

# 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. Tourism is a \_\_\_\_\_ of activities, services and industries.  
A. composition  
B. composedness  
C. composite  
D. comprehension
2. Mass tourism is a product of the \_\_\_\_\_.  
A. late 1950s and early 1960s  
B. late 1960s and early 1970s  
C. late 1970s and early 1980s  
D. late 1980s and early 1990s
3. What kind of organization is CNTA?  
A. It is the prime government agency in the U.S.  
B. It is responsible for the growth of tourism in China.  
C. It is a global organization for international air carriers.  
D. It aims to promote civil aviation on a worldwide scale.
4. \_\_\_\_\_ tourism usually has the effect of shifting wealth from one region to another, and not of contributing to actual net growth in the GDP of a country.  
A. Outbound  
B. Inbound  
C. Domestic  
D. International

5. Only in the case of \_\_\_\_\_, did individual airlines establish city centre offices to deal direct with the public.  
A. Australia                      B. Asia                      C. Europe                      D. North America
6. The first task of a brochure is to \_\_\_\_\_.  
A. attract attention                      B. present the image of the tour agent  
C. provide detailed information                      D. persuade customers to purchase the product
7. Air taxis are privately chartered aircraft accommodating between \_\_\_\_\_ people.  
A. 3 to 12                      B. 4 to 18                      C. 4 to 20                      D. 5 to 20
8. The major attractive attributes of the automobile are all the following **EXCEPT** \_\_\_\_\_.  
A. control of the route and the stops enroute  
B. control of departure times  
C. ability to carry baggage and equipment easily  
D. ability to get up and walk around
9. \_\_\_\_\_ is the father of the modern commercial hotel industry.  
A. Thomas Cook                      B. Kemmons Wilson  
C. Samuel Cunard                      D. Ellsworth Statler
10. Which department most clearly demonstrates the old hotelier's famous saying: "Service is our most important product" ?  
A. Food and beverages    B. Sales                      C. Marketing                      D. Accounting
11. The economic effects of tourism include all the following **EXCEPT** \_\_\_\_\_.  
A. the effects on income                      B. the effects on employment  
C. the effects on scenic spots                      D. the effects on investment
12. The sociocultural impact of tourism is most noticeable in \_\_\_\_\_.  
A. the lesser developed countries                      B. developing countries  
C. remote regions                      D. developed countries
13. Perhaps the most immediately apparent form of environment pollution brought by tourism is \_\_\_\_\_ rather than physical.  
A. psychological                      B. ecologic                      C. mental                      D. aesthetic
14. \_\_\_\_\_ occurs when an individual wants to satisfy a need.  
A. Action                      B. Motivation                      C. Behavior                      D. Awareness
15. A long-term, sustainable development of tourism is supported by all the following **EXCEPT** \_\_\_\_\_.  
A. adequate infrastructure                      B. large tourism campaign  
C. well-trained human resource                      D. aggressive marketing plan

## 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)

Advertising in America offers some great advantages to consumers. For example, in order to keep prices low through mass production, companies must have a mass market for their products. Mass advertising creates mass markets. Producers cannot afford to develop new products, put them on the market and wait for customers to discover them. This would take too long. Demand for some products must be created. This is done through advertising.

But advertising sometimes makes it difficult for consumers to make wise decisions. The fact is that when people are constantly flooded with messages through the mass media persuading them to buy particular products, many respond by buying them.

Advertising is designed to influence an individual to buy a product. Sellers often study human behavior to discover what will convince consumers to buy a certain item. This reason for buying is called a buying motive.

Buying motives are usually broken down into two categories: rational and emotional. Rational buying motives include the desire to save money, the desire for comfort, or the desire for good workmanship. Emotional buying motives include buying out of fear, wanting to be liked, and wanting to have something better than your friends have.

Emotional appeals are found in most consumer advertising today. Certain cars promise to make the driver feel "younger" and "freer". Shoes promise to make the buyer's whole life "springier". Life insurance policies promise to take the "care out of living".

Most consumers believe that they are not easily influenced by emotional appeals. However, corporations that sell consumer products obviously think differently. They spend many millions of dollars every day on radio, television, newspaper and magazine ads that use these appeals.

