全国 2021 年 4 月高等教育自学考试

旅游英语选读试题

课程代码:00837

- 1. 请考生按规定用笔将所有试题的答案涂、写在答题纸上。
- 2. 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。

选择题部分

注意事项:

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: $(1\% \times 15=15\%)$

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 may be defined as the sum of the pheno	mena and relationships arising from the
	interaction of tourists,, host govern	ments, and host communities.
	A. travel agents	B. business suppliers
	C. tour guides	D. attraction providers
2.	Mass tourism is a phenomenon of large-scale pa	ckaging of standardized leisure services
	atprices for sale to a mass clientele	
	A. fixed	B. fair
	C. floating	D. competitive
3.	The WTO is a(n)organization.	
	A. national	B. international
	C. regional	D. continental
4.	There has been less progress towards	_on definitions of domestic travel than
	for international travel.	
	A. attitude	B. understanding
	Concensus	D reflection

•	to refleve tension can be seen as seeking to	
A. the need of safety	B. the need of basic physiology	
C. the need of self-actualization	D. the need of esteem	
The WTO defines a domestic	_as a visitor traveling in his country of residence	
for different purposes, but who stays less than 24 hours at the destination.		
A. excursionist	B. tourist	
C. visitor	D. traveler	
Thomas Cook originated as a	_, only expanding later to retail travel services.	
A. tour wholesaler	B. tour operator	
C. travel agent	D. travel dealer	
Tourism is a(n)product which customers are obliged to purchase without		
having the opportunity to inspect it, and o	often from a base of very inadequate knowledge.	
A. intangible	B. tangible	
	D. visible	
Airlines operating on major routes between "hub" airports within a country are referred to		
as		
•	B. trunk route airlines	
	D. commuter airlines	
may be all-important to the business traveler.		
·	B. Cost/price	
•	D. Safety/protection	
	B. Trade	
C. Religion	D. Migration	
The lifeblood of the organization refers to	the	
A. sales department	B. accounting department	
C. personnel department	D. food and beverage department	
The largest lodging chain in the world is		
A. Hilton	B. Sheraton	
C. Holiday Inn	D. Ramada	
What is meant by "airport art"?		
A. It refers to the mass production of poorly crafted works.		
B. It refers to the crafted works sold in airport.		
C. It refers to the crafted works exported to other countries by air.		
D. It refers to the crafted works which are expensive and less creative.		
	A. the need of safety C. the need of self-actualization The WTO defines a domestic_ for different purposes, but who stays less A. excursionist C. visitor Thomas Cook originated as a A. tour wholesaler C. travel agent Tourism is a(n)product wh having the opportunity to inspect it, and of the composition of product who in the composition of poore in the c	

- 15. The entire tourism industry rests on a base of ______.
 A. service industry B. safety of the destinations
 C. natural resources D. environment protection
- II. Reading comprehension: $(2\% \times 10=20\%)$

Directions: Read the following passages. Make your proper choices and blacken the corresponding letter A, B, C or D on the ANSWER SHEET.

(1)

Haven't been to Las Vegas yet? You're in a crowd that's getting smaller all the time. Last year, 800, 000 Asians made the pilgrimage to the neon Mecca in the Nevada desert. Led by the Japanese, Asian travelers make up Vegas's largest overseas market. JAL now runs five non-stop flights weekly from Tokyo. While there's no direct service from other Asian cities, remember that Vegas is less than an hour's flight from Los Angeles.

What makes Vegas such a draw for people from this part of the world? Perhaps residents of Asia's **sprawling** mega-cities appreciate its compactness: Vegas lets you combine gambling, flashy culture and theme park in one heck of a holiday. And then there are those otherworldly hotels, the buildings that look as if they've been transported to Vegas in a time machine. The latest in this long, gaudy line is 760 million in Paris, which includes a 50-story reproduction of the Eiffel Tower, a two-thirds scale replica of the Arc de Trimophe and cobble-stoned streets lined with fancy boutiques. The only things missing from the full Paris experience are surely waiters and overflowing gutters. Another new resort, Mandalay Bay, is built in the shape of upright bars of gold bullion and attempt to conjure up a semi-imaginary locale that is part Bali.

Aside from the arresting architecture, what makes these hotels interesting is their affordability. "High season" here is every Thursday, Friday and Saturday, so the best time to get a good price on a posh room is mid-week. At the deluxe Four Seasons, the only property in town without a casino, low-tide rates start at a modest 195 US dollars for a standard room, and Bellagio can house you for as little as 139 US dollars. At peak time, those prices can double.

What can you do in Vegas besides gamble? Plenty. In less than four hours you can be whisked from your hotel to the Grand Canyon via helicopter and enjoy a champagne picnic down on the canyon floor. Then there's world class shopping: Vegas retailer rival anything offered by their counterparts on ritzy Fifth Avenue or Rodeo Drive.

