

全国 2016 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.**

- WTO defines Tourism as “tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than \_\_\_\_\_ for leisure, business and other purpose”.  
A. one consecutive year  
B. two consecutive years  
C. 6 consecutive months  
D. 18 consecutive months
- Standardization and \_\_\_\_\_ are very clear characteristics of package tours offered on a large scale.  
A. flexibility  
B. individuality  
C. richness  
D. rigidity
- The World Tourism Organization is located in \_\_\_\_\_.  
A. London, the U.K.  
B. Paris, France  
C. Madrid, Spain  
D. New York, the U.S.
- It is the task of the people in marketing to transform \_\_\_\_\_ by making the individual aware of his or her need deficiencies.  
A. wants into needs  
B. needs into wants  
C. motivation into action  
D. action into motivation



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)

As a reliable travel agency, we really do try to describe our centers and accommodation as realistically as possible. All our Super Centers and Main Centers have been extensively investigated during the winter season 1975-1976. As a result we have first-hand information on the way in which hotels, life networks and ski schools, etc. operate during the season. We have not been able to investigate, at first hand, all our Independent Centers during the last season but all have been visited during the past three seasons. Should you need any more information about these centers we will try to get it for you. Our American centers have been investigated on our behalf by United Airlines Tours Department and by the U. S. tour operators to offer you this novel program to the United States.

Where possible we have eliminated the use of superlatives from the text (possibly making our brochure less attractive to read than it might be) and have concentrated on as accurate a description as possible. Nevertheless you should bear in mind that your opinion and the opinion of our investigator might differ and there may be changes between the time of a visit by our investigator and the visit of one of our customers.

We trust that it is evident to you that we have done all in our power to eliminate misdescription and that there really is no question of misrepresentation on our part—either careless or otherwise. We welcome your constructive criticism—it is the best way we know of improving our brochures and our service. Although complaints are very expensive to handle, your complaint or criticism will be thoroughly investigated and a refund made if it is justified—none will be made if it isn't.

16. The firm claims that all its winter sports centers have been the recent target of \_\_\_\_\_.  
A. a program of personal visits  
B. intensive enquiries about facilities  
C. attempts to increase hotel accommodation  
D. an improved information service
17. The "Independent Centers" were personally inspected \_\_\_\_\_.  
A. the year before last  
B. three years ago  
C. between 1975 and 1976  
D. within the last three seasons
18. The program of tours to the United States appears to be \_\_\_\_\_.  
A. a new independent venture  
B. newly taken over by U. S. tour operations  
C. a new collaboration with U. S. travel firms  
D. organized by United Airlines

19. Their brochure would be more attractive to read, they say, if \_\_\_\_\_.  
A. it used fewer superlatives                      B. it were less truthful  
C. it eliminated description                      D. it were more encouraged
20. The firm's claim is that their program is improved by \_\_\_\_\_.  
A. helpful fault-finding by customers  
B. attractive description of the centers in every brochure  
C. a standard policy of prompt repayment  
D. careful control of the hotels

(2)

People living on parts of the south coast of England face a serious problem. In 1993, the owners of a large hotel and of several houses discovered, to their horror, that their gardens had disappeared overnight. The sea had eaten into the soft limestone cliffs on which they had been built. While experts were studying the problem, the hotel and several houses disappeared altogether, sliding down the cliff and into the sea.

Erosion of the white cliffs along the south coast of England has always been a problem but it has become more serious in recent years. Dozens of homes have had to be abandoned as the sea has crept farther and farther inland. Experts have studied the areas most affected and have drawn up a map for local people, forecasting the year in which their homes will be swallowed up by the hungry sea.

Angry owners have called on the Government to erect sea defenses to protect their homes. Government surveyors have pointed out that in most cases, this is impossible. New sea walls would cost hundreds of millions of pounds and would merely make the waves and currents go further along the coast, shifting the problem from one area to another. The danger is likely to continue, they say, until the waves reach an inland area of hard rock which will not be eaten as limestone is. Meanwhile, if you want to buy a cheap house with an uncertain future, apply to a house agent in one of the threatened areas on the south coast of England. You can get a house for a knockdown price but it may turn out to be a knockdown home.

21. What is the cause of the problem that people living on parts of the south coast of England face?  
A. The disappearance of hotels, houses and gardens.  
B. The experts' lack of knowledge.  
C. The rising of the sea level.  
D. The washing-away of limestone cliffs.
22. The erosion of the white cliffs in the south of England \_\_\_\_\_.  
A. will soon become a problem for people living in central England  
B. has now become a threat to the local residents  
C. is quickly changing the map of England  
D. can be stopped if proper measures are taken

23. The experts' study on the problem of erosion can \_\_\_\_\_.
- lead to its eventual solution
  - provide an effective way to slow it down
  - help to prevent it from worsening
  - warn people whose homes are in danger
24. It is not feasible to build sea defenses to protect against erosion because \_\_\_\_\_.
- it is too costly and will endanger neighbouring areas
  - the government is too slow in taking action
  - they will be easily knocked down by waves and currents
  - house agents along the coast do not support the idea
25. According to the author, when buying a house along the south coast of England, people should \_\_\_\_\_.
- be aware of the competitive price
  - guard against being cheated by the house agent
  - take the quality of the house into consideration
  - examine the house and its surroundings carefully before making a decision

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.

