

تعداد سوالات: تستی: ۲۰ تشریحی: ۶
زمان آزمون (دقیقه): تستی: ۴۵ تشریحی: ۳۰

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نام درس: زبان انگلیسی تخصصی ۱
رشته تحصیلی / کد درس: مدیریت جهانگردی (تجميع ۱۷)

مجاز است.

استفاده از:

کد سری سؤال: یک (۱)

امام خمینی (ره): 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

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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

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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)

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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.