



زمان آزمون: تستی: ۴۵ تشریحی: ۴۵ دقیقه
آزمون نمره منفی دارد ○ ندارد ⊗

نام درس: زبان انگلیسی تخصصی (۱)
رشته تحصیلی و کد درس: مدیریت جهانگردی
۱۳۱۲۰۱۰

کد سری سؤال: یک (۱) استفاده از: — مجاز است.

امام علی^(ع): برتری مردم به یکدیگر، به دانشها و خردهاست؛ نه به ثروتها و تبارها.

A. Find the correct answer (a, b, c, or d) and mark it on your answer sheet.

- Tourism policy can be defined as a of regulations, rules, guidelines and directives.
a. sit b. seat c. set d. sat
- Tourism policy seeks to ensure that visitors are hosted in a way that the benefits to stakeholders while minimizing the negative effects, costs etc.
a. maximizes b. falls c. decreases d. declines
- In a complex world of many jurisdictions, it is important to explicitly identify the geographic to which a tourism policy applies.
a. era b. area c. air d. period
- The abbreviation 'TDM' stands for 'Tourism Management'.
a. Development b. District c. Difference d. Destination
- They are both essential and mutually supportive. "Essential" means
a. vital b. rare c. unreal d. imaginary
- In tourism policy, a number of more general policies are controlled by, as well as other industry sectors and organizations.
a. offices b. officials c. governments d. governors
- The challenge facing tourism managers is to try to influence global policies where they can. "Global" means
a. of town b. of village c. worldwide d. countryside
- Tourism does not exist in a There should be a context for it.
a. town b. city c. country d. vaccum



9. Tourism is, by its very nature, a phenomenon. Different fields are involved in it.
 - a. no-disciplinary
 - b. multidisciplinary
 - c. one disciplinary
 - d. unidisciplinary
10. Macro policy, or what some have referred to as policy, involves determination of the assumptions and main guidelines to be followed by specific policies.
 - a. micro
 - b. mega
 - c. minor
 - d. mini
11. Policies that do not maintain long-term political support are doomed to
 - a. progress
 - b. happiness
 - c. success
 - d. failure
12. There is a significant difference between formulating and crafting the vision. "Significant" means
 - a. important
 - b. strong
 - c. imaginery
 - d. rural
13. The process of "strategic visioning" – or "visioning" – like the crafting of strategy, is seen as a dynamics phenomenon.
 - a. simple
 - b. simplify
 - c. simply
 - d. simplifies
14. The objectives of the tourism system should possess a number of important characteristics. "Possess" means
 - a. have
 - b. give
 - c. offer
 - d. present
15. Tourism policy is needed for destinations at and for all types of political jurisdictions.
 - a. no level
 - b. one level
 - c. two levels
 - d. all levels
16. In all cases, competitiveness and sustainability must be the goals of policy. They should come first.
 - a. rare
 - b. unreal
 - c. secondary
 - d. primary



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17. Tourism activities should be in harmony with the attributes and traditions of the host regions.

- a. rejected b. conducted c. avoided d. deleted

18. Tourism activities should the equality of men and women. They should be regarded equal.

- a. respect b. deny c. ignore d. condemn

19. Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and their needs.

- a. meet b. change c. decrease d. delete

20. Tourists and visitors should have access to all available forms of communication internal or

- a. term b. extreme c. external d. terminal

21. Tourism is not always a panacea. Too many visitors can have a(n) impact on life in the host country and on the visitors themselves.

- a. pleasant b. harmful c. happy d. enjoyable

22. Good planning should problems and provide user satisfaction.

- a. provide b. develop c. eliminate d. increase

23. The next step is to obtain construction capital either from local sources or from government. "Obtain" means

- a. hide b. get c. give d. sell

24. Some of the most obvious examples include policies regarding airline security, immigration and health procedures. "Airline security" in Persian is

- a. هواپیماهای سالم b. مسافران هواپیما c. مسافرت هوایی d. امنیت خط هوایی



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25. Tourism policy sets out activities and behaviors that are acceptable for visitors. "Behavior" in Persian is

- a. رفتار b. سیاست c. دانش d. پذیرش

26. Tourism destinations are most commonly defined in formal terms by recognized political jurisdictions. "Political" in Persian is

- a. اقتصادی b. اجتماعی c. سیاسی d. فرهنگی

27. One framework that attempts to do this has been developed by Ritchie and Crouch. "Framework" in Persian is

- a. چارچوب b. مسافرت c. هماهنگی d. آژانس مسافرتی

28. Foreign investment policy can affect availability of investment capital. "Investment" in Persian is

- a. بانکداری b. سپرده گذاری c. مشاوره d. سرمایه گذاری

29. Consequently, it may miss a critical market opportunity or may fail to establish an innovative alliance or partnership. "Consequently" in Persian is

- a. اگرچه b. در نتیجه c. بهر حال d. در صورتی که

30. Because of transportation's role in tourist development, the following measures are recommended. "Are recommended" in Persian is

- a. تولید می شود b. توزیع می شود c. توصیه می شود d. توسعه می دهد



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سوالات تشریحی:

B. Translate the following sentences into Persian.

ب. جمله‌های زیر را به فارسی ترجمه کنید.

1. No trip to Sydney is complete without a tour of the "Opera House", one of the world's most beautiful examples of twentieth century architecture. (1 point)
2. Perhaps its most important role is to ensure that a given destination has a clear idea as to where it is going or what it is seeking to become in the long term. (1 point)
3. To summarize, a whole range of social, economic, legal, and technological policies greatly affects tourism. (1 point)
4. Tourism policy must break down the traditional boundaries between industry sectors in tourism. (1 point)
5. The rising price of tourism has the same effect as a decrease in the income of the tourist. (1 point)