It is always interesting to visit another country, especially for those who have never traveled abroad. Foreign 26 can be educational for anyone 27 he is interested enough to make preparations beforehand. Learning the language of a new country would be 28 for the traveler, but the benefits(好处) of such an effort would become clear at once 29 his arrival. It may not seem 30 to him when he comfortably stays at home, but knowing 31 to order a meal or rent a room is necessary for the newcomer in a strange place. Without knowing the language, it is very difficult for the stranger to 32 the people of the new country and their customs. Of course, in our small world, 33 is often possible to 34 someone who understands our own language, 35 this is only second-best for the traveler. To be sure, he can 36 places and things without the use of a language, but places and things are not the 37 of any country. To get the greatest benefit 38 a trip to another country, it is 39 important for the visitor to have an understanding of the 40.

- |                  |             |               |                |
|------------------|-------------|---------------|----------------|
| 26. A. travel    | B. tour     | C. country    | D. language    |
| 27. A. unless    | B. if       | C. although   | D. so          |
| 28. A. unusual   | B. easy     | C. difficult  | D. interesting |
| 29. A. after     | B. before   | C. for        | D. at          |
| 30. A. difficult | B. strange  | C. wonderful  | D. important   |
| 31. A. why       | B. who      | C. how        | D. when        |
| 32. A. recognize | B. find     | C. understand | D. believe     |
| 33. A. where     | B. which    | C. that       | D. it          |
| 34. A. find      | B. look for | C. select     | D. know        |

- |                  |             |          |             |
|------------------|-------------|----------|-------------|
| 35. A. therefore | B. however  | C. but   | D. although |
| 36. A. look at   | B. see      | C. know  | D. reach    |
| 37. A. mind      | B. head     | C. heart | D. matter   |
| 38. A. from      | B. in       | C. at    | D. to       |
| 39. A. much      | B. indeed   | C. also  | D. finally  |
| 40. A. language  | B. position | C. size  | D. citizen  |

## 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.

bring about	be embodied in
endow ... with ...	take hold
distribute ... to...	decide against
responsible for	give priority to
assist in	be entitled to

41. As a new global practice of flexible production, the travel and leisure industry \_\_\_\_\_ and rapidly outpaced the manufacturing sector in adopting flexible production.
42. The United States Travel and Tourism Administration is the prime government agency in the United States \_\_\_\_\_ the promotion of tourism.
43. The idea of self-esteem \_\_\_\_\_ such ideas as the need to exhibit strength, achievement, mastery, competence, and independence.
44. As a network of travel agents was in place, the airlines \_\_\_\_\_ setting up their own chain of direct sales offices in favor of appointing agents to handle their sales.
45. Operators must also establish a policy for their brochure distribution to the agents. If equal supplies of brochures \_\_\_\_\_ every agent, many copies will be wasted.
46. In a "frequent flyer" programs, passengers purchasing airline tickets \_\_\_\_\_ extra free travel, according to the mileage covered.
47. The increased popularity of the automobile \_\_\_\_\_ a more random pattern of travel movements, opened up new destinations and spurred the development of networks of new automobile-oriented facilities and services.

48. One of the primary responsibilities of a manager is to assemble a team to \_\_\_\_\_ running the hotel.
49. China, \_\_\_\_\_ a variety of tourism resources, witnesses an astonishing growth of tourism over the last decade.
50. To improve their national economy, the governments of many developing countries \_\_\_\_\_ the development of international tourism in their strategic tourism planning recently.

**V. Phrase translation: (1×20=20)**

**Part One**

*Directions: Translate the following into Chinese.*

- |                                |                                 |
|--------------------------------|---------------------------------|
| 51. august bodies              | 52. baggage checks              |
| 53. international excursionist | 54. economic recession          |
| 55. price inelastic            | 56. terminal facilities         |
| 57. a net deficit              | 58. tourism boom                |
| 59. nature preserves           | 60. all-inclusive package tours |

**Part Two**

*Directions: Translate the following into English.*

- |               |              |
|---------------|--------------|
| 61. 出境证明      | 62. 临时短期移民   |
| 63. 住宿和其他辅助设施 | 64. 口碑       |
| 65. 保险范围      | 66. 蓬勃发展的旅游业 |
| 67. 视觉污染      | 68. 烹饪艺术     |
| 69. 人口稠密的城市   | 70. 通货膨胀率    |

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

*Directions: Translate the following passages into Chinese.*

71. Along with the numerous opportunities, however, China will continue to encounter strong challenges. China's tourist industry is not as effective as it could be in the face of powerful international competition. Asia as a whole sees Europe and North America as its main tourist-generating markets. All of the tourist destinations in the region vie with each other for the same markets with similar products. Although China has many advantages in its diversity of tourist resources, these may not be brought into full play due to inadequate facilities, tight transportation, inflexible business operations, ineffective promotion, and undesirable service. Other Asian countries and areas are more competitive in this region owing to their successful economies, well-developed tourism infrastructure, quick access to information, flexible business operations, wide international connections, and effective promotion with the help of powerful regional tourist associations.

72. With the increase in the number of tourists to resort areas, the demand for accommodation was on the rise, especially in peak seasons. Increasingly, people found it difficult to make reservations from year to year to obtain space in a popular hotel at a certain time of the year. In order to be guaranteed space, guests began prepaying for rooms for a specified time of the year ahead to ensure they would obtain the space they wanted at the hotel of their choice. As the concept of prepayment of hotel rooms grew, organizations were established to handle the coordination of this between the guests and the hotels.