16. It can be inferred from the passage that one of the advantages of advertising for consumers is that \_\_\_\_\_.
- A. it can create a big demand for consumer goods
  - B. the mass market created by it leads to low prices
  - C. producers can introduce new products to consumers
  - D. it helps consumers discover new products
17. Consumers sometimes find it difficult to make a sensible decision when buying a particular product because \_\_\_\_\_.
- A. many advertisements are too difficult for them to understand
  - B. they are afraid to be taken in by dishonest advertisements
  - C. mass advertising offers them a range of good and cheap products
  - D. they are confused by the quantity of advertisements promoting it

18. According to the passage, a toothpaste ad promising that people who use the product will make a lot of friends is an example of an ad that appeals to \_\_\_\_\_.
- A. rational buying motives
  - B. the consumer's commonsense
  - C. emotional buying motives
  - D. the desire for a good product
19. The reason why companies spend enormous amounts of money on advertising is that \_\_\_\_\_.
- A. they believe people can be influenced to buy a certain product
  - B. it takes a lot of advertising to convince people to buy a certain product
  - C. most consumers are not easily influenced by emotional appeals
  - D. advertising based on emotional appeals are very effective
20. The best title for this passage would be \_\_\_\_\_.
- A. Advertising can create demand
  - B. The advantages of advertising
  - C. What effective advertising can do
  - D. The role of advertising in selling products

(2)

Agricultural tourism can serve to educate urban tourists about the problems and challenges facing farmers, says Andy Lewis, Grant county community development agent. While agriculture is vital to Wisconsin, more and more urban folk are becoming isolated from the industry. In fact, Lewis notes, farmers are just as interested in the educational aspects of agricultural tours as they are in any financial returns.

“Farmers feel that urban consumers are out of touch with farming,” Lewis says. “If tourists can be educated on issues that concern farmers, those visits could lead to policies more favorable to agriculture.”

Animal rights and the environment are examples of two issues that concern both urban consumers and farmers. Farm tours could help consumers get the farmer’s perspective on these issues, Lewis notes.

Several Wisconsin farms already offer some type of learning experience for tourists. However, most agricultural tourism enterprises currently market their businesses independently, leading to a lack of a concerted effort to promote agricultural tourism as an industry.

Lewis is conducting the study with Jean Murphy, assistant community development agent. This past fall, Murphy organized several workshops with some Green and Grant County farmers, local business leaders, and motor coach tour operators to discuss how best to organize and put on farm tours. Committees were formed to look at the following: tour site evaluations, inventory of the area’s resources, tour marketing, and familiarization of tours. The fourth committee is organizing tours for people such as tour bus guides and local reporters to help better educate them about agricultural tourism.

Farm tours could be combined with other activities in the area such as trips to the Mississippi River and/or visits to historical towns or landmarks, Lewis says. The project will help expose farmers to the tourism industry and farm vacations as a way to possibly supplement incomes, he adds. While farm families probably wouldn't make a lot of money through farm tours, they would be compensated for their time, says Lewis. Besides, farmers could earn additional income through the sale of farm products, crafts, and recreational activities.

21. Which of the following is **NOT** the reason why farmers develop agriculture tours?
- A. To get financial income.
  - B. To provide basic education opportunities to visitors.
  - C. To arouse visitors' concern of farmers' problems.
  - D. To let the others know farmers' challenges.
22. What is the current problem existed in the agriculture tourism development according to the passage?
- A. Over-development.
  - B. Less development.
  - C. Development without any coordination.
  - D. Development without any control.
23. What are the tasks of agriculture tourism committee?
- A. To evaluate the tour sites and design family trips.
  - B. To evaluate the local resources and report to local government.
  - C. To design marketing plan and train local farmers.
  - D. To arrange educational tours for tour bus guides and local reporters.
24. What is the key purpose of familiarization trips?
- A. To educate tourists.
  - B. To educate farmers.
  - C. To get staff in travel industry familiar with the new types of tourism.
  - D. To get all potential visitors familiar with tourism.
25. How do farmers get paid?
- A. Mainly from vacation farms.
  - B. Mainly from sales of tour products.
  - C. Mostly from government.
  - D. Partly from agriculture tourism.

### 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.

Most properties now have computerized reservation systems that 26 the balance between rooms 27 and reservation requests. The morning clerk and his or her supervisor, the guest services manager (or front office manager), monitor this process and 28 any special reservation requests. In a property, 29 does not have a computerized reservation system, they will block the day's reservation.

The computer program or programs that 30 the PMS (Property Management System) prompt the clerk to follow an appropriate work 31 for every task. For instance, when a guest checks into the hotel, the clerk indicates 32 the guest has a reservation or not. If the guest has a reservation, the clerk need only type in the name and the computer will 33 the reservation and 34 print out the necessary records. In most cases, the guest is simply asked to 35 his or her name. If the guest doesn't have a reservation, the clerk gets the necessary information, 36 the format on the front-desk computer screen. When the guest checks out, the computer once again presents a screen with 37 that will help the clerk to 38 the appropriate sequence, verifying the 39 with the guest, posting any late charges and accepting 40 by credit card or cash or billing the account directly if prior arrangements have been made.

