 %)	60 (15.1 %)	
	專業技術人員	8 (25.0 %)	2 (1.8 %)	4 (3.3 %)	10 (7.5 %)	24 (6.0 %)	
	學生	2 (6.3 %)	7 (6.3 %)	18 (15.0 %)	13 (9.7 %)	40 (10.1 %)	
	退休	4 (12.5 %)	16 (14.3 %)	4 (3.3 %)	0 (0.0 %)	24 (6.0 %)	
	家管	0 (0.0 %)	8 (7.1 %)	4 (3.3 %)	2 (1.5 %)	14 (3.5 %)	
	其他	4 (12.5 %)	12 (10.7 %)	10 (8.3 %)	13 (9.7 %)	39 (9.8 %)	
	參與次數		4.50	4.24	2.72	5.55	
		(5.118)	(6.432)	(2.796)	(7.087)	(5.837)	

2. 試以臺北國際花卉博覽會為例，研究調查議題自行訂定，試擬研究調查設計 (涵蓋：研究變數、研究對象、抽樣方式、資料收集方法、調查工具設計與統計分析方法)。 (10%)

3. 請仔細閱讀以下文章後，根據內文說明哪些變數可以用來做為觀光需求之指標。 (10%)

Existing empirical studies looking at the determinants of international tourism have focused mainly on developed country cases. Most studies that have attempted to model tourism demand have relied on single equation models. Tourism demand has been measured by a host of variables, including the total number of visits, arrivals or tourists, visit per head of the origin's population, total real expenditure or receipts and per capita real expenditure (see Sinclair, 1998, for further details).

Most of the studies use time series analysis, while some have used pooled and cross-sectional data. Witt and Witt (1995) and Lim (1997) provide a comprehensive overview of the regression analysis, model specification, attributes and proxies. Among the most common independent variables used and reported to be important in the literature are income of origin country, cost of travel, relative prices, exchange rate, tourism infrastructure, level of development in home country, common language and border, among others. Single equation specifications, however, have been subject to some criticism, such as being somewhat *ad hoc* and lacking an explicit theoretical basis (Sinclair and Stabler, 1997; Sinclair, 1998).

(資料來源 Seetanah, B., Durbarry, R. & Ragodoo, J.F.N. (2010). Using the panel cointegration approach to analyse the determinants of tourism demand in South Africa. *Tourism Economics*, 16, (3), 715-729.)

國立臺中教育大學100學年度研究所碩士班招生考試

英文試題

適用學系：語文教育學系、音樂學系、事業經營碩士學位學程、
永續觀光暨遊憩管理碩士學位學程

I. Cloze Test: Select the best answer for each item. (40%)

Today, hundreds of millions among the world's poor have 1 to micro-loans—small sums of money borrowed 2 financial firms, sometimes at sky-high 3 rates. What they haven't been able to acquire is something far more basic: a savings account. Few banks in developing countries have found ways to profit in poor, rural areas, 4 people with a dearth of safe options for accumulating cash. According to one recent survey, nearly 90 percent of adults in 5 markets store money at home, with friends, or with a local co-op.

1. (A) access (B) accessible (C) acquire (D) acquiring
2. (A) from (B) to (C) in (D) at
3. (A) inter (B) interest (C) interested (D) between
4. (A) leave (B) leaves (C) left (D) leaving
5. (A) emerge (B) emerges (C) emerging (D) emerged

China is the world's cigarette king. The mainland 6 more tobacco products than any 7 country in the world. The China National Tobacco Corporation, the 8 cash cow that holds an effective monopoly on the industry, is a source of good business for the party: in 2000, Big Tobacco paid \$75 billion 9 taxes to the Chinese government, according to the State Tobacco Monopoly Administration. More than 300 million Chinese adults smoke—among them more than half of all Chinese men. In 2009, it produced a 10 2.3 trillion cigarettes.

6. (A) produce (B) produces (C) product (D) products
7. (A) another (B) other (C) others (D) the other
8. (A) state-run (B) state-runs (C) states-ran (D) states-run
9. (A) in (B) with (C) on (D) for
10. (A) whop (B) whops (C) whopped (D) whopping

One of the great American writers of the twentieth century, Langston Hughes was born in 1902 11 Joplin, Missouri. His parents divorced while he was still an infant, and he was reared by his maternal grandmother, Mary Langston. His grandmother, 12 first husband died in the raid on Harpers Ferry as a 13 of John Brown, was an abiding influence 14 Hughes. Nonetheless, he suffered from parental absence; he later said that it was childhood 15 that led him to books “and the wonderful world in books.”

