

全国 2019 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. Which of the following is **NOT** the four different perspectives of tourism which are vital to the development of a comprehensive definition?
A. The host community.
B. The government of the host community or area.
C. The tourists.
D. The tourist attractions.
2. The first Cook Hotel was established at _____ in 1887.
A. Paris B. London C. Luxor D. Rome
3. _____ is a regional international organization.
A. OECD B. WTO C. IATA D. ICAO
4. The passengers of cruise ships are usually considered _____.
A. international travelers B. excursionists
C. commuters D. migrant tourists

5. The development of bus and coach tours and railway excursions has had their greatest impact on those _____.
- A. with high incomes
B. with middle incomes
C. with limited incomes
D. with no incomes
6. The characteristics of business travel exclude being _____.
- A. of low standard
B. price inelastic
C. non-seasonal
D. big-city orientated
7. Most travel principals sell their products to consumers through the medium of _____.
- A. tour wholesalers
B. travel agents
C. hotels
D. advertising agents
8. The three categories of package tour brochures include the following **EXCEPT** _____.
- A. shell folders
B. umbrella brochures
C. leaflets
D. regular tour brochures
9. Which of the following description is **NOT** the characteristic of scheduled services?
- A. They operate on defined route.
B. They vary with passenger load factors.
C. They operate on a published timetable.
D. They operate on domestic or international routes.
10. The most stimulant in the 19th and early 20th centuries to vacations within the US, Canada and Europe was _____.
- A. the automobile
B. the aircraft
C. the steamship
D. the train
11. Hospitality became a business venture in 1282 when a group of innkeepers in _____ was incorporated as a guild and licensed to sell wine.
- A. Paris, France
B. London, Britain
C. Florence, Italy
D. Rome, Italy
12. The lifeblood of the organization of a hotel is _____.
- A. the sales department
B. the rooms department
C. the accounting department
D. the engineering department

13. The economic effects of tourism are usually categorized into four groups including the effect _____.
A. on income, on employment, on the area's balance of payments with the outside world, and on investment and development
B. on wages and salaries, on interest, on rent, and on profits
C. on wages and salaries, on interest, on the area's balance of payments with the outside world, and on investment and development
D. on income, on employment, on rent, and on profits
14. The impact of tourism on values and norms includes the following **EXCEPT** _____.
A. changes in family structures and values
B. adoption of servile attitudes towards tourists
C. dominance of leisure time by Western television
D. an increase in criminality
15. The degree of congestion which tourists will tolerate before the site begins to lose its appeal is called _____.
A. the psychological capacity
B. the physical capacity
C. the safe capacity
D. the ecological capacity

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)

Step right up and prove why you should get a one-way ticket to Mars! Well, wait —you might want to know a little more about the venture first.

A Dutch company called Mars One began looking Monday for volunteer astronauts to fly to Mars. Departure for the Red Planet is scheduled for 2022, landing seven months later in 2023.

The space travelers will return...never. They will finish out their lives on Mars, representatives from the nonprofit said. "It's likely that there will be a crematorium (火葬场)," said CEO Bas Lansdorp. "It's up to the people on Mars to decide what to do with their death."

Still, the company said it has received more than 10,000 e-mails from interested

would-be *spacefarers*.

The one-way ticket makes the mission possible because it greatly reduces costs, and the technology for a return flight doesn't exist, according to Mars One's website. At a news conference, Lansdorp maintained that "no new inventions are needed to land humans on Mars."

The biggest obstacles, he said, are financial. The company has revealed some of its sponsors and hopes to gain more via media coverage. It's not clear whether enough money will be collected in time. There are also practical issues: Can the kinks in having a sustainable system for people to survive in such a harsh environment be worked out by 2023?

"Questions of reliability and *robustness* have to be answered before we leave Earth," said Grant Anderson of Paragon Space Development Corporation, which builds life-support systems and is joining the Mars One effort.

16. Which of the following statements is **NOT** true according to the passage?

- A. Mars One is a company from Holland.
- B. The journey from the earth to Mars may last for seven months.
- C. The astronauts will live forever on Mars.
- D. This is a one-way journey from the earth to Mars.

