

2023 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. Politicians view tourism as a(n) \_\_\_\_\_ factor in the economy of their jurisdictions.  
A. health            B. well-being        C. wealth            D. employment
2. Within modern times, the notion of tourism is closely linked to the idea of the “Grand Tour”, which spanned \_\_\_\_\_.  
A. the 16th to 19th centuries            B. the 16th to 18th centuries  
C. the 15th to 19th centuries            D. the 15th to 18th centuries
3. The WTO is an official consultative organization to the United Nations, and has the following objectives **EXCEPT** \_\_\_\_\_.  
A. to facilitate, in travel, people’s access to education and culture  
B. to encourage economic means to prevent unreasonable competition  
C. to improve the conditions of country dwellers and so to contribute to an expanding world economy  
D. to provide a service to members valuable to them in their national operations in the field of tourism

4. An international visitor is an individual entering a country that is not his usual place of residence and who is or may be \_\_\_\_\_.
- A. an employee of international bodies on a mission lasting less than one year
  - B. going to stay for more than one year
  - C. a refugee, nomad, or border worker
  - D. intending to emigrate or to obtain employment in the destination country
5. Tourists seeking \_\_\_\_\_ generally will require accommodation of as good a quality and efficiency that can be expected for the price they can afford.
- A. exotic and unusual holidays
  - B. educational visits
  - C. rest and relaxation
  - D. cultural experience
6. The main role of travel agents in earlier times was to sell \_\_\_\_\_.
- A. cruise and ferry tickets
  - B. hotel accommodation
  - C. package tours
  - D. shipping and rail services
7. In the second half of the 20th century, travel by air became cheap because of \_\_\_\_\_.
- A. the growth of aviation technology and increased carrying capacity
  - B. cheap fuel costs and the growth of aviation technology
  - C. sales promotion and increased carrying capacity
  - D. cheap fuel costs and successful sales promotion
8. Which of the following is **NOT** true about Amtrak?
- A. It was intended to be a nonprofit-making corporation.
  - B. It has been successful in increasing passenger volumes.
  - C. It has promoted the benefits of traveling by train.
  - D. It has the sole national responsibility for marketing and providing intercity passenger rail transportation.
9. Which department in a hotel perhaps most clearly demonstrates the famous saying, "Service is our most important product"?
- A. room department
  - B. food and beverage department
  - C. sales department
  - D. engineering department
10. The economic effects of tourism can be categorized into four aspects: on income, on \_\_\_\_\_, on the area's balance of payments with the outside world and on investment and development.
- A. employment
  - B. taxation
  - C. rent
  - D. foreign exchange availability

11. Which of the following does **NOT** belong to the sociocultural impacts of tourism?
- A. increase in thefts or muggings  
 B. the mass production of poorly crafted works  
 C. a decrease in the breakdown of marriage  
 D. the adoption of tourists' values
12. The use of aerosol spray paints in areas such as mountains leads to \_\_\_\_\_ pollution.
- A. visual            B. air            C. sound            D. water
13. China's recorded history goes back over \_\_\_\_\_ years.
- A. 2000            B. 3000            C. 4000            D. 5000
14. Travel and tourism follows the law of self-development, extending from \_\_\_\_\_ travel to \_\_\_\_\_ travel.
- A. domestic, international            B. inbound, outbound  
 C. leisure, business            D. sightseeing, study
15. A successful tourist image embodies the following **EXCEPT** \_\_\_\_\_.
- A. the diversity of tourist resources and attractions  
 B. the quick access to information  
 C. the features of the political systems  
 D. the features of the economic systems

**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)

Zimbabwe has fully reopened its tourism sector after five months of closure due to the COVID-19 pandemic.

Environment, Climate, Tourism and Hospitality Industry Minister Mangaliso Ndlovu announced the development at a press conference Thursday.

He said the decision to fully reopen the sector, one of the hardest hit by the pandemic, was meant to forestall further job cuts and revenue losses in one of the country's important sectors of the economy.

