

نام درس: زبان انگلیسی تخصصی ۱
رشته تحصیلی / گد درس: مدیریت جهانگردی سنتی (۱۳۱۲۰۱۰) - تجميع (۱۳۱۲۰۱۷)
تعداد سوالات: تستی: ۳۰ تشریحی: ۵
زمان آزمون: تستی: ۴۵ تشریحی: ۳۰ دقیقه
آزمون نمره منفی دارد ندارد

گد سری سوال: یک (۱) استفاده از: --- مجاز است. منبع: ---

پیامبر اعظم (ص): روزه سپر آتش جهنم است.

A. Find the correct answers (a, b, c, or d).

1-The impacts of September 11, 2001, **illustrate** the underlying significance to tourism. "Illustrate" means.....

a. hide b. darken c. show d. cancel

2-An area that has been **neglected** in the past may now receive greater attention. "Neglected" means.....

a. ignored b. considered c. developed d. improved

3- A tourism destination hosts visitors in order to provide its stakeholders with a broad range of economic and social.....

a. losses b. misses c. benefits d. disadvantages

4-A tourism destination is a particularregion within which the visitor enjoys various types of travel experiences.

a. biological b. geographic c. graphic d. psychological

5-The two primary parameters that must be satisfied if the destination is to be successful are competitiveness and.....

a. uncertainty b. disability c. un-attainability d. sustainability

6- The competitiveness of a destination refers to its ability toeffectively and profitability in the tourism marketplace.

a. compete b. complete c. convince d. compact

7-The research component of TDMIS is normally structured to play several..... roles.

a. distinct b. same c. similar d. alike

8- The tourism destination and tourism policy do not exist in a

a. reality b. real world c. vacuum d. existing world

9-Conflicts between tourism and other sectors arise when there is competition for a(n).....resource base.

a. imaginary b. isolated c. separate d. shared

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10-The technology, entertainment, and transportation sectors most often perceive tourism as an ally or business.....

- a. destruction b. deletion c. omission d. opportunity

11- Tourism policy **possesses** several essential characteristics. "Possesses" means.....

- a. lose b. has c. lives d. leaves

12-Tourism policy must be constructed to **permit** a continuing social process. "Permit" means.....

- a. let b. give up c. cancel d. forget

13-The destination visions can takedifferent forms.

- a. no b. many c. only one d. only few

14-A philosophy may be defined as a.....for guiding life.

- a. block b. system c. obstacle d. antisystem

15- The elements of the vision are the means by which the essence or idealism of the vision isto the reality of the destination.

- a. linked b. separated c. isolated d. lost

16-The dynamic, evolving process in which strategies take form as a result of learning over a period of time is called.....a strategy.

- a. altering b. changing c. mixing d. crafting

17-Component three of a tourism policy consists of a statement of the **objectives** of the tourism system. "Objectives" means.....

- a. jails b. gifts c. goals d. goats

18-Tourism and visitors have the responsibility to.....themselves.

- a. kill b. suicide c. acquaint d. destroy

19-Tourism professionals should **carry out** studies. "Carry out" means.....

- a. do b. leave c. reject d. abandon

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20-Governments have the right to inform their nationals of the dangers they may **encounter** during their travels abroad. "Encounter" means.....

- a. hide b. face c. vary d. disappear

21-Tourism has not escaped the pressure of social change. "**As a consequence**, this chapter plays an important role. "As a consequence" means.....

- a. به طور خلاصه b. به حال c. اگرچه d. در نتیجه

22-The **universal** right to tourism must be regarded as the corollary of the right to rest and leisure. "Universal" means.....

- a. روستائی b. شهری c. کشوری d. جهانی

23-Any natural or **legal** person should be entitled to develop a professional activity in the field of tourism under existing laws. "Legal" means.....

- a. اجتماعی b. قانونی c. فرهنگی d. غیرقانونی

24-This chapter provides a set of guidelines for the development and **promotion** of a tourism destination. "Promotion" means.....

- a. انسجام b. اتکا c. ارتقا d. ارتکاب

25-The reader should keep these distinctions in mind when reviewing the **rest** of this chapter. "Rest" means.....

- a. تمام b. بقیه c. قسمتی d. هیچ

26- The **relationship** between tourism and community, state, and regions requires consideration of many difficult issues. "Relationship" means.....

- a. فاجعه b. ضابطه c. سابقه d. رابطه

27-The parties involved can now look at plans, drawings, and the **estimates of costs**. "Estimate of cost" means.....

- a. تخمین هزینه b. تعیین هزینه c. کاهش هزینه d. افزایش هزینه

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28-Tax pressures that directly affect operating costs also influence prices. "Tax" means.....

- a. درآمد b. ضرر c. مالیات d. سود

29-When resort development is to be limited, it is best to select the most desirable location.

"Location" means

- a. زمان b. مکان c. جو d. فضا

30-The architects, engineers, and consultants should be contacted. "Consultants" mean.....

- a. کارگران b. مهندسان c. برنامه ریزها d. مشاورها

(ب) سوالات تشریحی: جمله های زیر را به فارسی کنید.

1-Tourism policy defines the rules of the game-the terms under which tourism operation must function. (1point)

2-The white House tourism conference in the United States was a major tourism event where policy recommendations were made. (1point)

3-A review of some advantages and disadvantages of tourism development will indicate why careful planning is necessary. (1point)

4-Government and private industry must interact cooperatively if tourism development is to be successful. (1point)

5-Because of transportation's role in tourism development, the following measures are considered. (1point)