17. The word "*spacefarers*" in Paragraph 4 is closest in meaning to _____ .

- A. space travelers
- B. space builders
- C. space flyers
- D. space designers

18. The most difficult part of the program is that _____ .

- A. they haven't discovered the way to land humans on Mars
- B. they haven't found the technology for the return flight
- C. the program costs too much
- D. they haven't received much fund from their sponsors and other sources

19. What are the practical issues of the program?

- A. How to get enough money in time?
- B. How do people live on Mars sustainably?
- C. How to keep the environment sustainable?
- D. How to make the program reliable?

20. The word "*robustness*" in the last paragraph is closest in meaning to _____ .

- A. health
- B. safety
- C. comfort
- D. sustainability

(2)

The discovery that language can be a barrier to communication is quickly made by all who travel, study, govern or sell. Whether the activity is tourism, research, government, policing, business or data dissemination, the lack of a common language can severely *impede* progress or can halt it altogether.

Although communication problems of this kind must happen thousands of times each day, very few become public knowledge. Publicity comes only when a failure to communicate has major consequences, such as strikes, lost orders, legal problems or fatal accidents—even, at times, war. One reported instance of communication failure took place in 1970, when several Americans ate a species of poisonous mushroom and two of them died because of no remedy. In fact, a treatment for this case had been successfully used in 1959 and published in 1963. Why had the American doctors not heard of it seven years later? Presumably because the report of the treatment had been published only in journals written in European languages other than English.

Several comparable cases have been reported. But isolated examples do not give an impression of the size of the problem—something that can come only from studies of the use or avoidance of foreign-language materials and contacts in different communicative situations. In the English-speaking scientific world, for example, surveys of books and documents consulted in libraries and other information agencies have shown that very little foreign-language material is ever consulted.

The language barrier presents itself in stark form to firms who wish to market their products in other countries. British industry, in particular, has in recent decades often been criticized for its linguistic *insularity*—for its assumption that foreign buyers will be happy to communicate in English. A similar problem was identified in other English-speaking countries, notably the USA, Australia and New Zealand. And non-English speaking countries were by no means exempt—although the widespread use of English as an alternative language made them less open to the charge of insularity.

The criticism and publicity given to this problem since the 1960s seems to have greatly improved the situation. Industrial training schemes have promoted an increase in linguistic

and cultural awareness. Many firms now have their own translation services. Some firms run part-time language courses in the languages of the countries with which they are most involved. It is now much more readily appreciated that marketing efforts can be delayed, damaged or disrupted by a failure to take account of the linguistic needs of the customer.

21. Which of the following words can be best used to replace the word “*impede*” in the first paragraph?
- A. stop B. hinder C. inhabit D. obstacle
22. Which of the following statements is true according to Paragraph 2?
- A. Few people know that language can be communication problems.
B. Communication failure may lead to severe consequences such as war.
C. Two Americans died because there was no treatment for such illness in the world.
D. The example shows that publicity in English is very important.
23. We can infer from Paragraph 3 that _____ .
- A. the scientific world only speaks English
B. books and documents are mostly written in English
C. English-speaking scientists rarely consult foreign-language materials
D. The study of these comparable cases is very important
24. The word “*insularity*” in Paragraph 4 is closest in meaning to _____ .
- A. openness B. inclusiveness
C. narrowness D. uniqueness
25. It will be a tendency for the companies to _____ according to the passage.
- A. provide more industrial training schemes
B. do more publicity work
C. design more linguistic courses to make money
D. improve the multilingual competence of their employees

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.

Each culture has its own form of acceptable greeting behavior, usually based on the level of formality found with the society. The rules of social distance etiquette (礼节) vary by culture. Africans, for example, are far less 26 in their greetings than Europeans. Expect a warm physical greeting, an extended handshake or a hand on the shoulder in most African cultures. Also expect to be 27 how your trip was and how your family is doing. The tradition of long greetings stems 28 the time when Africans once walked miles to visit neighboring villages on social calls. On the arrival, a gushing (说话滔滔不绝的) greeting was considered the 29 a villager could do for a traveler. Don't be impatient with such long tedious 30 and don't hurry things along. Rather, get into the spirit and 31 that the person you came to see is prepared to take the time to sincerely 32 about your welfare.

