

绝密 ★ 考试结束前

全国 2014 年 10 月高等教育自学考试

旅游英语选读试题

课程代码:00837

请考生按规定用笔将所有试题的答案涂、写在答题纸上。

选择题部分

注意事项:

1. 答题前,考生务必将自己的考试课程名称、姓名、准考证号用黑色字迹的签字笔或钢笔填写在答题纸规定的位置上。

2. 每小题选出答案后,用 2B 铅笔把答题纸上对应题目的答案标号涂黑。如需改动,用橡皮擦干净后,再选涂其他答案标号。不能答在试题卷上。

I. Multiple choice: (1×15=15)

Directions: Beneath each of the following sentences, there are four choices marked A, B, C and D. Choose the one that best completes the sentence and blacken the corresponding letter A, B, C or D on the ANSWER SHEET.

- Domestic tourism actually presents a much greater _____ than international tourism for China's transportation systems and the management of tourist attractions.
A. problem B. difficulty C. challenge D. endeavour
- With 56 ethnic nationalities, China has a great _____ of cultural tradition.
A. unification B. heritage C. value D. diversity
- Caves have always been the _____ of China's natural tourism resources.
A. highlights B. strongpoints
C. attractions D. representatives
- The removal of coral either for _____ collected by the public or for commercial sale by tourist enterprises, threatens some coastal regions of Australia and elsewhere.
A. plants B. souvenirs C. animals D. decorations
- In the ideal situation tourism enhances _____, knowledge and ultimately understanding between nations.
A. awareness B. peace C. humanity D. balance

6. Recent developments in technology have tended to reduce labor requirements in the tourism _____ areas.
A. controlling B. managing C. generating D. connecting
7. The members of a room department who perform a direct service for the guests must be told how to _____ with them.
A. cope B. contact C. speak D. interact
8. The small hotels built close to railroad stations were inexpensive but often lacking in _____ of cleanliness, comfort, and service.
A. standards B. managements C. considerations D. examinations
9. Water transport today plays two main roles in travel and tourism — _____.
A. fishing and relaxing B. ferrying and cruising
C. water scenery and sun D. good food and social activities
10. Scheduled services operate on defined routes for which _____ have been granted by the government or governments concerned.
A. managements B. plans C. brochures D. licences
11. A _____ is usually printed within the brochure for completing a reservation.
A. discount offering B. booking form
C. gift voucher D. lottery ticket
12. The travel agent's role is dissimilar to that of most other retailers, in that agents do not _____ a product for resale to their customers.
A. produce B. design C. purchase D. offer
13. Tourists who wish to see as much of the countryside as possible may elect to take a _____ staying at different places each night.
A. comfortable walk B. bicycle riding
C. slow boating D. coach tour
14. Promotional and marketing activities have played significant roles in making people more aware of what is _____ and the wide choices.
A. cheaper B. comfortable C. available D. reliable
15. According to the WTO, international tourists are visitors who spend at least one night in accommodation in the _____ country.
A. destination B. transcontinent C. foreign D. far-away

II. Reading comprehension: (2×10=20)

Directions: Read the following passages. Make your proper choices and blacken the corresponding letter A, B, C or D on the ANSWER SHEET.

(1)

The public derives many advantages from packaged tours, the most obvious being the price. When airplane seats and hotel rooms are reserved in block by tour operators, considerable savings

are passed on to the customers. These savings have been reflected in the last few years by the great increase in tourism. Many people would never travel at all without the price inducements offered by packaged tours.

A second advantage is the opportunity for the tourist to make all his travel arrangements in one place at one time. The independent traveler --- one who does not travel as a member of a group---often has to go to considerable trouble to put the different pieces of his trip together. Airline seats may not be available when he wants them, or he may not be able to secure the hotel accommodations that he wants. Even when a travel agent makes the arrangements, these difficulties still exist, but with the packaged tour they are eliminated for the customer. The tour, in other words, offers convenience as one of its inducements.

A third advantage can be summed up in the term accessibility. Tours make it possible for people to visit many remote or rugged areas that would otherwise be difficult for them to try to see on their own. Tourists for example, now regularly go to archeological sites or into the jungles. In the past, only dedicated scientists would have undertaken the hardships of such a trip, but governments, local airlines and tour operators have made these and other places throughout the world accessible to the general public.

