

نام درس: زبان انگلیسی تخصصی ۱

رشته تحصیلی، کد درس: مدیریت جهانگردی - ۱۲۱۲۰۱۰

زمان آزمون: تستی: ۴۰ تشریحی: ۴۰ دقیقه

آزمون نمره منفی دارد ○ ندارد ●

مجاز است.

استفاده از: __

کد سری سؤال: یک (۱)

امام علی^(ع): شرافت به خرد و ادب است نه به دارایی و نژاد

- 1- This chapter plays several important roles in enhancing our understanding of tourism. The word enhancing means:..... .
a. changing b. increasing c. decreasing d. receiving
- 2- The area of tourism policy is often overlooked in terms of its importance in ensuring the success of a tourism destination. The word "overlooked" means:..... .
a. provided b. ensured c. ignored d. contained
- 3- It is important to explicitly identify the geographic area to which a tourism policy applies. The word "explicitly" means:..... .
a. clearly b. vaguely c. interestingly d. cleverly
- 4- It should be noted that policy definitions and distinctions are ongoing sources of debate .
a. development b. discussion c. income d. difficulty
- 5- This ensures the availability of such resources for future consumption. The word "consumption" means:..... .
a. support b. generation c. control d. use
- 6- The ongoing assessment of destination performance is necessary. The word "assessment" means:..... .
a. elevation b. guide c. evaluation d. revelation
- 7- Regardless of the size of a destination, it is useful to view it from a historic perspective. "Regardless of" means:..... .
a. paying no attention to b. paying attention to
c. because of d. decreasing as a result of
- 8- National policy pertaining to funding support for major public facilities can drastically affect destination attractiveness.
a. quickly b. slowly c. mildly d. seriously

نام درس: زبان انگلیسی تخصصی ۱
رشته تحصیلی، کد درس: مدیریت جهانگردی - ۱۲۱۲۰۱۰
زمان آزمون: تستی: ۴۰ تشریحی: ۴۰ دقیقه
آزمون نمره منفی دارد ○ ندارد ●
کد سری سؤال: یک (۱)
استفاده از: __ مجاز است.

9-It is important to stress the **critical** role that the values of destination residents exert in determining the context of determining the context of tourism policy. The word "critical" means:.....

- a. economic b. social c. important d. negative

10- There is a significant difference between **formulating** and crafting the vision. The word "formulating" means:.....

- a. showing b. creating c. understanding d. imagining

11- The crafting of strategy reflects an **ongoing** iterative process of thinking and acting. The word "ongoing" means:.....

- a. continuing b. successful c. essential d. important

12- A strategy can **emerge** in response to a situation. The word "emerge" means:.....

- a. state b. relate c. solve d. appear

13-.....are defined as operational statement of specific results sought by the tourism system within a given time frame.

- a. Constraints b. Plans c. Objectives d. Policies

14-The expected continued growth is based on continually rising **per capita** incomes. The phrase "per capita" means:.....

- a. for each person b. for each year
c. in each capital d. in the capital

15- One disadvantage of tourism is that it diverts funds from more **promising** forms of economic development. "Promising" means:.....

- a. local b. successful c. indirect d. direct

16-Good planning should **eliminate** problems and provide user satisfaction. The word "eliminate" means:.....

- a. pose b. create c. move d. remove

17-You should **convince** lawmakers of the desirability of tourism. The word "convince" means:.....

- a. believe b. inform c. persuade d. decide

زمان آزمون: تستی: ۴۰ تشریحی: ۴۰ دقیقه
آزمون نمره منفی دارد ○ ندارد ⊗

نام درس: زبان انگلیسی تخصصی ۱
رشته تحصیلی , کد درس: مدیریت جهانگردی - ۱۲۱۲۰۱۰

مجاز است.

استفاده از: __

کد سری سؤال: یک (۱)

18-Government can help considerably in making financing available. The word "considerably" means:.....

- a. much b. little c. clearly d. slowly

19- The some stakeholders should demonstrate their intention clearly. The word demonstrate means:.....

- a. prove b. show c. choose d. define

20-Publicity campaigns should be organized and implemented every year according to forecasts. The word" implement" means:

- a. show up b. consider plant d. carry out

ترجمه کنید.

1-Tourism policy sets out activities and behaviors that are acceptable for visitors.(1point)

2- Tourism policies are but part of the social, economic and political policies that govern the society.(1/25points)

3- Tourism is, by its very nature, a multidisciplinary phenomenon and tourism experience is impacted by a range of economic, psychological, societal and political forces.(1/25points)

4-No destination can be competitive unless it succeeds in appealing to profitable segments of the market over the long term.(1/25points)

5-Planning is critical to having sustainable development and protecting the environment.(1/25points)