

**國立嘉義大學九十四學年度  
休閒事業管理研究所碩士班招生考試試題**

**科目：休閒產業管理**

**一、名詞解釋與說明(每小題 2 分，共 20 分)**

- |                      |                         |
|----------------------|-------------------------|
| 1. Cafeteria         | 2. Conventional hotel   |
| 3. Ethnic restaurant | 4. Specialty restaurant |
| 5. Drive-through     | 6. Feasibility study    |
| 7. Tour operator     | 8. All-inclusive resort |
| 9. Suite             | 10. Health spa          |

**二、申論題(每題 20 分，共 80 分)**

1. 請解釋在商業遊憩投資中，要獲取最大利潤的五種方法。
2. 請論述台灣旅行業未來發展的新趨勢。
3. List and describe seven considerations in menu development.
4. What is yield management in hotel operation? How many problems will affect yield management in hotel operation? What are the strategies for dealing with these problems in hotel operation?