16. How many advantages can the public derive from packaged tours according to the writer of the article?
- A. Two. B. Many. C. Three. D. Countless.
17. The public may derive many advantages from packaged tours **EXCEPT** ____.
- A. price
B. that all the arrangements can be made in one place at one time
C. that it is possible to travel to remote or rugged areas
D. considerable savings in energy
18. Why do we say the most obvious advantage of packaged tours is the price?
- A. The price for air tickets and hotel rooms enjoys a discount when they are reserved in blocks.
B. There are savings in air tickets and hotel rooms.
C. The price inducements are offered by packaged tours.
D. The tour operators have better arrangements.
19. In arranging his own tour, the independent traveler may have the following disadvantages **EXCEPT** that ____.
- A. it is inconvenient for him
B. he may not be able to secure the air tickets and hotel accommodations that he wants
C. he has trouble in putting the different pieces of his trip together
D. he has to undertake the hardships of the long trip

20. What does the third advantage, the accessibility of packaged tours, mean?
- A. Many remote and rugged areas are inaccessible.
 - B. Only scientists could go on hard trips to remote or rugged areas.
 - C. Many governments, local airlines, and tour operators have made it possible for travelers to go to remote and rugged areas.
 - D. Travelers like to go to remote and rugged areas.

(2)

Cairo, known as the 'mother of the world', is an attraction for tourists from all around the world.

Cairo, a dusty city of 20 million people, is a continuous assault on the senses and a place where time seems to both stand still and rush into utter chaos. It is a place where the ancient and contemporary, conservative and experimental happily chug(发出汽车等的突突声) along on parallel tracks. It is infuriatingly disorderly and yet, utterly charming.

The Great Pyramids of Giza sits on the western edge of the city. Even as the setting sun silhouettes these gigantic structures against the great desert expanse, a muezzin's (报告祷告时刻的人) call for prayer floats over a flock of semi-finished apartment blocks mixing with the activity of city life.

Dwarfed by these pyramids in the light of day, you can't but marvel at the genius of man. The largest of these, the Pyramid of Khufu that rises to an astonishing 450 meter, is estimated to contain more than 2.5 million blocks of limestone, each weighing more than 2 tons. That such a structure as this was erected in an age when the winch, pulley and wheel were unknown, defies the imagination.

Standing guard at the entrance to the pyramid of Khafre is the 4,500-year-old Sphinx, a magnificent structure that stands 20 meter tall and is 57 meter long, and was built to inspire awe for the pharaoh. But the creepy feeling inside the pyramid is nothing compared to what awaits visitors at the mummification section of Cairo museum. Thank heavens, there's always a crowd in there despite the extra 100 Egyptian pounds (\$18) charge.

While careful planning for the afterlife may lie buried under the Cairo asphalt(柏油路), it is chaotic on the streets. Donkey carts battle for space with pedestrians and the only operative road rule is "might is right". But it is a city that throbs with life --- from the small roadside eateries that serve up snacks to the coffee shops where men and women smoke the shisha or hookah.

Donkey carts piled high with flatbreads magically weave their way in and out of the maddening traffic; young women in long skirts and headscarves unselfconsciously hold hands with young men in open collar shirts; while conversations dwell on Kuwait's chances at the soccer World Cup.

No trip to Cairo is complete without a visit to the downtown khan-el-khalili market that offers everything from papyrus paintings, flower essences and oils, camel leather products, to spices, jewelry and of course, the shisha. Be careful, though, as shopping in Cairo can be a tourist trap. The city is best navigated with a reliable tour guide.

21. Cairo is a city of mixture of the following **EXCEPT** _____.
 A. ancient B. modern C. chaotic D. quiet
22. The Pyramid of Khufu is _____.
 A. located at the west edge of the desert
 B. a gigantic structure beyond man's imagination
 C. one of the largest of Giza pyramids
 D. guarded by Sphinx
23. The author felt _____ when he was visiting the mummification section of Cairo museum.
 A. exciting B. mysterious C. hair-raising D. nervous
24. What was the impression the author had on the transportation of Cairo?
 A. Orderly. B. Displeasing. C. Attracting. D. Interesting.
25. Which of the following statement about the khan-el-khalili market is **NOT** true?
 A. Tourist can buy everything including camels and oils.
 B. It is a must place to go for tourists.
 C. Tourists must be careful when go shopping in this market.
 D. The author suggests that a tour guide may be of great help when going shopping in this market.

III. Cloze: (1×15=15)

Directions: Choose the best answer from the choices given to complete the passage and blacken the corresponding letter A, B, C or D on the ANSWER SHEET.

Human beings are innately curious concerning the world in which we live. We yearn to know what other places look like— what the people, their 26, the animals and plant life, and landforms may be elsewhere. Today, high levels of education and the influence of television and other 27 media have combined to create in us a much 28 awareness of our entire world. We are now in a global economy and our industries must be globally 29. We must think globally. Material prosperity in many developed countries, with accompanying higher 30 of living, has made travel attainable for hundreds of millions of us. 31 travel can be undertaken for many reasons, the most common are pleasure, business and study.

