

全国 2015 年 4 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.

1. Many definitions of tourism and the tourist are based on distance traveled, the length of the time spent, and the _____ of the trip.
A. expenditures
B. purpose
C. destination
D. transportation means
2. Which of the following is the correct order of Maslow's hierarchy of needs model?
A. physiological, safety, belonging and love, esteem, self-actualization
B. safety, physiological, belonging and love, esteem, self-actualization
C. safety, physiological, esteem, self-actualization, belonging and love
D. physiological, esteem, safety, self-actualization, belonging and love
3. WTO provides technical help to _____, primarily through the United Nations.
A. developing countries
B. underdeveloped countries
C. member countries
D. African countries
4. _____ presents the greatest challenge for China's transportation systems and management of tourist attractions.
A. Specialized tourism
B. Domestic tourism
C. International tourism
D. Outbound tourism

5. Most travel principals sell their products to consumers through the medium of _____.
- A. tour wholesalers
B. tour operators
C. travel agents
D. sales outlets
6. The tour brochure becomes the principal means of _____.
- A. informing customers about the product
B. persuading customers to purchase the product
C. presenting the image of the tour agent
D. both A and B
7. The services provided by airlines fall into three distinct categories, including all the following **EXCEPT** _____.
- A. air taxi services
B. charter services
C. scheduled services
D. trunk route services
8. Those who take _____ are usually prepared to make their own spare time activities such as walks in the surrounding countryside.
- A. educational visits
B. business visits
C. urban tours
D. shopping tours
9. In 1985, _____ became the first international hotel company to open a hotel in China bearing its own name.
- A. Hilton
B. Holiday Inn
C. Sheraton
D. Hyatt International
10. The personnel director's only responsibility is to _____.
- A. supervise all staff
B. satisfy every guest of the hotel
C. take care of all guests
D. staff the hotel
11. Most government's attempts to make tourists buy the domestic product instead of going abroad are form of _____.
- A. export substitution
B. import substitution
C. export limitation
D. import limitation
12. With the constraints of time and place, the tourist demands _____.
- A. authentic culture
B. instant culture
C. airport art
D. authentic art
13. _____ is the ability of a region to absorb tourists without destroying the balance of nature.
- A. Ecological capacity
B. Emotional capacity
C. Psychological capacity
D. Physical capacity
14. The cornerstone of the new tourism's flexibility is _____.
- A. social development
B. economic development
C. the awareness of the public
D. information technology
15. _____ is the largest ancient architectural complex still standing in China.
- A. The Summer Palace
B. Temple of Heaven
C. The Ming Tombs
D. The Forbidden City

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)

Agriculture and tourism —two of Wisconsin's most important industries —are teaming up in southwestern Wisconsin. A pilot project has found that tourists, rural communities, and some farmers could benefit from stronger efforts to promote and market agricultural tourism there.

In 1990, agricultural tourism project members surveyed 290 visitors to the annual Monroe Cheese Festival and 164 visitors to the Picnic on the Farm, a one-time event held in Platteville in conjunction with the Chicago Bears summer training camp. More than one-half of those surveyed responded favorably to a proposed tour, saying they would be interested in participating in some type of agricultural tour in southwestern Wisconsin.

Survey respondents reported that they would prefer to visit cheese factories, sausage processing plants, dairy farms, and historical farm sites, as well as enjoy an old-fashioned picnic dinner. The study also found strong interest in visiting specialty farms (strawberries, cranberries, poultry, etc.).

Visitors at both Cheese Day and Picnic events indicated that they were there to enjoy themselves and were willing to spend money on food and arts and crafts. They also wanted the opportunity to experience the "country" while there.

The study found that planning around existing events should take into account what brought visitors to the area and provide additional attractions that will appeal to them. For example, visitors to Cheese Days said they were on a holiday and appeared to be more open to various tour proposals. Picnic visitors came specifically to see the Chicago Bears practice. They showed less interest in a proposed agricultural tour than Cheese Day visitors, but more interest in a picnic dinner.

The study identified three primary audiences for agricultural tourism: 1) elderly people who take bus tours to see the country; 2) families interested in tours that could be enjoyed by both parents and children; 3) persons already involved in agriculture, including international visitors.

