

國立臺中教育大學九十八學年度研究所碩士班招生考試

觀光遊憩概論試題

適用系所：永續觀光暨遊憩管理研究所

一、選擇題（請選出正確答案，此題為複選題）（10%）：

- () 1. The issue of tourism leakage:
- (A). refers to a deficit that occurs when the sum spent by outbound residents exceeds revenues from visitor expenditures in a given destination.
 - (B). can be exacerbated by the dominance of foreign-owned tour operators.
 - (C). is most prevalent in mature destinations, including Britain, France and the USA.
 - (D). is commonly found in economically backward regions where visitors' material needs cannot be met locally.

二、解釋名詞（每題 5 分）（10%）

- 1. flow experience
- 2. contingent valuation method

三、問答題（請仔細研讀下列文章，並就文章內容回答以下問題）（40%）：

1. Evidence of the possible catastrophic impact of climate change as a result of global warming is everywhere around us—in the polluted air, the floods, in the landslides and other natural disasters that seem to be happening with increasing frequency. Yet in most developing countries, governments and the general public alike still refuse to see it as a priority concern.

Alarm bells have begun to ring on a global scale, underlined by the recent Inter-governmental Panel on Climate Change (IPCC) in Bangkok and copious scientific studies that seem to demonstrate the dire consequences of ignoring the impact of climate change. The IPCC reports that sea levels will rise by between 18 cm and 28 cm over the next five years. Temperatures, it says, will increase by 0.2 degrees to 1 degree Celsius a year. In Indonesia, scientists predict that 2000 small islands will disappear as a result of rising sea level. "Global warming will cause rising sea level and those small islands will disappear in the next 10 to 15 years," warned environmentalist Damayanti Buchori of the Indonesian Biodiversity Fund (Kehati).

Despite all this, it is sad to say that many developing countries still regard global warming and climate change as a global problem, not a local one. The most convenient and least guilt-conscious argument given against taking any immediate action is, predictably enough, the focus on economic growth to raise people out of poverty. Governments want to prioritize the fight against disease and malnutrition and to provide the basic needs of food, shelter and education to their still impoverished populations. (文章出處：AsiaViews, May-June 2007, p.4)

請根據上述文章回答以下問題。

- (1) 請明確指出上述文章內容主要談的重點有哪些？
- (2) 若你是位國際觀光旅館的總經理，你會採取哪些措施以避免問題繼續惡化！

2. Destination marketing is increasingly becoming extremely competitive worldwide. This paper explains the destination concept and attempts to synthesize several models for strategic marketing and management of destinations. It provides an overview of several techniques widely used and illustrates examples from around the world. The paper also explains that marketing of destinations should balance the strategic objectives of all stakeholders as well the sustainability of local resources. Destinations need to differentiate their products and develop partnerships between the public and private sector locally in order to co-ordinate delivery. Taking advantage of new technologies and the Internet also enables destinations to enhance their competitiveness by increasing their visibility, reducing costs and enhancing local co-operation. Destination marketing must lead to the optimization of tourism impacts and the achievement of the strategic objectives for all stakeholders.

In conclusion, destination marketing is becoming more complex as tourists consume regions as experiences, often ignoring that tourism products consist of a great number of individually produced products and services. Global competition and industry concentration develop new challenges. In this sense, destination marketers have to achieve the strategic objectives set through stakeholders' analysis and match the appropriate demand with supply, by using the entire range of marketing tools for communicating with consumers and suppliers. Global competition and the new, experienced, demanding and sophisticated travelers reposition destination marketing to be the main interface between consumers and local principals. Consumers are increasingly following special interests and regard their trips as both recreational and educational experiences. Therefore, destination themes and their interpretation become more important for the future. Training of human resources as well as co-operation between competing and complementary destinations enable regions to learn from each other and adapt to demand requirements. Innovative marketing led by research and using new technologies, will be the only way to manage and market competitive destinations in the future for the benefits of their stakeholders. (文章出處：Buhalis, D. (2000). *Tourism Management*, 21, 97-116)

請根據上述文章回答以下問題。

- (1) 請明確指出上述文章內容主要談的重點有哪些？
- (2) 若你是台中市的市長，你會採取哪些措施為台中市來進行 Destination Marketing。

四、申論題（每題20分）(40%)

