

# 國立金門技術學院

## 98 學年度島嶼休閒資源發展研究所碩士班入學考試試題

### 英 文

答題說明：1~3 題請翻譯；4~5 題寫出文章大意

1. Kinmen is an historical island, and is full of natural resources. It has 15 additional islands, including Lieyu, Dadan, and Erdan islets, etc. Kinmen has five administrative townships, namely Jincheng, Jinhu, Jinsha, Jinning, and Lieyu. The four seasons of Kinmen are very clear with an average temperature above 20 degrees Celsius. Since there is not any river here, a lot of lakes and dams have been dug and built during the past ten years to meet the residents' demand for water. Due to its poor soil, the agricultural activities in Kinmen are mostly centered on dry land crops such as sorghum, wheat, peanuts, sweet potatoes, taro, etc. (出處 Chen, J. & Henning, G., 2004, English Guidebook of Kinmen Tourism, Published by Kinmen County). 【提示：dam 水庫】 佔 25%
2. Kinmen kaoliang liquor is made from locally grown sorghum and fine quality underground water, following a traditional process. All of these contribute to its worldwide reputation as well as its fine quality, unique aroma. Also, the main ingredients of Gong Candy are peanuts. The soil of Kinmen is dry and hard, yielding peanuts that are small and tough that produce delicious and crisp candies. Kinmen thin noodles are handmade, using crystal-clear and unpolluted local water, and dried by natural sunlight and wind. In addition, they are free of chemicals. Kinmen thin noodles have no salt added. So they have special taste and aroma. (出處 Chen, J. & Henning, G.,

2004, English Guidebook of Kinmen Tourism, Published by Kinmen County). 【提示：sorghum 高粱；aroma 香氣；Gong Candy 貢糖；thin noodles 麵線】 25%

3. Japan's gross domestic product dropped 13% in the fourth quarter. The Russians are so short of cash. Iceland is bankrupt. The World Bank predicted on March 8 that in 2009 the global economy will shrink for the first time since the 1940s. In America, the unemployment numbers keeping growing. Such icons of U.S. economic power as Citigroup, General Motors and General Electric are in trouble. No one should underestimate the danger posed by these policy failures. In this environment, the only two objectives are creating jobs and restoring financial institutions to functional stability. (出處: Gingrich, N., 2009, *The Bad New Deal*, Time, March, 23, p. 18). 【提示：icons 象徵；Citigroup 花旗集團；General Motors 通用汽車；General Electric 通用家電】 佔 20%

4. Participatory sport events have emerged as viable fundraising mechanisms for charitable organizations. This article examines the impact that motives for charitable giving and sport event participation have on charity sport events. The authors examine the factors that attract participants to a charity sport event. Focus groups were conducted with charity sport event participants to discuss what motivated their participation. Results revealed that intellectual and social motives along with the motives of reciprocity, self-esteem, need to help others, and desire to improve the charity contribute to attraction. In addition, the results suggest that the charitable component influences social motive. The authors recommend event managers work to foster and leverage the sense of community created through these events.

(出處 Filo, K. R., Funk, D.C., & O'Brien, B. (2008), *It's Really Not About the Bike: Exploring Attraction and Attachment to the Events of the Lance Armstrong Foundation*, Journal of Sport Management, 22, 501-525).

【題示：participatory sport 參與性的運動；viable 可行的；mechanism 機制；charitable 慈

善的；motives 動機；reciprocity 互惠；component 成份/因素；社群的概念；fundraising 募款；self-esteem 自尊】佔 15%

5. The present study is an attempt to investigate the relationship between employees' positive and negative behaviours, customers' perception of service quality and overall customer satisfaction. Results of the current study revealed that all employees' behaviours, either negative or positive, are highly correlated to the customers' overall satisfaction. Findings in this context confirmed the correlation between these variables and their consecutive and exchanging effect. It was also concluded that employees' behaviours have great effect on overall customer satisfaction regardless of customers' gender, nationality, and purpose of visit, number of visits and length of stay. Finally, the study ends up by offering suggestions and practical implications for hotel practitioners to think strategically and implement effective tools to motivate employees towards behaving positively with customers.

(出處 Kattara, S., Osman, W. & El-Said, A, 2008, *The impact of employee behaviour on customers' service quality perceptions and overall satisfaction*. *Tourism and Hospitality Research*, 8, 309-323.

【提示：positive and negative behaviours 正面和負面的行為；correlated 相關聯於；confirmed 確認；consecutive 連續的；concluded 結論；gender 性別；hotel practitioners 飯店業者】佔 15%