16. Who would benefit from agriculture tourism according to the survey?

- A. Tourist and urban communities.
- B. Tourist and farmers.
- C. Tourist, farmers and their communities.
- D. Local communities.

17. Monroe Cheese Festival was held _____.

- A. every year
- B. every month
- C. every two years
- D. only once

18. Tourists can do a lot of activities **EXCEPT** _____ when participating in agriculture tour.
A. visiting sites of ancient farms
B. watching how to make sausages and cheese and how to milk cows
C. tasting delicious local food
D. experiencing the cultures of other nations
19. Which factor will planners **NOT** consider when planning the agricultural tour?
A. Tourist's interest.
B. Local attraction.
C. Tourist's emotion.
D. Local communities.
20. Who of the following would most likely to be agricultural tourist?
A. International visitors.
B. Families with grown-up kids.
C. City dwellers.
D. Families with 4-year children.

(2)

Kite flying is the sport of sending up into the air, by means of the wind, a light frame covered with paper, plastic or cloth. The frame can be one of many different shapes and is attached to a long string held in the hand or wound on a drum. Kites have a long history in practical application and many different types of kite have been developed to serve various purposes.

The ancient Chinese used bird-kites to carry ropes across rivers and valleys. The current folding kite which will dive excitingly is an improved type of such a kite. With its long flat body and single pair of bird-like wings, it looks just like a large bird in the air. The modern version is usually made of tissue paper rather than the traditional silk.

Man-lifting kites were developed in ancient times, again by the Chinese, for getting information from walled cities and army camps. In fact, as recently as World War II, German U-boats flew kites from their towers to lift people into the air to watch the land. These kites, which are no longer in existence, were made of lightweight cloth. They were much larger and stronger than the Chinese ones. Their design, however, was simply that of the cutter kite. Smaller in size, this type of kite is still very popular as a toy for children, being easy to make with a diamond-shaped frame, no wings and brown-paper covering.

Box kites are another type of kite found in toy shops today. The first box kite, named for its box-like body, was developed in the nineteenth century to test theories of flight and this type of cotton-covered kite greatly assisted the success of early airplanes. These kites are the ancestors of a heavier version of the box kite, called the double box kite, which consists of two main sections, placed side by side. Developed for the peacetime purpose of fishing in strong sea wind, it is the only modern kite described which has practical value. A long-lasting plastic material has to be used for this kite, which carries fishing lines.

21. The ancient Chinese bird-kites were usually made of light frames covered with _____.
- A. silk B. paper C. cloth D. plastic

22. The kites used by German U-boats in World War II for the military purpose were made of _____.
- A. brown paper
B. plastic material
C. light-weight cloth
D. traditional silk
23. The ancient Chinese man-lifting kites were used _____.
- A. to carry ropes across rivers and valleys
B. for the military purpose
C. as toys for children
D. for fishing in strong sea wind
24. Which of the following statements is **NOT** true?
- A. The frame of a kite is attached to a long string held in the hand or wound on a drum.
B. The ancestor of the box kites had two boxes.
C. The cutter kite has a diamond-shaped body with no wings.
D. The current folding kite is developed to test theories of flight.
25. The best title for this passage may be _____.
- A. The Ancestors of Modern Kites
B. The History of the Chinese Kites
C. Different Types and Uses of Kites
D. The Difference between Ancient and Modern Kites

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.

The millions of people 26 “eat out” every day have a 27 variety of needs and tastes from a quick lunch to a luxurious meal. There are many kinds of restaurants 28 from street stands for a hot dog or bowl of noodles to 29 restaurants with the best cooking. Restaurants generally 30 the following categories: A gourmet restaurant is a restaurant offering meals that appeal 31 a gourmet, who appreciates the best in food and drink. Therefore, the service and the prices are usually 32 the quality of the meal 33 these restaurants are the most expensive and luxurious. A family-type restaurant is a place serving simple food at 34 prices that attract family groups. Perhaps its principal feature is the 35 they offer their customers through standardized food and service. Many of these restaurants are owned by chains or operated under a 36, an arrangement 37 the name and procedures of the business are leased from a central organization. A specialty restaurant offers a limited variety of food. It may 38 steaks or in a particular kind of national food or it may depend on the atmosphere, decoration or 39 of the owner to attract customers. The convenience restaurant serves customers who want to eat in a hurry and are most interested in 40 service, cleanliness and low price.

