

## 2023 수능 특강 영어 22강 - 1 - 문장삽입 [3차]

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.

Competition among tourist destinations might contribute to the development of products and services. ( 1 ) 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. ( 2 ) As a result, the customer's value chain would become an input of competitive advantage. ( 3 ) 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. ( 4 ) When tourists are satisfied with the destination, these satisfied customers are likely to come back or recommend the destination to others. ( 5 ) 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. ( 6 ) As a consequence, customer-centered organizations or destinations are expected to have a greater opportunity to win over the competition. ( 7 )

## 2023 수능 특강 영어 22강 - 2 - 문장삽입 [3차]

The reason for this was simple: As Romans became less occupied with work, they became increasingly bored and critical of the government.

Different from the ancient Greeks, who saw leisure as an opportunity for well-rounded development, Romans perceived leisure to be primarily rest from work. ( 1 ) 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. ( 2 ) Play, then, served utilitarian rather than aesthetic or spiritual purposes. ( 3 ) 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. ( 4 ) 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. ( 5 ) The government then attempted to pacify unrest by providing pleasurable experiences through spectacle and celebrations of holidays. ( 6 ) Bread and circuses, free food and entertainment, provided the framework for Roman society. ( 7 )

The postwar introduction of plastics reorganized the traditional core of this hobby: the construction and flying of model airplanes.

Inseparable from capitalism, leisure is structured by the economic system and the related markets it creates. ( 1 ) Commodified consumption is directly connected to the production process. ( 2 ) An analysis of the model airplane hobby industry illustrates how technical advancements transformed this fun activity. ( 3 ) For many years, enthusiasts focused on the flying aspects, and the model display was secondary. ( 4 ) Being able to construct and fly a model plane required extensive skills and aeronautic knowledge; thus, the market was small. ( 5 ) But the introduction of molding to modeling created a shift in focus. ( 6 ) The use of plastics altered the hobby by creating two distinct groups of fans. ( 7 ) On the one hand, there were fans who were interested in model display. ( 8 ) On the other hand, there were fans for whom model-building meant being able to fly the plane. ( 9 ) In addition, the introduction of the plastic molding made it easier to meet the skill sets of eager younger enthusiasts. ( 10 ) In fact, plastic kits helped fuel the popularity of making model airplanes, since mass production of prefabricated parts eased the assembly process. ( 11 ) As the leisure industry's capital flowed more vigorously, the market expanded into modeling of other objects, such as ships and cars. ( 12 ) Advertisements included the distribution of these kits through general department stores, making them part of the children's toy market. ( 13 ) The "deskilling" of the hobby shows how within capitalism "the mode of production shapes cultural activities in a form consistent with its own needs." ( 14 )