

امام خمینی<sup>(ع)</sup>: این محرم و صفر است که اسلام را زنده نگه داشته است.

- 1- The need for high-level strategic planning is the outgrowth of social changes. "Outgrowth" means:.....  
a. problem                      b. manner                      c. question                      d. result
- 2- There is a pressure on all tourism destinations to maintain the ecological integrity of regions affected by tourism.  
a. preserve                      b. reserve                      c. reverse                      d. increase
- 3- Tourism policy must strive to create a climate in which collaboration among the stakeholders is both supported and facilitated. "Strive" means:.....  
a. ensure                      b. try                      c. provide                      d. focus
- 4- Tourism policy defines the terms under which tourism operators must function. "terms" means:.....  
a. words                      b. times                      c. periods                      d. conditions
- 5- Tourism has a critical role within the overall socioeconomic development of the destination region. "Critical" means:.....  
a. important                      b. criticism                      c. critique                      d. criteria
- 6- It is important to explicitly identify the geographic area to which a tourism policy applies. "Explicitly" means:.....  
a. positively                      b. closely                      c. clearly                      d. increasingly
- 7- These places may exert sufficient drawing power to be classified as destinations. "Drawing power" refers to:  
a. picturing                      b. attractiveness                      c. painting                      d. beauty
- 8- The monitoring component provides an ongoing assessment of destination performance. "Ongoing" means:.....  
a. possible                      b. productive                      c. continuing                      d. successful
- 9- From the stand point of this model, the purpose of tourism policy is to ensure a common purpose for tourism. "Standpoint" means:  
a. presenter                      b. perspective                      c. prospective                      d. pioneer

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

- a. create                      b. play                      c. view                      d. complete

11- Tourism policy must also incorporate **tacit** knowledge and personal experience as important sources of information. "Tacit" means:..... .

- a. master                      b. useful                      c. direct                      d. indirect

12- The **preamble** sector of a vision sets the tone and provides the context and rationale for the vision. "Preamble" means:..... .

- a. conclusion                      b. main part                      c. introduction                      d. body

13- The **outcome** of this process is the best strategy for a given situation. "Outcome" means:..... .

- a. result                      b. money gained                      c. money spent                      d. reason

14- While profitable development brings positive economic and social benefits to the community, it also carries inevitable **drawbacks**. The word "drawback" means:..... .

- a. outcome                      b. income                      c. advantage                      d. disadvantage

15- While the debate is not **inconsequential**, it should not stand in the way of creative thinking. "Inconsequential" means:..... .

- a. right                      b. trivial                      c. wrong                      d. clear

16- Tourism is not always a **panacea**. "Panacea" means:..... .

- a. something that solves all the problems.  
b. Something that creates all the problems.  
c. Something that is both good and bad.  
d. Something that all people are tired of.

17- **Sound** development policy can have the happy result of a growing tourist business. "Sound" means:..... .

- a. noise                      b. voice                      c. sensible                      d. false

18- No model can **depict** all interrelated facts of a planning process. "Depict" means:..... .

- a. cover                      b. utilize                      c. find                      d. show

19- The tourist should also be **induced** to stay there. "Induced" means:..... .

- a. persuaded                      b. happy                      c. optimized                      d. overcome

20-Maintenance policies are a **vital** factor in successful tourism development. "Vital"

means:..... .

- a. individual                      b. crucial                      c. grouping                      d. living

جملات زیر را به فارسی روان ترجمه کنید. (هر سوال ۱ نمره)

- 1- Tourism policy seeks to ensure that visitors are hosted in a way that maximizes the benefits to stakeholders.
- 2- Sustainability pertains to the ability of a destination to maintain the quality of its resources while it competes in the marketplace.
- 3- Tourism is, by its very nature, a multi disciplinary phenomenon impacted by a range of forces.
- 4- Good tourism planning goes for beyond schemes to maximize profits.
- 5- Good planning defines the desired result and works in a systematic manner to achieve success.
- 6- Tax pressures that directly affect operating costs also influence general and tourist prices.