16. Which Asian country is the biggest source market for Las Vegas?

A. Japan B. Mecca

C. Malaysia D. China

17. The word "sprawling" in the second paragraph is closest in meaning to		s closest in meaning to	
	A. developing tidily	B. developing randomly	
	C. spreading rationally	D. extending endlessly	
18.	Las Vegas attracts Asian tourists because of the following reasons EXCEPT that		
	A. tourists can enjoy different kinds of entertainment activities in one holiday		
	B. buildings in Vegas are very compact		
	C. tourists can stay in hotels of exotic tastes		
	D. the price of the hotel in Vegas is reasonable in off seasons		
19.	Tourists can do a lot of activities in Vegas such as		
	A. gambling, touring in Canyon, shopping on the Fifth Avenue		
	B. going to casino, picnic on Grand Canyon, shopping on Rodeo Drive		
	C. gambling, enjoying diverse cultures, going to Bali resort		
	D. gambling in casino, going shopping in Vegas fancy streets, taking a tour to Canyon		
20.	What is the best title for this passage?		
	A. Living in Las Vegas	B. Dining in Las Vegas	
	C. Entertaining in Las Vegas	D. Shopping in Las Vegas	

(2)

For centuries, in the countries of South and Southeast Asia the elephant has been an intimate part of the culture, economy and religion, and nowhere more so than in Thailand. Unlike its African cousin, the Asian elephant is easily domesticated (驯化). The rare so-called white elephants have actually lent the authority of kingship to its rulers and until the 1920s the national flag was a white elephant on a red background. To the early Western visitors the country's romantic name was "Land of the White Elephant".

Today, however, the story is very different. Out of work and out of land, the Thai elephant struggles for survival in a nation that no longer needs it. The elephant has found itself more or less abandoned by previous owners who have moved on to a different economic world and a westernized society. And while the elephant's problems began many years ago, now it rates a very low national priority.

How this reversal from national icon (圣像) to neglected animal came about is a tale of worsening environmental and the changing lives of the Thais themselves. According to Richard Lair, Thailand's expert on the Asian elephant and author of the report Gone Astray, at the turn of the century there may well have been as many as 100,000 domestic elephants in the country. In the north of Thailand alone it was estimated that more than 20,000 elephants were employed in transport, 1,000 of them alone on the road between the cities of Chiang Mai and Chiang Saen. This was at a time when 90 percent of Thailand was still forest—a habitat (栖息地) that not only supported the animals but also made them necessary to carry goods and people. Nothing ploughs through dense forest better than a

massive but sure-footed elephant.

By 1950 the elephant population had dropped to a still substantial 13,397, but today there are probably no more than 3,800, with another 1,350 roaming free in the national parks. But now, Thailand's forest covers only 20 percent of the land. This deforestation (采 伐森林) is the central point of the elephant's difficult situation, for it has effectively put the animals out of work. This century, as the road network grew, the elephant's role as a beast of burden declined.

21.	The Asian elephants differ from the African elephants in that		
	A. they are hard to tame	B. they are easy to tame	
	C. they live in a natural environment	D. they are white	
22.	Thailand was once called "Land of the White Elephant" because		
	A. white elephants are rarely seen and thus very special		
	B. white elephants have helped kings to gain the ruling authority		
	C. white elephants were once a national symbol		
	D. this name was so romantic that it was popular among visitors		
23.	The reasons behind the elephant problems include the following EXCEPT that		
	A. the elephants are no longer useful to their owners		
	B. the Thai people have changed their way of life		
	C. the area of forest has become smaller and smaller		
	D. the government doesn't give prior concern to the elephant		
24.	Which of the following statements is true about	the elephant population at various times?	
	A. There were 100,000 tamed elephants at the turn of the century.		
	B. 20,000 elephants were employed in transport in Thailand at the turn of the century.		
	C. By 1950 the elephant population in Thailand had been quite small.		
	D. Today the elephant population is estimated at 5,150.		
25.	The passage is most probably from		
	A. a travel magazine	B. a research report	
	C. a history book	D. an official announcement	

III. Cloze: $(1\% \times 15=15\%)$

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.

