

全国 2018 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.

1. There is great potential in China for specialized tourism, including adventure tourism, pilgrimage tourism and \_\_\_\_\_.  
A. ecotourism  
B. business tourism  
C. professional tourism  
D. leisure tourism
2. Tourism has the \_\_\_\_\_ to help bridge the psychological and cultural distances that separate people.  
A. potential  
B. profit  
C. benefit  
D. energy
3. Many mass tourism resort destinations suffer from \_\_\_\_\_, giving the landscape an unclean and untidy appearance.  
A. congestion  
B. litter  
C. theft  
D. crime
4. Domestic tourism usually consists of \_\_\_\_\_ travel activities conducted by citizens within their own country.  
A. medical  
B. adventure  
C. leisure and business  
D. educational

5. In a \_\_\_\_\_ industry such as tourism, the greatest proportion of income is likely to be in wages and salaries.
  - A. capital-intensive
  - B. technology-intensive
  - C. labor-intensive
  - D. population-intensive
6. The director of sales is called upon to make more decisions affecting not only present but future \_\_\_\_\_ than any other department head.
  - A. benefit
  - B. receipt
  - C. earnings
  - D. cost
7. The Grand Tour is a tour of certain cities in Western Europe undertaken primarily for \_\_\_\_\_.
  - A. education
  - B. health
  - C. business
  - D. medicine
8. Amtrak has the sole national responsibility for marketing and providing \_\_\_\_\_ passenger rail transportation.
  - A. intercity
  - B. intercontinental
  - C. international
  - D. intercultural
9. The WTO is an official \_\_\_\_\_ organization to the United Nations and has a variety of objectives.
  - A. executive
  - B. legislative
  - C. consultative
  - D. administrative
10. Standardization and rigidity are very clear characteristics of \_\_\_\_\_ tours offered on a large scale.
  - A. international
  - B. inbound
  - C. package
  - D. business
11. Large travel agencies will have their \_\_\_\_\_ designed and prepared in their own advertising department.
  - A. brochures
  - B. documents
  - C. reports
  - D. programs
12. New tourism is a phenomenon of large-scale packaging of \_\_\_\_\_ leisure services at competitive prices to suit the demands of tourists as well as the needs of destinations.
  - A. standardized
  - B. nonstandardized
  - C. mass-produced
  - D. identical
13. The WTO has suggested several \_\_\_\_\_ for domestic tourism definitions.
  - A. guidelines
  - B. regulations
  - C. policies
  - D. facilities
14. Tourism may be defined as the sum of the phenomena and relationship arising from the \_\_\_\_\_ of tourists, business suppliers, host governments and host communities.
  - A. intersection
  - B. interval
  - C. interaction
  - D. intelligence
15. Increases in net discretionary incomes and improved educational standards increased interest in foreign \_\_\_\_\_.
  - A. environments
  - B. lands and culture
  - C. people
  - D. work places

## 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)

Culture is one of the most challenging elements of the international marketplace. This system of learned behavior patterns characteristic of the members of a given society is constantly shaped by a set of dynamic variables: language, religion, values and attitudes, manners and customs, aesthetics, technology, education, and social institutions. To cope with this system, an international manager needs both factual and interpretive knowledge of culture. To some extent, the factual knowledge can be learned; its interpretation comes only through experience.

The most complicated problems in dealing with the cultural environment stem from the fact that one cannot learn culture — one has to live it. Two schools of thought exist in the business world on how to deal with cultural diversity. One is that business is business the world around, following the model of Pepsi and McDonald's. In some cases, globalization is a fact of life; however, cultural differences are still far from converging.

The other school proposes that companies must tailor business approaches to individual cultures. Setting up policies and procedures in each country has been compared to an organ transplant; the critical question centers around acceptance or rejection. The major challenge to the international manager is to make sure that rejection is not a result of cultural myopia (目光短浅) or even blindness.

Fortune examined the international performance of a dozen large companies that earn 20 percent or more of their revenue overseas. The internationally successful companies all share an important quality: patience. They have not rushed into situations but rather built their operations carefully by following the most basic business principles. These principles are to know your adversary, know your audience, and know your customer.

16. According to the passage, which of the following is **TRUE**?
- A. All international managers can learn culture.
  - B. Business diversity is not necessary.
  - C. Views differ on how to treat culture in business world.
  - D. Most people do not know foreign culture well.