- | | | | |
|---------------------|------------------|-------------------|-------------------|
| 26. A. that | B. who | C. / | D. to |
| 27. A. limited | B. large | C. wide | D. big |
| 28. A. vary | B. varied | C. varies | D. varying |
| 29. A. delicate | B. elaborate | C. prosperous | D. antique |
| 30. A. fit into | B. divide into | C. cover up | D. boil down to |
| 31. A. for | B. to | C. by | D. with |
| 32. A. suitable for | B. accessible to | C. subject to | D. in accord with |
| 33. A. for | B. so that | C. in that | D. because |
| 34. A. moderate | B. cheap | C. low | D. good |
| 35. A. reliability | B. simplicity | C. responsibility | D. loyalty |
| 36. A. policy | B. franchise | C. company | D. right |
| 37. A. which | B. by which | C. in which | D. for which |
| 38. A. sell out | B. specialize in | C. offer | D. cook |
| 39. A. personality | B. feature | C. choice | D. interest |
| 40. A. quick | B. fast | C. speed | D. best |

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.

addicted to	be referred to as
accustomed to	take advantage of
account for	call upon
engage in	cope with
give way to	divide ...into...

41. When people travel by car, train or airplane, they are taking a trip and thus _____ tourism.
42. By _____ 19th century advances in transport technology, Thomas Cook had effected a revolution in tourism by the end of the century.
43. The population of travelers may _____ those of interest to the tourism industry and those not of interest.

44. For a sophisticated person who _____ (not) gambling, the standard of accommodation, mode of transport, support services are rated equally with the destination and its casino.
45. In a less-specialized travel agency, staff are expected to _____ all the activities associated with the booking of travel.
46. The problem that specialist operators may have to give out as many as 25 to 30 brochures to obtain a single booking could _____ by the agent's lack of control over their own brochure distribution.
47. Airlines operating from smaller, often rural airports into the "hub" ones _____ regional or "feeder" airlines.
48. With the development of hospitality industry in the early nineteenth century, small roadside inns gradually _____ large, more elegant city hotels, which offered a much wider range of amenities.
49. The sales department of a hotel has been called the lifeblood of the organization and therefore the director of sales _____ to make more decisions than any other department head.
50. When tourists travel farther afield, they bring their own value systems with them, expecting the life-style and facilities they _____ in their own countries.

V. Phrase translation: (1×20=20)

Part One

Directions: Translate the following into Chinese.

- | | |
|---------------------------------------|--------------------------------|
| 51. eating and drinking establishment | 52. package tours |
| 53. the pursuit of employment | 54. custom clearance |
| 55. local share of the market | 56. total marketing budget |
| 57. all walks of life | 58. grant exit permits |
| 59. a boom resort | 60. certified travel counselor |

Part Two

Directions: Translate the following into English.

- | | |
|------------|----------|
| 61. 境内旅游 | 62. 规模经济 |
| 63. 国民生产总值 | 64. 消除紧张 |
| 65. 资本投资 | 66. 无形产品 |

67. 运载能力

68. 收支平衡

69. 第三产业

70. 以市场为导向的改革

VI. Passage translation: (10×2=20)

Directions: Translate the following passages into Chinese.

71. Tourists who wish to see as much of the countryside as possible may elect to take a coach tour staying at different places each night. The size and quality of the hotel used may be of secondary importance to the route and itinerary of the trip. Then there are others who wish to avoid the strains of one night stands, who will pick two or more resorts for their holiday. They may experiment with the hotel used at one (or all) of the destinations. Further, if the resort they wish to visit has limited accommodation facilities, the short-stay tourist might accept this, although for a longer one-resort holiday they might demand better quality and so choose a different resort. The support services in the packages will also be affected by the above considerations.
72. Human beings are curious about the world in which we live. We long to know what other places look like—the people, their culture, the animals and the plants. Today, higher levels of education and the influence of television and other communications media have combined to create in us a much greater awareness of our entire world. We are now in a global economy and our industries may be globally competitive. We must think globally. Material prosperity in many developed countries, with higher standards of living, has made travel attainable for hundreds of millions of us. Although travel can be taken for many reasons, the most common are pleasure, business and study.