

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% × 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 phenomena and relationships arising from the interaction of tourists, \_\_\_\_\_, host governments, and host communities.  
A. travel agents  
B. business suppliers  
C. tour guides  
D. attraction providers
2. Mass tourism is a phenomenon of large-scale packaging of standardized leisure services at \_\_\_\_\_ prices 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  
C. consensus  
D. reflection

5. Those who say they travel “to escape” or “to relieve tension” can be seen as seeking to satisfy\_\_\_\_\_.
- A. the need of safety  
B. the need of basic physiology  
C. the need of self-actualization  
D. the need of esteem
6. 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
7. Thomas Cook originated as a \_\_\_\_\_, only expanding later to retail travel services.
- A. tour wholesaler  
B. tour operator  
C. travel agent  
D. travel dealer
8. Tourism is a(n)\_\_\_\_\_product which customers are obliged to purchase without having the opportunity to inspect it, and often from a base of very inadequate knowledge.
- A. intangible  
B. tangible  
C. invisible  
D. visible
9. Airlines operating on major routes between “hub” airports within a country are referred to as \_\_\_\_\_.
- A. national flag-carriers  
B. trunk route airlines  
C. “feeder” airlines  
D. commuter airlines
10. \_\_\_\_\_may be all-important to the business traveler.
- A. Comfort/luxury  
B. Cost/price  
C. Speed/time  
D. Safety/protection
11. \_\_\_\_\_played an important role in the early history of hospitality.
- A. War  
B. Trade  
C. Religion  
D. Migration
12. The lifeblood of the organization refers to the\_\_\_\_\_.
- A. sales department  
B. accounting department  
C. personnel department  
D. food and beverage department
13. The largest lodging chain in the world is\_\_\_\_\_.
- A. Hilton  
B. Sheraton  
C. Holiday Inn  
D. Ramada
14. 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.

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% × 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 Triomphe 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





The 28 of this UNESCO—protected spot is just 780, but its tourist numbers reportedly reach some 10,000 visitors a day. Part of its appeal is that Hallstatt is rumored to be the 29 for Arendelle, the fictional setting of Disney’s “Frozen” movies. And it’s 30 popular among Asian tourists, fueled in part by the fact there’s a Chinese 31 of the village, built in the Guangdong province in 2011.

Now, the village is trying to work out how to deal with the 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 is a 34. In 2019, Mayor Alexander Schuetz said that “the tourist dollar has become an 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 37 visitors. Hallstatt’s tourism boards run social-media based advertising campaigns on Instagram and Facebook.

In November 2019, a fire 38 some buildings on Hallstatt’s waterfront, with the mayor warning tourists 39 visiting. “The situation with tourism is very controversial. It’s equally a blessing and a curse for the locals,” says the mayor. “On the one hand they have a large profit from tourism. But it comes at a cost of privacy and comfort.” The solution is a 40 on “quality tourism” with a new bus system.

- |                      |                   |                 |                       |
|----------------------|-------------------|-----------------|-----------------------|
| 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              |

## 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 on the ANSWER SHEET. Make some changes if necessary.

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 at home and abroad.
49. We must \_\_\_\_\_ doing what is right and correcting what is wrong.
50. China is \_\_\_\_\_ a variety of tourism resources.

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