

نام درس: زبان انگلیسی تخصصی ۱

رشته تحصیلی: گرایش: مدیریت جهانگردی

کد درس: ۱۲۱۲۰۱۰

تعداد سؤال: هشتی ۸ تکمیلی — تشریحی ۷

زمان امتحان: تستی و تکمیلی ۳۰ دقیقه تشریحی ۶۰ دقیقه

تعداد کل صفحات: ۳

**Part A. Choose the best answer for each of the following questions.**

1. When we use the word "destination" which of the following could be considered.
  - a. A country
  - b. A macro region
  - c. A city
  - d. All of the above
2. Which one of the followings **is not** a group of stakeholders in tourism industry of an industrial region?
  - a. Tourists
  - b. Local people
  - c. Agricultural firms
  - d. Lodging industry
3. Financial sector of a community may include which kind of the following firms?
  - a. Air transportation facilities
  - b. Banks and insurance companies
  - c. Entertainment industry
  - d. Lodging industry
4. The facilities , equipment and installations needed for basic functioning and aily lives of the residents of a region is called :
  - a. Cultural heritage
  - b. Legal system
  - c. Infrastructure
  - d. Tourism policy
5. Which of them is a known as a tourism disadvantage?
  - a. Degrade the cultural environment
  - b. Helps to diversity of the economy
  - c. Increase incomes
  - d. Create job opportunities
6. Which of the followings is known as a tourism development advantage?
  - a. Increasing inflation
  - b. Develop excess demand
  - c. Increase government revenue
  - d. Create social problems

نام درس: زبان انگلیسی تخصصی ۱

رشته تحصیلی: گرایش: مدیریت جهانگردی

کد درس: ۱۲۱۲۰۱۰

تعداد سؤال: ۸ نسی تکمیلی — تشریحی ۷  
 زمان امتحان: تستی و تکمیلی ۳۰ دقیقه تشریحی ۶۰ دقیقه  
 تعداد کل صفحات: ۳

7. Which of the following does not refer to the characteristics of the tourism policy?

- a. Must stimulate creativity
- b. Must focus on macro level policies
- c. Must have a short time perspective
- d. Must be compatible by the social characteristics of host community

8. Which of the followings is the first step in planning process?

- a. Gathering data
- b. Analyze and interpret
- c. Define the system
- d. Create the preliminary plan

**B. Match words in left column with correct words or definitions in right column.**

- |                  |                      |
|------------------|----------------------|
| a. Accommodation | 1. lodging           |
| b. Essential     | 2. moral behavior    |
| c. Impact        | 3. factor            |
| d. Implement     | 4. important         |
| e. Degrade       | 5. effect            |
| f. Ethic         | 6. a part of an area |
| g. Element       | 7. reduce            |
| h. Zone          | 8. carry out         |

نام درس: زبان انگلیسی تخصصی ۱

رشته تحصیلی: گرایش: مدیریت جهانگردی

کد درس: ۱۲۱۲۰۱۰

تعداد سؤال: هشت ۸ تکمیلی — تشریحی ۷

زمان امتحان: تستی و تکمیلی ۳۰ دقیقه تشریحی ۶۰ دقیقه

تعداد کل صفحات: ۳

*C. Translate the following passages into fluent Persian.*

B-1

The decision to develop tourism or expand present tourism development in a region or a country must be studied carefully. The socio- economic benefits from tourism are powerful .Tourism looks attractive to both developed and developing countries.

B-2

The quality of tourism planning and development will determine the ultimate success of any destination. Thus time , effort and resources devoted to planning are essential investments.

B-3

Furthermore too many visitors can have a harmful impact on life in the host country .So the tourism development must be guided by carefully planed policy to be sustainable. Sustainability may have different dimensions (economical, social and ecological..

B-4

The task of tourism destination management is a complex. TDM should be careful about the competitiveness and sustainability of the host community. Competitiveness of a destination refers to its ability to compete effectively and profitably in the tourism market.

B-5

Tourism policy can be defined as a set of regulations, rules, guidelines and development / promotion objectives and strategies that provide a framework which the collective and individual decisions directly affecting long term tourism development and the daily activities within a destination are taken.

B-6

Component three of a tourism policy consist the objectives of tourism development. The objectives must be operational, specific and measurable.