1. 請先回答何謂觀光資源規劃？其規劃流程、規劃書內容應有之具體項目為何？之後，再以你所熟知的國內某一國家風景特定區為例進行觀光資源規劃實例說明。
2. 請先回答何謂 Recreation Opportunity Spectrum、Recreation Carrying Capacity、Limits of Acceptable Change、Visitor Impact Management、Visitor Experience and Resource Protection？接著，再以你所熟知的國內某一國家公園為例說明如何應用上述的觀念於遊客的經營管理中。

管理學概論試題

適用學系：事業經營、觀光研究所

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請依個案題號於試卷紙上作答

壹、選擇題，每題 2%，15 題共 30%

1. When a company president states: "Our company will achieve annual sales of \$66 million within three years," this is an example of: A) a mission. B) a rule. C) a long-range objective. D) a strategy.
2. Creativity is an example of which one of Maslow's needs?
A) Self-actualization B) Esteem C) Social D) Safety
3. Which of the following types of power is based on the capacity of the manager to provide results desired by subordinates?
A) Coercive power B) Referent power C) Reward power D) None of the above
4. The idea that mental effort during work is as natural as play is a basic assumption in: A) Theory X. B) Theory Y. C) Theory Z. D) Theory A.
5. When members of a group are unwilling to disagree with other members even when they feel that these other members are wrong in their recommendations, we say that the group is experiencing:
A) the idiosyncrasy effect. B) the Chandler effect. C) groupthink. D) the Hawthorne effect.
6. McDonald's Corporation made a basic decision as to how to divide the tasks of the jobs of "chefs" and "food servers" in its restaurants. This was an example of:
A) continuous-process technology. B) job design. C) divisional structure. D) product structure. E) matrix structure.
7. The actions taken to meet the needs of customers are known as: A) efficiency. B) quality. C) TQM. D) quality control. E) responsiveness.
8. The person who inspires, motivates, and directs the activities of others so that they work toward organizational goals is known as a(n):

A) follower. B) leadership substitute. C) coercive leader.
D) leader. E) manager.

9. What are the four basic managerial functions? (A) Planning, Analysis, Design, and Implementing. (B) Production, Marketing, Finance, and Personnel. (C) Planning, Organizing, Leading, and Controlling. (D) Diagnostic, Action, Monitoring, and Decision. 頁 | 2
10. Which of the following is not one of Taylor's principles of management? (A) Develop a common vision for workers and managers (B) Divide work and responsibilities clearly and evenly among workers (C) Put emphasis on the training of workers (D) Scientifically study jobs and make decisions accordingly.
11. BMW advertisements lately emphasize the company's cars being subjected to crash tests, and create the impression the BMWs are the safest cars around the globe. What competitive business strategy does this example represent? (A) Overall cost reduction (B) Successful leadership (C) Focus (D) Analyzer.
12. According to Maslow's need categories, which are the needs for friendship? (A) Physiological needs (B) Security needs (C) Social needs (D) Esteem needs.
13. Putting employees of similar or related specialties into a department is a: (A) simple structure. (B) functional structure. (C) divisional structure. (D) conglomerate structure.
14. A Theory X employee would: (A) seek responsibility. (B) need to be pushed to achieve goals. (C) view work as an important activity. (D) exercise self-control.
15. In the area of marketing, a small company has the advantage over a large company at: (A) lower production cost. (B) personalized service. (C) effective selling program. (D) effective inventory controls.

貳、解釋名詞（先翻譯成中文，再簡述其內涵，每題答案控制在 100 字以內）：每題 5%，5 題共 25%

- 一、360-degree reviews (5%)
- 二、TQM(Total Quality Management):(5%)
- 三、CSR(Corporate Social Responsibility):(5%)
- 四、Gantt chart:(5%)
- 五、outsourcing:(5%)

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參、申論題：共 45%

一、近年來，許多企業為了因應日趨激烈的動態環境變化，常強調要將企業本身塑造成為一個學習型組織，請說明，何謂「學習型組織」(Learning organization)？具有哪些特徵？(5%)，學習型組織與組織創新兩者間有何關係？兩者是否會相互影響？請試舉一至二個企業推動組織創新活動的實例說明之。(10%)

二、管理者在一般企業組織中所扮演的角色為何？試舉例說明之。(15%)

三、Norton and Kaplan (1990)提出「平衡計分卡」的概念做為績效衡量的系統。試問，平衡計分卡分為哪幾個構面？並舉例說明各構面常用的指標為何？(15%)

國立臺中教育大學九十八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

適用系所：永續觀光暨遊憩管理研究所

一、選擇題 (10%)

- () 1. If the probability that Mr. Huang will be alive in 30 years is 0.7 and the probability that Mr. Lee will be alive in 30 years is 0.8, what is the probability that neither will be alive in 30 years?
- (1) 0.56
(2) 0.34
(3) 0.06
(4) 0.04
- () 2. If hypothesis test leads to the rejection of the null hypothesis
- (1) a Type I error may have been committed only.
(2) a Type I error is always committed.
(3) a Type II error may have been committed only.
(4) a Type II error is always committed.

