

* دانشجوی گرامی: لطفاً، گزینه ۱ را در قسمت کد سری سؤال برگه پاسخنامه خود، علامت بزنید.

بدیهی است، مسئولیت این امر بر عهده شما خواهد بود.

** استفاده از فرهنگ لغت مجاز نیست.

*** این آزمون نمره منفی ندارد.

A. Choose the best answer for each of the following questions. (each half a point)

1. Which of the following **is NOT** a “tourism industry sector”?

- a. Accommodation b. Events c. Attractions d. Sanitation system

2. Which of the followings **is NOT** known as a group of stakeholders in tourism industry in a rural region?

- a. Tourists b. Local people c. Industrial firms d. Lodging industry

3. Due to competitiveness of a region which of the following should be paid more attention?

- a. Waste management b. Strategic planning
c. Visitor management d. Site protection

4. Which of the following **is NOT** among the characteristics of a tourism policy?

- a. It focuses on macro level.
b. It has a longtime perspective.
c. It is isolated from other policies about the region.
d. It concentrates on the limited resources of the region.

5. Which of the following is known as a tourism disadvantage?

- a. Degrading the cultural environment.
b. Helping diversity of the economy.
c. Increasing incomes.
d. Creating job opportunities.

6. Which of the followings could be a tourism development advantage?
- a. Increasing job opportunities
 - b. Developing excess demand
 - c. Increasing government expenditure
 - d. Increasing inflation rate
7. Tourism development should cope with the global codes of ethnic for tourism. Which of the following **is NOT** among these codes of ethnics?
- a. A vehicle for individual and collective fulfillment.
 - b. A factor for sustainable development.
 - c. A beneficial activity for the host community.
 - d. Limitations on the tourist movements.
8. Which comes next in tourism planning process after defining the system and gathering data?
- a. Approving the plan
 - b. Analyzing and interpret
 - c. Creating the preliminary plan
 - d. Implementing the plan

B. Translate the following passages into Persian.

B-1

The next step is to obtain construction capital either from local sources or from foreign sources. The role of foreign direct investment in tourism development in the world is very important and each destination tries to absorb foreign investments. Tourism looks attractive to both regional and foreign investors. (2 points)

B-2

The quality of tourism planning and development will determine the degree of success for the destination. Thus factors like; time, effort and resources devoted to planning are essentials. (1 point)

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 planned policy to be sustainable. Sustainability may have different dimensions (economical, social and ecological). (1 point)

