

中國文化大學 104 學年度日間學士班暑假轉學招生考試試題

系組：觀光事業學系三年級

日期節次：104 年 7 月 11 日第 1 節

科目：旅館管理

I. 名詞解釋：(每題五分)

1. Average Daily Rate (ADR)
2. Occupancy Rate
3. Global Distribution System (GDS)
4. Return on Investment (ROI)
5. Benchmark
6. Empowerment
7. Moment of Truth
8. Wow factor
9. Word of Mouth Advertising
10. Zero defects
11. Turnover Rate
12. Job Specification

II. 請詳述下列問題：(每題十分)

1. Describe important and distinct characteristics of leisure and business travelers.
2. List the advantages and the disadvantages for the hotel owners to select a management company to operate their hotels.
3. 服務品質系統 (Ingredients in a Quality Service System)的要素有哪六項?
4. 領袖風格有哪四種? 請個別解釋其適用狀況。