The subject of travel is exciting and fascinating. Humanlike beings have been 32 from place to place for about 1 million years. Our early ancestors originated in eastern and southern Africa. But remains 33 these same forms of early humankind have also been found in China and Java(Indonesia). It has been estimated that 34 of this type took about 15000 years, but this is a brief 35 of time in the long history of humanity. Various theories have been proposed 36 the motivation for such amazing journeys. Foremost is that these wanderings were in search of food and to escape from danger. Another 37 is that people observed the migrations of birds and wanted to know where the 38 came from and where they were going. Recently, in the most dramatic discovery of its kind ever 39, the preserved body of a man, who died 5000 years ago, was found in the ice in mountainous northern Italy. Some of the scientists 40 his body and accoutrements(装备)

have conducted that he was returning to his home in what is now Switzerland from a journey to the south of what is now Italy.

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|----------------------|------------------|------------------|----------------|
| 26. A. stereotype | B. culture | C. prejudice | D. speech |
| 27. A. communication | B. communicative | C. communicating | D. communicate |
| 28. A. more | B. better | C. greater | D. larger |
| 29. A. compete | B. competitor | C. competition | D. competitive |
| 30. A. degree | B. style | C. standards | D. level |
| 31. A. Although | B. When | C. If | D. Whether |
| 32. A. coming | B. staying | C. moving | D. going |
| 33. A. at | B. of | C. with | D. for |
| 34. A. influence | B. migrations | C. preservation | D. motivation |
| 35. A. case | B. space | C. span | D. stage |
| 36. A. to | B. regarding | C. relating | D. about |
| 37. A. theory | B. story | C. discovery | D. type |
| 38. A. human | B. ancestors | C. they | D. birds |
| 39. A. made | B. taken | C. committed | D. carried |
| 40. A. study | B. studies | C. studied | D. studying |

非选择题部分

注意事项：

用黑色字迹的签字笔或钢笔将答案写在答题纸上，不能答在试题卷上。

IV. Phrasal verbs: (1×10=10)

Directions: Fill in the blanks with the proper phrasal verbs given below. Make some changes if necessary.

ascribe to	indulge in
contribute to	satisfy with
deter from	set up
focus on	spring up
give rise to	tie in with

41. Modern medicine has tended _____ too much _____ developing highly complicated surgical techniques.
42. The government has taken new measures _____ kids _____ experimenting with drugs.
43. The chef _____ quite _____ the color, aroma, taste and formation of the dishes.

44. Two phenomena _____ worldwide attention—mass unemployment and mass migration into cities.
45. Fast-food restaurants seemed _____ all over the small town.
46. We've planned the broadcast _____ the 30th anniversary celebration of the museum.
47. These young volunteers _____ huge amounts of their own time _____ the Expo.
48. There was a lot of work involved in _____ the tourism festival.
49. The melody _____ Bach, the famous composer.
50. Most of us were too busy _____ heavy lunchtime drinking.

V. Phrase translation: (1×20=20)

Part One

Directions: Translate the following into Chinese.

51. positive tourist image
52. uneven distribution
53. picturesque scenery
54. chain of authority
55. reservation system
56. monorails operated by magnetism
57. cultural heritage
58. executive's needs
59. the United Nations Conference on Trade and Development
60. frontier formalities

Part Two

Directions: Translate the following into English.

61. 脆弱的生态系统
62. 家庭结构
63. 特许经营的观念
64. 价值观
65. 义务的保险范围
66. 组合自己的包价旅游
67. 大刹其价
68. 市内公共汽车

69. 出境证明

70. 低成本的效率

VI. Passage translation: (10×2=20)

***Directions:* Translate the following passages into Chinese.**

71. The development of the car, associated road networks, the railways and better and more efficient aircraft offering greater comfort and safety all contributed to the better use of increasing leisure time and greater demand for tourism. However it is not only the frequency and speed of transport that is important, but also the cost of it and the other related components of tourism (accommodation and support facilities). Thus prices, frequency, speed and efficiency of transport all play a part. The faster the mode of travel and the lower the prices the more is demand stimulated. More people with limited discretionary incomes or those with limited time for travel, can indulge in tourism, domestic and international.
72. Conferences and exhibitions can be considered as two distinct types of activity, but there are increasing links between them. Many conferences include an exhibition so that the would-be conference center has to provide space for this purpose. Similarly, conferences are often held in association with exhibitions, and once again exhibition centers are providing conferences facilities within the site. In 1983, 26 percent of exhibitions held in Britain had an associated conference. While a survey of US conventions found that 24 percent had exhibitions. It is the large conference or convention which is most likely to have an associated exhibition. The American convention center illustrates these tendencies. It consists of a series of large halls which can be used either for exhibitions or with seating installed for conferences.