The minister, however, emphasized the need for the sector to continue to fully observe COVID-19 health and safety regulations, in order to minimize the spread of the disease.

"I am therefore, pleased to announce that following cabinet approval, all tourism activities can now resume operations," he said.

“These include but are not limited to: game drives, bungee jumping, zip liners, helicopter rides, lion walks, elephant rides and all registered tourism activities,” the minister said.

He said boat operations on lakes for both tourism and fishing can now also resume operations considering that in areas such as Kariba, the boating industry is a key anchor of their tourism industry.

“This decision by Cabinet is indeed welcome as it comes at a time when massive retrenchments were looming in the sector and such layoffs would have threatened the many lives that are dependent on tourism for survival,” the minister said.

He added that the negative impact of the coronavirus-induced shutdown was felt across the whole tourism sector and its value chains, particularly in Kariba and Victoria Falls, which are predominantly tourism reliant cities.

“We hope that this decision to reopen the sector will breathe life into the sector and allow us to pick up the pieces again,” Ndlovu said.

He said Cabinet had since approved the resumption of domestic flights to boost the tourism sector, with considerations being made on when to open inter-city travel to boost domestic tourist arrivals from other cities.

Government has since announced that the tourism sector is expected to contract by 7.4 percent in 2020 due to the economic fallout from the COVID-19 pandemic.

As of Wednesday, Zimbabwe, which is still under a lockdown since March, had recorded 6,638 COVID-19 cases, including 5,250 recoveries and 206 deaths.

16. The reopening of the tourism sector in Zimbabwe helps to \_\_\_\_\_.
- A. minimize the spread of the disease
  - B. foresee the jobs and revenues
  - C. cut the employments and revenues
  - D. prevent the unemployment problems and revenue losses
17. According to the passage, all tourism activities can be resumed **EXCEPT** \_\_\_\_\_.
- A. activities involved with animals
  - B. activities involved with rides
  - C. licensed activities
  - D. unapproved activities
18. Which of the following statements about Kariba is **NOT** true according to the passage?
- A. Kariba shares many chains with Victoria Falls.
  - B. Kariba is famous for its boating industry.
  - C. Kariba relies heavily on tourism industry.
  - D. Kariba is a town of Zimbabwe.

19. It can be inferred from the passage that the inter-city travel has not been \_\_\_\_\_ .  
A. announced    B. resumed  
C. discussed     D. considered
20. It can be concluded that this passage is \_\_\_\_\_ .  
A. a newspaper report                                      B. a government report  
C. an academic study                                        D. an economic plan

(2)

From the health point of view we are living in a marvelous age. We are immunized from birth against many of the most dangerous diseases. A large number of once fatal illnesses can now be cured by modern drugs and surgery. It is almost certain that one day remedies will be found for the most stubborn remaining diseases. The expectation of life has increased enormously. But though the possibility of living a long and happy life is greater than ever before, every day we witness the incredible slaughter of men, women and children on the roads. Man versus the motor-car! It is a never-ending battle which man is losing. Thousands of people the world over are killed or horribly killed each year and we are quietly sitting back and letting it happen.

It has been rightly said that when a man is sitting behind a steering wheel, his car becomes the extension of his personality. There is no doubt that the motor-car often brings out a man's very worst qualities. People who are normally quiet and pleasant may become unrecognizable when they are behind a steering-wheel. They swear, they are ill-mannered and aggressive, willful as two-year-olds and utterly selfish. All their hidden frustrations, disappointments and jealousies seem to be brought to the surface by the act of driving.

The surprising thing is that society smiles so kindly on the motorist and seems to condone his behavior. Everything is done for his convenience. Cities are allowed to become almost uninhabitable because of heavy traffic; towns are made ugly by huge car parks; the countryside is desecrated(亵渎) by road networks; and the mass annual slaughter becomes nothing more than a statistic, to be conveniently forgotten.