11. (A) with (B) on (C) in (D) as
12. (A) who (B) which (C) whose (D) whom
13. (A) follow (B) followed (C) following (D) follower
14. (A) with (B) on (C) in (D) as
15. (A) lone (B) alone (C) along (D) loneliness

A creative person, first, is not limited in his thinking 16 “what everyone knows.” “Everyone knows” that trees are green. The creative artist is able to see that in certain lights some trees look blue or purple or yellow. The creative person looks 17 the world with his or her own eyes, not with the eyes of others. The creative individual also knows his or her own feelings better than the average person. Most people don’t know the answer 18 the question, “How are you? How do you feel?” The reason they don’t know is that they are so busy 19 what they are supposed to feel, thinking what they are supposed to think, that they never get around to 20 their own deepest feelings.

16. (A) with (B) without (C) to (D) in
17. (A) at (B) on (C) for (D) in
18. (A) with (B) without (C) to (D) in
19. (A) feel (B) feeling (C) felt (D) to feel
20. (A) exam (B) examining (C) examined (D) exams

II. Reading Comprehension: Select the best answer for each item. (30%)

Attitudes toward work in the United States have been greatly influenced by the “work ethic.” Also called the “Puritan Ethic” or the “Protestant Ethic,” it motivates people to work hard in order to become successful. The “work ethic” **imbues** work with the quality of goodness. It originated with the Puritan colonists from England, who came to North America in the 1600’s. The ethic was an outcome of the religious belief that

material success was a sign of God’s favor, and that those who achieved this success were among God’s “chosen” and would go to heaven. Whether or not success was achieved, work attained religious and moral value as illustrated in the expression, “The devil makes work for idle hands.” For the seventeenth-century Puritan colonists in New England, work was a religious virtue. The work ethic is still important, particularly in the middle and upper classes, even though it has lost its religious significance. An outcome of this American work value is materialism: the tendency to be concerned with wealth and possessions.

21. The work ethic is

- (A) less important among the middle and upper classes today.
- (B) mainly a religious code restricted to the Puritan colonists.
- (C) an influencing work attitude in the United States.
- (D) prevailing in the United States as well as in many other countries.

22. Why do you think the term “work ethic” would be preferable to “Puritan Ethic” or “Protestant Ethic”?

- (A) There are no more Protestants who believe in the work ethic.
- (B) The United States is not a religious society.
- (C) People of many religions in the United States have been influenced by this ethic.
- (D) The early Protestant settlers in New England coined this term.

23. One outcome of the work ethic is a concern with

- (A) spiritualism.
- (B) materialism.
- (C) religion.
- (D) colonialism.

24. The word **imbue** (line 3) means to

- (A) obtain.
- (B) fill.
- (C) change.
- (D) force.

25. Which of the following is NOT true?

- (A) The Puritan colonists considered material success a sign of greed and selfishness.
- (B) The origin of the work ethic is closely connected with the early Puritan colonists in the American history.
- (C) The Americans consider being lazy and idle immoral.
- (D) Today the work ethic has lost its original religious significance.

Your eyes are about three inches apart. That's more than trivia --- it's the reason you see the world in three dimensions. The separation gives your eyes two slightly different views of every scene you encounter. In the brain's visual cortex, these views are compared, and the overlap is translated into a **stereoptic** picture. To estimate relative distances, your brain takes a reading of the tension in your eye muscles. But you only see in 3-D up to about 200 feet. Beyond that, you might as well be one-eyed --- your eyes aren't far enough apart to give two very different views over long distances. Instead, you rely on experience to judge where things are; the brain looks for clues and makes its best guess. For example, it knows that near objects overlap far ones; that bright objects are closer than dim ones; and that large objects are nearer than small ones. All of this is second nature to us, but it is learned. "Other cultures don't perceive pictures the same way we do," says J. Anthony Movshon, Ph.D., associate professor of psychology at New York University. "For example, primitive people don't always think bigger means nearer. It's our Western way of seeing things, and it's a way of seeing that we've learned."

26. The primary purpose of the passage is to explain

- (A) how we see in three dimensions.
- (B) the difference between Western and primitive cultures.
- (C) the use of 3-D paintings.
- (D) why your eyes are three inches apart.

27. As used in the passage, **stereoptic** (line 4) means

- (A) reversed.
- (B) three-dimensional.
- (C) monocular.
- (D) upside-down.

28. 3-D vision would be most useful in looking at which of the following?
- (A) a distant mountain range
 - (B) a flower arrangement
 - (C) clouds
 - (D) paintings
29. The author mentions cultural differences in perception to support his point that
- (A) bigger means nearer.
 - (B) fancy eyework is second nature.
 - (C) we get mixed signals from paintings.
 - (D) perception is learned.
30. The language used in this passage can best be described as
- (A) argumentative.
 - (B) humorous.
 - (C) impersonal.
 - (D) informal.