17. According to the author, the model of Pepsi \_\_\_\_\_.  
A. is in line with the theories of the school advocating business is business the world around  
B. is different from the model of McDonald's  
C. shows the reverse of globalization  
D. has converged cultural differences
18. The two schools of thought \_\_\_\_\_.  
A. both propose that companies should tailor business approaches to individual cultures  
B. both advocate that different policies be set up in different countries  
C. admit the existence of cultural diversity in business world  
D. admit the converging of cultural difference
19. This article is supposed to be most useful for those \_\_\_\_\_.  
A. who are interested in researching the topic of cultural diversity  
B. who have connections to more than one type of culture  
C. who want to travel abroad  
D. who want to run business on international scale
20. According to Fortune, successful international companies \_\_\_\_\_.  
A. earn 20 percent or more of their revenue overseas  
B. all have the quality of patience  
C. will follow the overseas local cultures  
D. adopt the policy of internationalization

## (2)

Without proper planning, tourism can cause problems. For example, too many tourists can crowd public places that are also enjoyed by the inhabitants of a country. If tourists create too much traffic, the inhabitants become annoyed and unhappy. They begin to dislike tourists and to treat them impolitely. They forget how much tourism can help the country's economy.

It is important to think about the people of a destination country and how tourism affects them. Tourism should help a country keep the customs and beauty that attract tourists. Tourism should also advance the well-being of local inhabitants.

Too much tourism can be a problem. If tourism grows too quickly, people must leave other jobs to work in the tourism industry. This means that other parts of the country's economy can suffer.

On the other hand, if there is not enough tourism, people can lose jobs. Businesses can also lose money. It costs a great deal of money to build large hotels, airports, air terminals, first-class roads, and other support facilities needed by tourist attractions. For example, a major international-class tourism hotel can cost as much as 50 thousand dollars per room to build. If this room is not used most of the time, the owners of the hotel will lose money.

Building a hotel is just a beginning. There must be many support facilities as well, including roads to get to the hotel, electricity, sewers to **handle** waste, and water. All of these support facilities cost money. If they are not used because there are not enough tourists, jobs and money are lost.

21. Which of the following has most probably been discussed in the paragraph that goes before the passage?
- A. It is extremely important to develop tourism.
  - B. Building roads and hotels is essential.
  - C. Support facilities are highly necessary.
  - D. Planning is of great importance to tourism.
22. Too much tourism can cause all these problems **EXCEPT** \_\_\_\_\_.
- A. a bad impact on other industries
  - B. a change of tourists' customs
  - C. overcrowdedness of places of interest
  - D. pressure on traffic
23. Not enough tourism can lead to \_\_\_\_\_.
- A. an increase of unemployment
  - B. a decrease in tourist attractions
  - C. the higher cost of support facilities
  - D. a rise in price and a fall in pay
24. It is good for local people to be well aware that tourism will \_\_\_\_\_.
- A. use up a large amount of water
  - B. weaken their economy
  - C. help establish their traditions
  - D. help improve their life
25. The word "**handle**" in the last paragraph line 2 most probably means \_\_\_\_\_.
- A. carry away
  - B. pick up
  - C. get in
  - D. take down

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.

Shopping habits in the United States have changed greatly in the last quarter of the 20<sup>th</sup> century. 26 in the 1900s most American towns and cities had a Main Street. Main Street was always in the heart of a town. This street was 27 with many various stores on both sides. Here, shoppers walked into stores to look at all sorts of merchandise: clothing, furniture, hardware, and groceries. 28, some shops offered 29. These shops included drugstores, restaurants, and barber or hairdressing shops. But in the 1950s, a change began to 30. Too many automobiles had crowded into Main Street 31 too few parking places were available to shoppers. Because the streets were crowded, merchants began to look with interest at the open spaces 32 the city limits. Open space was what their car-driving customers needed. And open space was what they got 33 the first shopping centre was built. Shopping centers, or rather malls, 34 as a collection of small new stores 35 crowded city centers. 36 by hundreds of free parking space, customers were drawn away from 37 areas to suburb malls. And the growing popularity of shopping centers led 38 to the building of bigger and better stocked stores. 39 the late 1970s, many shopping malls had almost developed into small cities themselves. In addition to providing the convenience of one-stop shopping, malls were changed into landscaped parks, 40 seats, fountains, and outdoor entertainment.

