

科目：觀光英文

適用：觀光餐旅系三

考生注意：

1. 依次序作答，只要標明題號，不必抄題。
2. 答案必須寫在答案卷上，否則不予計分。
3. 限用藍、黑色筆作答；試題須隨卷繳回。

編號：752

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第 1 頁**Part 1: 名詞解釋(50%, 每小題5%)**

Please explain the following terminologies in Chinese. Please note that you not only have to explain what these terminologies stand for, but also elaborate the meaning in detail.

1. Round trip ticket:
2. Outdoor Recreation:
3. Incentive tour:
4. Heritage tourism:
5. Tour wholesaler:
6. SWOT analysis:
7. Environmental interpretation:
8. Mass Tourism:
9. B&B industry:
10. A-la-carte:

Part 2. 翻譯寫作 (25%，請詳閱以下文章，用自己的話，在300字以內，將文章的大意翻譯出來)**Is your hotel chic? Check the label**

Tommy Hilfiger and Karl Lagerfeld are the latest fashion icons to try their hands at hoteling, with Hilfiger recently purchasing Miami's The Raleigh Hotel and Lagerfeld set to open his first branded property in Macau (albeit not until 2017). They join the ranks of many of the fashion industry's most iconic members, including Bulgari, Armani, Versace, and -- until recently -- Missoni (the Hotel Missoni brand, alas, is calling it quits). "From a designer's perspective, a hotel gives you complete latitude to bring their way of thinking to everything, from the draperies to the textures and colors, that's what you sign up for," says Nikhil Bhalla, vice president of equity research in lodging at FBR Capital Markets.

In many cases, a hotel acts as a sort of large-scale designer showroom. Armani Hotels, for instance, are outfitted with furnishings from Armani Home, ball gowns accentuate the décor at Milan's Maison Moschino, and no suite at Bulgari Hotel is complete without the brand's signature silver. "Hotels are a great way to showcase the design identity of a brand, and to project a lifestyle that goes beyond products," notes Silvio Ursini, the executive vice president of Bulgari Hotels & Resorts. Or, as Bhalla puts it, "the handbag experience has extended itself into a lifestyle experience."

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Hotel brands are just as eager to align themselves with a fashion brand (even if they don't hand over the reins completely). When they're not tapping big-name designers to decorate their suites, hotels are conjuring up fashion-led experiences to entice customers, be it a Burberry trench coat-loan program or same-day delivery from Net-a-Porter. "For the consumer, who probably already likes the brand, these experiences are an opportunity to experience it at a higher level; it helps them bond with brand a little bit more than they would have before," explains Bhalla. It also offers the customers a consistency that they might not otherwise expect from a hotel room.

"When a woman comes to us for a dress, she knows she's going to look gorgeous and glamorous -- that's what we do. When she stays in our suite, she'll know the same design levels went into making the space," notes James Mischka, half of the design label Badgley Mischka, which designed a 1,700-square foot suite at The Breakers Palm Beach. Branding a hotel suite with a fashion label also helps it attain an extra level of exclusivity. Bulgari Hotels, for instance, mimics the exclusivity of its design brand by limiting its room count. "There's always a scarcity value attached to these types of offerings, and at no point does a brand want to dilute that," explains Bhalla (This article was written by Daisy Carrington, for CNN, June 12, 2014).

Part.3: 英文作文(25% , 300字以內)

Some people like to travel with a companion. Other people prefer to travel alone. Which do you prefer? Use specific reasons and examples to support your choice.