

hdaneshjoo.ir

تعداد سوال

زمان آزمون

کد سری سوال: یک - ۱

نام درس : زبان انگلیسی تخصصی ۱

رشته تحصیلی / کد درس: مدیریت جهانگردی (چندبخشی) (۱۷_۱۲_۱۲) - سنتی (۱۰_۱۲_۱۲)

آزمون: نیمسال دوم ۸۹-۹۰

۱. High-level strategic planning involves the explicit definition of major policies. "Explicit" means
- neglecting
 - broad
 - increasing
 - clear
۲. This reflects an ongoing consensus among all the stakeholders. "Consensus" means
- need
 - awareness
 - agreement
 - planning
۳. These two processes have led to the overall need to strive to build competitive and sustainable companies. "Strive" means
- establish
 - design
 - try
 - start
۴. The area of tourism policy is often overlooked in terms of its importance in ensuring the success of a tourism destination. "Overlooked" means
- observed
 - supervised
 - considered
 - neglected
۵. A formal tourism policy for a given destination will address many issues. "Address" means
- provide
 - monitor
 - talk to
 - consider
۶. A macro-region consists of several countries or other groups that may transcend national borders. "Transcend" means.....
- reflect
 - made of
 - catch
 - go beyond

hdaneshjoo.ir

نام درس : زبان انگلیسی تخصصی ۱
رشته تحصیلی / کد درس : مدیریت جهانگردی (چندبخشی) (۱۷_۱۲_۱۲) - سنتی (۱۰_۱۲_۱۲)
آزمون: نیمسال دوم ۸۹-۹۰
تعداد سوالا
زمان آزمون
کد سری سوال: یک - ۱

۷. A major **concern** in this regard is to avoid the false appearance of economic profitability.

"Concern" means

- a. worry
- b. connection
- c. situation
- d. feeling

۸. **Conversely**, sustainability may be viewed as encouraging natural capital investment. 'conversely' means

- a. It is true
- b. on the contrary
- c. maybe
- d. on that account

۹. The environmental management capabilities are those that are **critical** to effective destination stewardship. "Critical" means

- a. critic
- b. having criticism
- c. ongoing
- d. essential

۱۰. **Regardless of** the size or scope of a destination, it is useful to view it from a holistic perspective. "Regardless of" means

- a. taking into consideration
- b. moreover
- c. with the advent of
- d. without considering

۱۱. From the **standpoint** of this model, the purpose of tourism policy is to ensure a common purpose. "Standpoint" means

- a. supporter
- b. conclusion
- c. perspective
- d. introduction

۱۲. Each of these interfaces can **pose** either a threat or an opportunity for tourism. "Pose" means

- a. create
- b. oppose
- c. fail
- d. innovate

۱۳. Sometimes, tourism's lack of sophistication has resulted in government decisions that **weaken** its ability to compete or to do so more profitably. The opposite of "weaken" is

- a. strengthen
- b. stronger
- c. powerful
- d. strong

۱۴. Tourism policy must relate policies of the tourism subsystems to **those** of the total socioeconomic system. "Those" refers to

- a. policies
- b. tourism
- c. subsystems
- d. socioeconomic system

۱۵. The **judicious** application of these factors has given rise to the term competition. "Judicious" means:

- a. jurisprudence
- b. lawful
- c. careful
- d. legal

۱۶. We should distinguish between the static concepts of policy structure and content, and the concept of policy formulation.

- a. statistical
- b. dynamic
- c. structural
- d. government

۱۷. The internal analysis consists of a **thorough** review and analysis. "thorough" means

- a. complex
- b. complete
- c. careless
- d. stressful

۱۸. The goal of this phase is to **assess** the significance of each conclusion for tourism in the region. "Assess" means

- a. receive
- b. state
- c. calculate
- d. produce

۱۹. Implementation phase must provide preliminary timelines for the **launching** of all major facilities. "Launching" means
- a. starting b. implementing c. planning d. managing
۲۰. We should consider the fundamental reasons why **prospective** visitors choose one destination over another. "Prospective" means
- a. rich b. prosperous c. perspective d. forthcoming
۲۱. While profitable development brings positive economic and social benefits to the community, it also carries inevitable **drawbacks**. "Drawback" means
- a. advantage b. conclusion c. ease d. disadvantage
۲۲. Good planning should **eliminate** problems and provide user satisfaction. "Eliminate" means
- a. reduce b. anticipate c. guide d. remove
۲۳. Some may be flexible enough to adapt to the **fluctuations** of demand. "Fluctuations" means:
- a. decreases b. supplies c. changes d. increases
۲۴. The **promptness** and adequacy of snow removal from public roads serving ski resorts is important. "Promptness" means
- a. immediacy b. assistance c. profit d. advocacy
۲۵. If tourism **booms**, the politicians can well take pride in their important contribution. "Booms" means:
- a. refers b. helps c. fails d. grows

TRANSLATE THE FOLLOWING TEXTS INTO PERSIAN. (۱ POINT EACH)

۱. Subsequent discussion focuses on the specific functions of tourism policy and describes the many areas that must be addressed by a comprehensive tourism policy.
۲. There are two primary parameters that must be satisfied if the destination is to be successful. These are competitiveness and sustainability.
۳. An important characteristic of this model is the distinction it makes between comparative and competitive advantages of destination.
۴. Publicly funded promotional programs are an essential part of the industry. However, the level or degree of participation in such publicity is largely a political process.
۵. Tourism developments almost always involve both government and private developers. Each sector can best communicate certain parts of a project.