

### 2023 수능 특강 영어 22강 - 1 - ABC 배열 [3차]

Competition among tourist destinations might contribute to the development of products and services. Providing better services not only gives an enhanced competitive edge but also raises standards in the industry, which in turn will be reflected to customers as a determinant of greater expectations.

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- (A) Customers are an important source of identifying external ideas for many products and services; surveys enable them to reflect on their opinions about and experiences at the destination. When tourists are satisfied with the destination, these satisfied customers are likely to come back or recommend the destination to others.
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- (B) In contrast, when customers are dissatisfied, they will have the power to decide neither to come back nor to make favorable word-of-mouth recommendations. As a consequence, customer-centered organizations or destinations are expected to have a greater opportunity to win over the competition.
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- (C) As a result, the customer's value chain would become an input of competitive advantage. Understanding what satisfies a customer's needs and wants is the basic ingredient of a recipe for arriving at successful marketing and improving competitive advantage.

### 2023 수능 특강 영어 22강 - 2 - ABC 배열 [3차]

Different from the ancient Greeks, who saw leisure as an opportunity for well-rounded development, Romans perceived leisure to be primarily rest from work.

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- (A) As the Roman Empire grew and the increasing availability of slaves decreased the amount of daily work people were required to do, leisure time increased and was increasingly used as a way to control the masses. During Emperor Claudius' reign (41-54 A.D.), Rome had 59 public holidays and 95 game days, and by 354 A.D., there were more than 200 public holidays and 175 game days.
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- (B) The reason for this was simple: As Romans became less occupied with work, they became increasingly bored and critical of the government. The government then attempted to pacify unrest by providing pleasurable experiences through spectacle and celebrations of holidays. Bread and circuses, free food and entertainment, provided the framework for Roman society.
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- (C) Considering that the Romans were almost constantly involved in wars to dominate foreign cultures, this viewpoint was necessary and allowed recuperation before the next war. Play, then, served utilitarian rather than aesthetic or spiritual purposes.

Inseparable from capitalism, leisure is structured by the economic system and the related markets it creates.

- (A) In fact, plastic kits helped fuel the popularity of making model airplanes, since mass production of prefabricated parts eased the assembly process. As the leisure industry's capital flowed more vigorously, the market expanded into modeling of other objects, such as ships and cars. Advertisements included the distribution of these kits through general department stores, making them part of the children's toy market. The "deskilling" of the hobby shows how within capitalism "the mode of production shapes cultural activities in a form consistent with its own needs."
- (B) Commodified consumption is directly connected to the production process. An analysis of the model airplane hobby industry illustrates how technical advancements transformed this fun activity. The postwar introduction of plastics reorganized the traditional core of this hobby: the construction and flying of model airplanes. For many years, enthusiasts focused on the flying aspects, and the model display was secondary. Being able to construct and fly a model plane required extensive skills and aeronautic knowledge; thus, the market was small.
- (C) But the introduction of molding to modeling created a shift in focus. The use of plastics altered the hobby by creating two distinct groups of fans. On the one hand, there were fans who were interested in model display. On the other hand, there were fans for whom model-building meant being able to fly the plane. In addition, the introduction of the plastic molding made it easier to meet the skill sets of eager younger enthusiasts.