二、名詞解釋 (10%)

1. Intervening variable
2. Content validity

三、簡答題 (45%)

1. 試說明何謂量化研究法？何謂質性研究法？並比較兩者間之差異。(10%)
2. 在量化研究中，問卷設計需考慮哪些因素？而樣本數大小的決定又應考慮哪些因素？(20%)
3. 請解釋下列統計分析表格 (15%)

Independent Variables	b	SE	t	p-value
Membership	0.628	0.03	4.883	0.000
Influence and relatedness	0.429	0.03	2.220	0.028
Integration and fulfillment of need	0.570	0.03	3.523	0.001
Shared emotional connection	0.168	0.03	1.281	0.203
Constant no.	13.423	0.50	6.577	0.000

Note : 1. $R^2 = 0.339$, adjusted $R^2 = 0.328$, $F = 32.73$, $p = 0.000$

2. Dependent variable: Member's loyalty

四、應用題 (35%)

1. 研究者欲瞭解遊客的生態旅遊花費與生態旅遊滿意度的關係，隨機抽取 246 位遊客調查，SPSS 線性迴歸分析如下列各圖表，完成下列工作。(20%)
 - (1) 列出分析之自變項與因變項，及其測量尺度。
 - (2) 說明圖 1-1 分析的結果。
 - (3) 檢定線性迴歸模式是否成立 (需先列出 H_0 、 H_1) ?
 - (4) 列出決定係數值，並說明其在此之意義。
 - (5) 檢定迴歸係數值是否為 0，並說明其在此之意義。

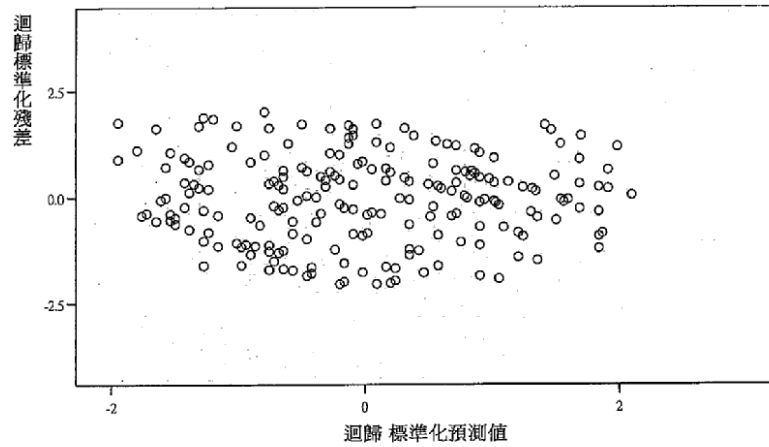


圖 1-1

表1-1 模式摘要

模式	R	R 平方	調過後的 R 平方	估計的標準誤
1	.925	.855	.855	6.901

表1-2 變異數分析

模式	平方和	自由度	平均平方和	F 檢定	顯著性
1 迴歸	68618.432	1	68618.432	1440.737	.000
殘差	11621.068	244	47.627		
總和	80239.500	245			

表1-3 係數

模式	未標準化係數		標準化係數	t	顯著性
	B 之估計值	標準誤	Beta 分配		
1 (常數)	-40.717	2.989		-13.622	.000
生態旅遊花費	.041	.001	.925	37.957	.000

2. 有 A 與 B 兩位研究所學生欲探討有修過和沒修過「環境教育」者在「負責任環境行為」上的差異，A 研究生說應該用獨立樣本 t 檢定(independent samples *t*-test)，B 研究生說應該用成對樣本 t 檢定(paired samples *t*-test)。(15%)

- (1) 請說明 A 研究生應該如何設計其研究。
- (2) 請說明 B 研究生應該如何設計其研究。
- (3) 請比較 A 研究生與 B 研究生在研究設計上的優、缺點。