- |                      |                   |                  |                   |
|----------------------|-------------------|------------------|-------------------|
| 26. A. trace back to | B. check out      | C. keep track of | D. take charge of |
| 27. A. needed        | B. required       | C. available     | D. accessible     |
| 28. A. block         | B. meet           | C. have          | D. ask            |
| 29. A. that          | B. which          | C. it            | D. as             |
| 30. A. employ        | B. include        | C. have          | D. cover          |
| 31. A. attitude      | B. arrangement    | C. system        | D. sequence       |
| 32. A. that          | B. if             | C. when          | D. how            |
| 33. A. check         | B. make           | C. find          | D. retrieve       |
| 34. A. automatically | B. systematically | C. quickly       | D. gradually      |
| 35. A. read          | B. find           | C. sign          | D. write          |
| 36. A. follow        | B. followed       | C. following     | D. to follow      |
| 37. A. prompts       | B. words          | C. signs         | D. hints          |
| 38. A. follow up     | B. move through   | C. fit into      | D. check into     |
| 39. A. cost          | B. balance        | C. expenditure   | D. cheque         |
| 40. A. account       | B. money          | C. bill          | D. payment        |

## 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

be closely linked to

take on

cater to

step in

fascinated with

come into service

fall into

gain a reputation for

fit into

41. The notion of tourism \_\_\_\_\_ the idea of the Grand Tour, which spanned the 16<sup>th</sup> to 19<sup>th</sup> centuries.
42. Founded in Hawaii in 1951, PATA \_\_\_\_\_ already \_\_\_\_\_ its outstanding accomplishment among similar world organizations.
43. Studies of the travel literature indicate that travel motivations can well \_\_\_\_\_ Maslow's hierarchy of needs model.
44. With the coming of air transport and the development of the package tour business, travel retailers \_\_\_\_\_ a new role.
45. Package tour brochures can be described as \_\_\_\_\_ three categories: shell folders, umbrella brochures and regular tour brochures.
46. Since the first commercial jet \_\_\_\_\_ in the early 1950s, seat cost per passenger kilometer has fallen.
47. After the Second World War, motels, motor hotels, resort hotels, and convention hotels have evolved to \_\_\_\_\_ the varied needs of the travelling public.
48. It is easy to \_\_\_\_\_ cultural decline \_\_\_\_\_ the impact of tourism, whereas it is likely to be as much a factor of increasing technology and mass communication.
49. Spain experienced massive over-development along its shorelines on the east coast until the government \_\_\_\_\_ to stop this exploitation.
50. Many foreign visitors \_\_\_\_\_ Chinese society and want to discover and learn more about it.

**V. Phrase translation: (1×20=20)**

**Part One**

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

- |                                      |                                     |
|--------------------------------------|-------------------------------------|
| 51. tailor-made service              | 52. contracting countries           |
| 53. passengers on board cruise ships | 54. exotic and unusual holiday      |
| 55. source of revenue                | 56. at the disposal of the operator |
| 57. subsidized exchange rates        | 58. preferential polices            |
| 59. cross-border travel              | 60. non-commodity currency          |

**Part Two**

**Directions: Translate the following into English.**

- |             |             |
|-------------|-------------|
| 61. 外汇收入    | 62. 旅游胜地    |
| 63. 国际短程游览者 | 64. 过境旅游者   |
| 65. 旅游动机    | 66. 重要的营销工具 |
| 67. 载客率     | 68. 无形收入    |
| 69. 冲动购买    | 70. 专项旅游    |

**VI. Passage translation: (10×2=20)**

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

71. Why do people select one transportation mode over another for their business and pleasure/personal trips? Many theories have been put forward on mode selection decision processes. Most theorists, however, consistently identify availability, frequency, cost/price, speed/time, and comfort/luxury as the mode decision variables. Other factors that have been suggested are safety, convenience, ground services, terminal facilities and locations, status and prestige, and departure and arrival times. People in different segments of the travel market place varying degrees of value or utility on these criteria. For example, a business traveler is unlikely to have the same value perceptions as a pleasure traveler. Speed/time and departure/arrival times may be all-important to the business traveler, while cost/price may be the pleasure traveler's first criterion.
72. In some sense, travel for sightseeing is a kind of comprehensive recreation. People travel to broaden their fields of vision, increase their knowledge, refresh and relax their bodies. The scenic spots attract tourists not only by beautiful natural and human landscapes, but also by modern entertainment facilities such as gymnasiums, billiard room, song and dance halls, swimming pools, etc. Concerts, acrobatic performance and theatrical performance are all loved by people. Those recreation parks built in the metropolis are very popular.