In Argentina, greetings are usually effusive (过分热情的) with plenty of hugging and 33, not unlike the French faire la bise (kiss on both cheeks). This is even the 34 in business greetings, unless they are of a highly formal nature. In Argentina, men kiss women, women kiss women, but men do not kiss man. By 35 the Chinese way of greeting shuns the physical touch. It is 36 a nod or a slight bow. 37, when dealing with individuals from cultures where more direct physical contact is the norm, e.g. a handshake, the Chinese will 38 and shake hands. Don't interpret a soft handshake or lack of eye contact 39 a sign of weakness or lack of aggression. It simply means that your colleague is not 40 to physical contact when greeting a stranger.

- | | | | |
|--------------------|----------------|----------------|-----------------|
| 26. A. structured | B. indulged | C. involved | D. occupied |
| 27. A. assured | B. believed | C. thought | D. asked |
| 28. A. by | B. from | C. with | D. to |
| 29. A. least | B. most | C. best | D. worst |
| 30. A. expedition | B. excerpt | C. exchange | D. excursion |
| 31. A. enjoy | B. appreciate | C. like | D. love |
| 32. A. interrogate | B. question | C. investigate | D. inquire |
| 33. A. touching | B. patting | C. contacting | D. kissing |
| 34. A. case | B. instance | C. example | D. illustration |
| 35. A. itself | B. chance | C. turn | D. contrast |
| 36. A. generally | B. actually | C. specially | D. particularly |
| 37. A. Therefore | B. Furthermore | C. However | D. Thus |
| 38. A. acquaint | B. adapt | C. addict | D. adhere |
| 39. A. into | B. to | C. about | D. as |
| 40. A. linked | B. compared | C. used | D. engaged |

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 phrases given below on the ANSWER SHEET. Make some changes if necessary.

benefit from	tend to
satisfied with	coupled with
cope with	derive from
vital to	confined to
lead to	similar to

41. He doesn't know how to _____ the pressure of modern city life.
42. His computer is _____ mine.
43. Working hard, _____ lack of sleep, made him weak.
44. Their co-operation is _____ the success of the company.
45. We cannot afford a mistake like that. It will perhaps _____ disastrous consequences.
46. Many guests are not _____ the low efficiency of this hotel.
47. If a wild animal is _____ a cage for a long time, it will become listless.
48. He enjoys traveling because he can always _____ pleasure and relaxation _____ it.
49. The small town seems to have _____ a lot _____ the rapid development of tourism.
50. Due to the backward management, the hotel is losing money. You must find a new manager to _____ the business.

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

Part One

Directions: Translate the following into Chinese on the ANSWER SHEET.

51. recreation vehicle
52. round trip
53. market-oriented reform
54. en route
55. need deficiency
56. resort hotel
57. resident manager
58. subsidized exchange rate
59. deep-seated tradition
60. load factor

Part Two

Directions: Translate the following into English on the ANSWER SHEET.

61. 硬通货
62. 目标市场
63. 旅游资源
64. 运载能力
65. 商业饭店
66. 人事部主任
67. 游艺室
68. 规模经济
69. 统计专家
70. 行李票

VI. Passage translation: (10%×2=20%)

Directions: Translate the following passages into Chinese on the ANSWER SHEET.

71. As well as income, tourism creates employment. Some jobs are found in travel agencies, tour operators and other intermediaries supplying services in the generating areas, but the bulk of jobs are created in the tourist destinations themselves, ranging from hotel staff to deck-chair attendants, from excursion booking clerks to cleaners in the stately home open to the public. A very large number of these jobs are seasonal so that tourism's contribution to full-time employment is considerably less than its contribution to "job-hours." The multiplier which works for income also works for employment. If tourists stay at a destination, jobs are directly created in the tourism industry there. These workers and their families require their own goods, services, education and so on, giving rise to further indirectly created employment in shops, pubs, schools and hospitals.
72. Although considered the most biologically diverse ecosystem in the world, coral reefs (珊瑚礁) are declining rapidly due to overuse, pollution, and warming temperatures. In recent years, the negative impacts of sunscreen (防晒霜) on coral reefs have also raised alarm. While slathering up (涂上厚厚一层) is important if you're going to be at the beach all day, many people don't realize that thousands of tons of sunscreen wash off our bodies and into the ocean every year. Once in the water, certain chemicals in sunscreen negatively interact with the surrounding environment. These chemicals have been shown to inhibit coral growth, disrupt coral reproduction, and promote coral viruses.