After the initial surge of interest in the education of children who were deaf and blind and had mental retardation in the United States, school services for children with disabilities **plateaued** for many years. It was not until the 1960s that two events converged to reignite national interest in the needs of children of disabilities. The first of these was the election of John F. Kennedy as president in 1960. Kennedy had a sister, Rosemary, with mental retardation, and he was openly committed to improving the quality of life for people with mental retardation. He set up the President's Commission on Mental Retardation and he supported the use of federal funds to education teachers of children with disabilities. The other event of the 1960s that influences advocates of children with disabilities was the civil rights movement. The political and social demands of African Americans for equal rights and access to opportunities at all levels of society provided an example of what could be accomplished on behalf of disenfranchised groups. In 1972, Wolf Wolfensberger articulated the principle of normalization that people with disabilities should have the same opportunity to live as close to a normal life as possible.

31. The main organizational pattern of this passage is
- (A) chronological order.
 - (B) simple list.

- (C) comparison/contrast.
 - (D) clarification.
32. The author's purpose in writing this passage is to
- (A) entertain.
 - (B) confirm.
 - (C) inform.
 - (D) persuade.
33. After reading this passage, you can conclude that
- (A) children with disabilities were not educated before the 1960s.
 - (B) education for children with disabilities has improved since 1960s.
 - (C) President Kennedy's successors disapproved of education for children with disabilities.
 - (D) efforts to improve education for children with disabilities in the 1960s were not as successful as in the initial surge.
34. According to the author, the second surge that reignited interest in education of children with disabilities was
- (A) establishment of the President's Commission on Mental Retardation.
 - (B) election of John F. Kennedy as president.
 - (C) use of federal funds to education teachers.
 - (D) beginning of the civil rights movement.
35. The word **plateau** (line 3) means to
- (A) accelerate.
 - (B) halt.
 - (C) diminish.
 - (D) mutate.

III. English Composition (30%)

Life is full of ups and downs. Ninety percent of the time, you are not satisfied with the outcome you have strived for. When you encounter a situation like this, how are you going to deal with it? If possible, describe specific approaches you could use to successfully achieve your goal.

國立臺中教育大學 100 學年度研究所碩士班招生考試

管理學概論試題

適用學系：事業經營碩士學位學程、永續觀光暨遊憩管理碩士學位學程

一、 選擇題（每題3%，共60%）

1. Managers who are responsible for making organization-wide decisions and establishing the plans and goals that affect the entire organization are _____.
(A) first-line managers
(B) top managers
(C) production managers
(D) research managers

2. Which of the following phrases is most associated with scientific management?
(A) management relations
(B) one best way
(C) supply and demand
(D) quality control

3. The original source of an organization's culture usually _____.
(A) is shared among the first workers hired into the organization
(B) is formulated by the board of directors when the organization is formed
(C) identifies what the organization is successful doing
(D) reflects the vision or mission of the organization's founder

4. Successful global management requires an attitude that is best described as _____.
(A) ethnocentric
(B) parochial
(C) polycentric
(D) geocentric

5. Under the concept of social obligation, the organization _____.
(A) does what it can to meet the law, and a little bit more for stakeholders

- (B) fulfills its obligation to the law and its stakeholders
 - (C) fulfills its obligation to the stakeholders, which makes it fulfill the law, too
 - (D) does the minimum required by law
6. An example of a core competence of a firm is _____.
- (A) an ability to serve the needs of a particular target market on a large scale
 - (B) communicating with customers in their own languages worldwide
 - (C) developing least-squared exemptions within its accounting system
 - (D) only a and b are true
7. Qualitative forecasting uses the judgment and opinions of _____ to predict outcomes.
- (A) customers and suppliers
 - (B) distributors and suppliers
 - (C) executives
 - (D) knowledgeable individuals
8. A(n) _____ organization is able to change rapidly as needs require.
- (A) organic
 - (B) horizontal
 - (C) vertical
 - (D) mechanistic
9. Downsizing is also known as _____.
- (A) authorized increase in demand for employees
 - (B) redistribution of command elements
 - (C) the anxiety factor
 - (D) decruitment
10. Global recessionary pressures force organizations to become more _____.
- (A) price competitive
 - (B) quality conscious
 - (C) cost efficient
 - (D) conservative with raw materials