When a restaurant, hotel, street, town or city becomes "Insta-famous", it seems it's only a matter of time before overtourism <u>26</u>. The Alpine village of Hallstatt, nestled in Austria's Salzkammergut mountains in the district of Gmunden, knows this only too well: a cascade of chocolate-box buildings <u>27</u> by snow-capped mountains and lapped by crystalline water, it's straight out of a fairytale—and straight off your social media feed.

	reportedly reach some 10,000 visitors a day. Part of its appeal is that Hallstatt is rumored			
	be the 29 for Arendelle, the fictional setting of Disney's "Frozen" movies. And it's			
	of the village, built in the Guangdong province in 2011.			
Now, the village is trying to work out how to deal with the32 of v				e 32 of visitors. The
	first "Frozen" movie was 33 in 2013 but the village has been balancing on the edge of breaking point for some time. Still, as with any tourist hotspot, the influx of villagers a 34 . In 2019, Mayor Alexander Schuetz said that "the tourist dollar has become 35 part of the town's economy." It was Hallstatt getting added to UNESCO's World Heritage list in 1997 36 marked the start of the tourism influx.			
	Social media intensified the growth. The social media effect doesn't just _			ia effect doesn't just <u>37</u>
	visitors. Hallstatt	's tourism boards run	social-media based	advertising campaigns on
	Instagram and Fac	cebook.		
	In November 2019, a fire <u>38</u> some buildings on Hallstatt's waterfront, with mayor warning tourists <u>39</u> visiting. "The situation with tourism is very controvers			allstatt's waterfront, with the
				ourism is very controversial.
	It's equally a bles	sing and a curse for the	locals," says the ma	ayor. "On the one hand they
	have a large prof	it from tourism. But it	comes at a cost of	privacy and comfort." The
	solution is a 40	on "quality tourism"	with a new bus syst	em.
26.	A. comes out	B. follows behind	C. pops up	D. brings about
27.	A. surrounds	B. surrounding	C. surrounded	D. surround
28.	A. number	B. population	C. people	D. resident
29.	A. inspiration	B. motivation	C. stereotype	D. stimulus
30.	A. specially	B. uniquely	C. particularly	D. typically
31.	A. counterfeit	B. miniature	C. equivalence	D. replica
32.	A. influx	B. flow	C. flood	D. swarm
33.	A. displayed	B. issued	C. released	D. distributed
34.	A. blessing	B. curse	C. double-gain	D. double-edged sword
35.	A. incredible	B. indispensable	C. incompatible	D. indefinite
36.	A. that	B. which	C. what	D. when
37.	A. contribute to	B. track down	C. stem from	D. lead to
38.	A. wrecked	B. collapsed	C. removed	D. renovated
39.	A. about	B. of	C. for	D. against
40.	A. point	B. focus	C. concern	D. shift

The <u>28</u> of this UNESCO—protected spot is just 780, but its tourist numbers

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: $(1\% \times 10=10\%)$

Directions: Fill in the blanks with the proper phrasal verbs given below on the ANSWER SHEET. Make some changes if necessary.

		1		
	give rise to	persist in		
	come into service	distinguish from		
	have access to	conform to		
	endowed with	cut down		
	impose on	be accustomed to		
41.	Students in our university	the library during the vacation.		
42.	She often tries to her	wishes others.		
43.	We have to our expenses on food since we are going to buy a new flat.			
44.	The first commercial jet in the early 1950s.			
45.	Some people cannot red green.			
46.	I am well aware that we all one stereotype or another.			
47.	He the cold winter of Beijing.			
48.	Increases in incomes and leisure time the growing demand for tourism both a			
	home and abroad.			
	We must doing what is right and correcting what is wrong.			
50.	China is a variety of t	ourism resources.		
v.	Phrase translation: (1%×20	0=20%)		
	Part One			
	Directions: Translate the following into Chinese on the ANSWER SHEET.			
51.	august body	52. end objective		
53.	migrant worker	54. cutting corners		
55.	stand-by fare	56. banquet manager		
57.	chief accountant	58. impulse purchasing		
59.	generating area	60. preferential policy		

Part Two

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

61. 文化快餐

62. 商业饭店

63. 省会(城市)

64. 全面型的代理商

65. 文化旅游

66. 国际会议

67. 联合国

68. 自然风光

69. 丝绸之路

70. 硬通货

VI. Passage translation: $(10\% \times 2=20\%)$

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

- 71. Most countries appreciate the contribution that incoming tourism can make to their balance of payments account, particularly those countries with good tourism facilities but little other industrial or agricultural export potential. They therefore take steps through their national tourist offices to maximize their tourist receipts. The contribution of tourism receipts to total balance of payments receipts in Britain is around 6%. China ranked ninth in the world in terms of tourism dollars, with an earning of 8.7 billion US dollars in tourism turnovers in 1995, which accounted for 5% of the country's total export revenue of the year.
- 72. Everyone has a list of destinations they promise themselves to visit during their lifetime. People travel for endless reasons, whether it's to experience different cultures, see natural wonders of the world, or learn about heritage. All these ideas are exciting options, because in every situation, you will be exposed to something unfamiliar and life-changing. Every city, state, and country, has thousands of different things to offer. The places you will visit all have fascinating people, delicious different kinds of food you've never tried before, and unbelievable history that will blow your mind. Traveling will nevertheless change you and leave an imprint on the way you see the world no matter where you go.