

遊憩經營管理 試題

一、下列為發展觀光遊憩時可能對環境發生負面衝擊之十個項目，請將名詞譯成中文並說明是什麼樣的衝擊內容。(不要只是將名詞直接翻譯)(20%)

- 1.water pollution    2.air pollution    3.noise pollution    4.visisual pollution
- 5.overcrowding and congestion    6.land use problem (conservation control)    7.ecological disruption
- 8.environmental hazards    9.damage to historical and archaeological sites
- 10.improper waste disposal

二、下列英文為對觀光遊憩需求之敘述，請將全文翻譯成中文。(20%)

There are three principal elements to tourism or recreation demand:

1. *Effective or actual demand*, which is the number of people participate in tourism or recreation, commonly expressed as the number of travelers. It is normally measured tourism or recreation statistics – typically departures from countries and arrivals at destinations.
2. *Suppressed demand*, which consists of the population that cannot travel because of circumstances (e.g. lack of purchasing power or limited holiday entitlement). It is sometimes refer to as potential demand. Potential demand can be converted to effective demand if the circumstances change.
3. *No demand*, which is a distinct category for the population who have no desire to travel, and those who are unable to travel due to family commitments or illness.

三、遊憩產業之廣告媒體(廣告通路) 有哪幾種？試舉例說明之。(30%)

四、何謂遊憩承載量(carrying capacity)？有哪些種類？試說明之。(30%)

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