11. Which of the following is not one of Fayol's principles of management?
- (A) Division of labor
 - (B) Unity of direction
 - (C) Centralization
 - (D) Individualism
12. Verify the most serious problem of matrix organization is its conflict with
- (A) unity of command
 - (B) vertical integration
 - (C) skill orientation
 - (D) job enrichment
13. According to path-goal theory, which of the following is included in the environmental contingency variables?
- (A) Employee satisfaction
 - (B) Perceived ability
 - (C) Locus of control
 - (D) Formal authority system
14. Which of the following is not the key character in a mechanistic organization?
- (A) High specialization
 - (B) High formalization
 - (C) Wide span of control
 - (D) Rigid departmentalization
15. Authority is closely associated with the _____ managerial principle.
- (A) Unity of purpose
 - (B) Unity of direction
 - (C) Unity of task
 - (D) Chain of command
16. Providing new employees with basic information on work rules and anti-competitive policies is:
- (A) Appraisal
 - (B) Orientation
 - (C) Adaptability
 - (D) Training

17. In the BCG model, a business that has the largest market share in a high-growth market is described as
- (A) Dog
 - (B) Cash cow
 - (C) Question mark
 - (D) Star
18. Which of the following is not the critical factor when using the contingency approach to management?
- (A) Technological/task characteristic
 - (B) Organization size
 - (C) Management experience
 - (D) Environmental uncertainty
19. The problems for a company to conduct export marketing could not be?
- (A) Logistics
 - (B) Sales promotion
 - (C) Recruiting
 - (D) Foreign market intelligence
20. Which of the following is not likely to be the major organization type in the future?
- (A) Vertical organization
 - (B) High bureaucratic organization
 - (C) Matrix organization
 - (D) Organic organization

二、問答題（40%）

1. 試請說明工作分析在於人力資源管理之中扮演之角色，並請說明工作分析的步驟與重要性。（10%）
2. 試請說明影響組織設計之情境因素，亦即決定採行何種組織結構之時，應該考慮哪些因素。（10%）
3. 說明分權(decentralization)與授權(delegation of authority)有何不同？（10%）
4. 管理的四個功能為規劃(planning)、組織(organizing)、領導(leading)及控制(controlling)，試說明其內涵。（10%）

國立臺中教育大學 100 學年度研究所碩士班招生考試

觀光遊憩概論試題

適用學系：永續觀光暨遊憩管理碩士學位學程

一、選擇題（請選出正確答案，此題為複選題）（10%）

1. The activities of dark tourism is associated with:
 - (A) the manipulation of death, vulnerability, atrocity and violence as tourist attractions.
 - (B) expedition to Arctic or Antarctic regions, providing tourists with aurora sightseeing opportunity.
 - (C) a form of special interest tourism designed for tourists who are keen on the consumption of danger and authenticity.
 - (D) visits to Lebanon, Sierra Leone and Princess Diana site in Paris.

二、申論題（90%）

1. 何謂 Authenticity？試舉一個在臺灣觀光遊憩景點中常見的 Authenticity 之議題，進而論述你個人之觀點或想法。（15%）
2. 為了有效提升臺灣產業多元發展，突破出口困境，行政院特別提出六大新興產業方案，期望透過生物科技、觀光旅遊、綠色能源、醫療照護、精緻農業、文化創意等產業發展，再造臺灣經濟奇蹟！其中的「觀光旅遊」，在觀光局積極與各界進行意見交換與觀念溝通後，獲得共識進而提出「觀光拔尖領航方案」，期透過資源面、市場面、產業面與人力面的檢視，以現行觀光施政有區隔為前提，決定推動台灣成為東亞觀光交流轉運中心及國際觀光重要旅遊目的地，期待在民國 101 年創造 5,500 億的觀光收入（觀光外匯收入為 90 億美元，約 3,000 億台幣、國民旅遊增加為 2,500 億台幣），帶動 40 萬直接、間接觀光就業人口，吸引 2,000 億民間投資及引進至少 10 個國際知名連鎖旅館品牌進駐台灣。本方案係以發展國際觀光，提升國內旅遊品質，增加外匯收入為規劃重點，並提出了三項具體之行動方案。試說明此三項具體之行動方案及其內容。（25%）
3. 「大陸旅客來台自由行」的政策在今年預計開放，請您以一位專業觀光人的角度來分析，開放陸客自由行可帶來哪些商機？將帶來哪些正面與負面的衝擊(Tourism Impact)？對國內旅遊市場會產生哪些正面及負面效益？（20%）
4. 交通部觀光局為響應節能減碳的旅遊新風潮，推出「台灣好行(景點接駁)旅遊服務」，如果你是此計畫的承辦人員，在執行時要注意哪些層面，才能做到無縫隙的路線規劃。（15%）

5. 台灣有 300 多個鄉鎮，每一個鄉鎮都擁有自己獨特的文化、習俗、傳統與風貌。請以一個你所熟悉的鄉鎮為例，應用永續觀光發展（Sustainable Tourism Development）的基本概念將此鄉鎮規劃成一個具吸引力且可持續發展的觀光旅遊地。（15%）