

پیامبر اعظم (ص): آنکه در جست و جوی دانش بیرون رود، در راه خداست تا آنگاه که باز گردد..

PART ONE: VOCABULARY

READ THE FOLLOWING SENTENCES CAREFULLY AND SELECT THE BEST ITEMS (A, B, C, OR D).

1. Policy formulation is a reflecting a traditional approach to strategic planning that can be described as prescriptive in orientation.
a. situation b. term c. craft d. value
2. Objectives of the tourism system are as operational statement(s) of the specific results sought by the tourism system within a given time frame.
a. defined b. agreed c. sponsored d. controlled
3. When traveling, tourists and visitors should not any criminal act or any act considered criminal by the laws of the country visited.
a. design b. protect c. commit d. constrain
4. Tourism, the activity most frequently associated with rest and, sport, and access to cultural and nature, should be planned.
a. population b. relaxation c. obligation d. exaggeration
5. Tourism policies should be applied in such a way as to help to raise the of living of the populations of the regions visited and meet their needs.
a. standard b. price c. heritage d. dialogue
6. Tourists and visitors should benefit, in compliance with law and national legislation, from the liberty to move within their countries.
a. international b. natural c. impartial d. nongovernmental
7. The public and private in tourism development should cooperate in the implementation of principles and monitor their effective application.
a. demonstrators b. traders c. politicians d. stakeholders
8. Resort development also necessitates working out arrangements that will enable the developer to take out loans for construction.
a. formulation b. construction c. attention d. responsibility

9. Tourism development looks attractive to both developed and underdeveloped countries with the right preconditions—some of natural, historical archaeological, cultural and climate attractions.

- a. distinction b. integrations c. combination d. destination

10. Tourism development must be guided by carefully planned policy, a policy built on the ideals and principles of human and happiness.

- a. welfare b. fund c. diversity d. variety

11. Good tourism planning should problems and provide user satisfaction.

- a. increase b. compare c. involve d. eliminate

12. Tourism organization members define strategies and that outline specifically how each community education and involvement objective will be achieved.

- a. islands b. tactics c. resources d. changes

13. Tourism development should aim at providing a framework for raising the living standard of the people through the benefits of tourism.

- a. economic b. harmful c. personal d. organizational

14. Government and private industry must cooperatively if tourism development is to be successful.

- a. convince b. create c. interact d. obtain

15. An important component of tourism planning is which includes a national and international plan of roads relevant to tourism.

- a. accommodation b. communication
c. consideration d. transportation

16. The of hotels which can be accomplished by using zoning laws are commonly allowed in commercial zones.

- a. infrastructure b. location
c. appreciation d. promotion

17. The procedures for financing construction of hotels accommodation include a guarantee plan and *direct* loans from a variety of sources.

- a. mortgage b. maintenance c. capital d. expense

18. The beauty of the environment can be more fully appreciated in planning for clusters of hotel accommodations.

- a. mutual b. commercial c. natural d. principal

19. Hotel accommodations should be planned to blend in with the surrounding environment to the tourist experience.

- a. consult b. invert c. enhance d. mention

20. The quality of tourism planning and development will the ultimate success and longevity of any destination area.

- a. exclude b. determine c. attract d. guide

PART TWO: TRANSLATION

TRANSLATE THE FOLLOWING SHORT PASSAGES INTO THE FLUENT PERSIAN.

1. Objectives identify those events or results that we wish to bring about. The word objective implies that the results are positive entities, such as a certain number of visitors, but this is not necessarily so. In fact, the managers of a tourism system may seek goals with respect to what they do not want to happen as a consequence of their activities.

2. The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first and nongovernmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the environment or health.

3. Tourism is a growth industry; and while that growth may show some slowing in the short run, the long-run prospects are good. The expected continued growth is based on continually rising per capita incomes, lower travel costs, increased leisure time, and changes in consumers' tastes and preferences toward travel, recreation and leisure goods and services.

4. As tourism in all its forms absorbs consumer goods, prices in this field tend to be extremely sensitive to movements in the prices of goods. The rising price of tourism has the same effect as a decrease in the income of the potential tourist. Consequently, when considering costs and planning a holiday, the tourist will choose to go- if the value is the same- where money goes the furthest.

5. Tourism development almost always involves both government and private developers. Each sector can best contribute certain parts of a project. Government typically provides the infrastructure, such as roads, water supply, sewers, public transportation terminals, and parks. Private developers supply superstructure, such as hotels, restaurants, recreation facilities and shopping areas.