- |     |                    |               |                   |                     |
|-----|--------------------|---------------|-------------------|---------------------|
| 26. | A. As early as     | B. Earlier as | C. Early as       | D. Earlier          |
| 27. | A. built           | B. designed   | C. intended       | D. lined            |
| 28. | A. Apart from      | B. However    | C. In addition    | D. As well          |
| 29. | A. medical care    | B. food       | C. cosmetics      | D. services         |
| 30. | A. be taking place | B. take place | C. be taken place | D. have taken place |
| 31. | A. while           | B. yet        | C. though         | D. and then         |
| 32. | A. over            | B. from       | C. away           | D. outside          |
| 33. | A. when            | B. while      | C. since          | D. then             |
| 34. | A. started         | B. founded    | C. set up         | D. organized        |
| 35. | A. out of          | B. away from  | C. next to        | D. near             |
| 36. | A. Attracted       | B. Surprised  | C. Delighted      | D. Enjoyed          |
| 37. | A. inner           | B. outer      | C. circle         | D. downtown         |

38. A. on                                      B. in turn                                      C. by turns                                      D. further  
 39. A. By                                        B. During                                      C. In    D. Towards  
 40. A. because of                              B. and    C. with    D. provided

## 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.**

protect from	put together
participate in	spring up
remove from	come into contact with
link to	associated with
give priority to	impose on

41. In his job as a tour guide, he \_\_\_\_\_ many foreigners.  
 42. Many companies now have \_\_\_\_\_ the workers' income \_\_\_\_\_ the result of their work.  
 43. Please \_\_\_\_\_ mud \_\_\_\_\_ your shoes.  
 44. We shall \_\_\_\_\_ the problems requiring immediate attention at the meeting.  
 45. She doesn't know how to \_\_\_\_\_ a sentence \_\_\_\_\_ properly in English.  
 46. She often tries to \_\_\_\_\_ her wishes \_\_\_\_\_ others.  
 47. When I was a little girl, I often \_\_\_\_\_ nurses \_\_\_\_\_ injections and pain.  
 48. People spending holidays on a beach often wear dark glasses to \_\_\_\_\_ their eyes \_\_\_\_\_ the sun.  
 49. High-rise buildings have \_\_\_\_\_ all over Shanghai.  
 50. The municipality decided not to \_\_\_\_\_ the financing of the new stadium, but to leave the fund-raising entirely to private enterprises.

V. **Phrase translation: (1%×20=20%)**

**Part One**

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

- |                        |                          |
|------------------------|--------------------------|
| 51. need deficiency    | 52. insurance coverage   |
| 53. cruise lines       | 54. preferential policy  |
| 55. customer complaint | 56. impenetrable barrier |
| 57. motor coach        | 58. in-flight magazine   |
| 59. management knowhow | 60. customized service   |

**Part Two**

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

- |             |           |
|-------------|-----------|
| 61. 豪华市场    | 62. 往返旅行  |
| 63. 沙丘      | 64. 人事部主任 |
| 65. 计算机预订系统 | 66. 工艺美术  |
| 67. 客房部     | 68. 旅游动机  |
| 69. 航空公司    | 70. 旅游零售商 |

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

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

71. There are many benefits of online services to travelers. The amount of free information is huge and it can be reached anytime from any place. Big discounts can be found, especially if you have time and patience. You can take imaginative trips and get the feeling of being there, which will help you enjoy virtual trips. You do not have to go to the travel agency and you have lots of fun. Internet is a resource for consumers to find travel information. It can be used as a reference tool to communicate with customers or other professionals, or as an advertising medium to sell travel products. Some travel websites offer travel-related information as well as links to other sites that provide information like maps, travel industry news, travel warnings, and destination information.
72. Nowadays, the package tour is one of the fastest growing parts of the travel industry. One of the reasons is that many people don't have the time to plan a tour for themselves. They prefer somebody else to make the decisions and the arrangements. Tour packages can offer travelers prearranged transportation, accommodations, meals, and other vacation preparations — all at a predetermined price. In addition, they can help tourists get rid of unhappy troubles and experiences during the journey and usually provide significant cost savings as well. Different suppliers provide several travel components in a package tour: transportation, accommodations, sightseeing tours and other related services.