It is high time a world code were created to reduce this senseless waste of human life. With regard to driving, the laws of some countries are notoriously lax and even the strictest are not strict enough. A code which was universally accepted could only have a dramatically beneficial effect on the accident rate. Here are a few examples of some of the things that might be done. The driving test should be standardized and made far more

difficult than it is; all the drivers should be made to take a test every three years or so; the age at which young people are allowed to drive any vehicle should be raised to at least 21; all vehicles should be put through stringent annual tests for safety. Even the smallest amount of alcohol in the blood can impair a person's driving ability. Present drinking and driving laws (where they exist) should be made much stricter. Maximum and minimum speed limits should be imposed on all roads. Governments should lay down safety specifications for manufacturers, as has been done in the USA. All advertising stressing power and performance should be banned. These measures may sound inordinately harsh. But surely nothing should be considered as too severe if it results in reducing the annual toll of human life. After all, the world is for human beings, not motor-cars.

21. What is the purpose of the first paragraph?
- A. To praise the increase of life expectancy of human being in modern times.
  - B. To declare war between man and the motor-car.
  - C. To arouse people's attention to the life lost in car accidents.
  - D. To ask people to sit back behind the steering wheel.
22. Why does the author say, "his car becomes the extension of his personality" ?
- A. Driving can show the real hidden self of the driver.
  - B. Driving can make the driver frustrated.
  - C. Driving can cultivate the character of the driver.
  - D. Driving can embody the temper of the driver.
23. What does the author think of society toward motorists?
- A. Society laughs at the motorists.
  - B. Society provides all the convenience to the motorists' behavior.
  - C. Society sees nothing wrong with the motorists.
  - D. Society likes to forgive the rude driving of the motorists.
24. Which of the following is **NOT** mentioned as a way against traffic accidents?
- A. Ban all the advertising on highways.
  - B. Give stricter driving tests.
  - C. Test drivers every three years.
  - D. Raise age limit and lay down safety specifications.
25. The attitude of the author towards driving is \_\_\_\_\_.
- A. ironical
  - B. critical
  - C. appealing
  - D. militant

### 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.

In 1999, Tourism New Zealand 26 a campaign to communicate a new brand position to the world. The campaign focused on New Zealand's scenic beauty, exhilarating outdoor activities and 27 Maori culture, and it made New Zealand one of the strongest national 28 in the world.

A key feature of the campaign was the website [www.newzealand.com](http://www.newzealand.com), which provided potential visitors to New Zealand with a single gateway to everything the 29 had to offer. The heart of the website was a 30 of tourism services operators, both those based in New Zealand and those based abroad which offered tourism service to the country. Any tourism-related business could be listed by 31 a simple form. This meant that even the smallest bed and breakfast address or specialist activity provider could gain a web presence 32 an audience of long-haul visitors. In addition, because participating businesses were able to 33 the details they gave on a regular basis, the information provided remained accurate. And to maintain and improve standards, Tourism New Zealand organized a scheme whereby organizations appearing on the website underwent an independent evaluation 34 a set of agreed national standards of quality. As part of this, the effect of each business on the environment was also considered.

The website was set up to allow both individuals and travel organizations to create 35 and travel packages to suit their own needs and interests. On the website, visitors can search for activities not 36 by geographical location, but also by the particular nature of the activity. This is important as research shows that activities are the key driver of visitor 37, contributing 74% to the total, while transport and accommodation account for the 38 26%. The more activities that visitors undertake, the more satisfied they will be.

The Tourism New Zealand website won two Webby awards for online achievement and innovation. More 39 perhaps, the growth of tourism to New Zealand was impressive. Overall tourism expenditure increased by an average of 6.9% per year between 1999 and 2004. From Britain, visits to New Zealand grew at an average annual rate of 13% between 2002 and 2006, compared to a rate of 4% overall for British visits abroad. The 40 lessons apply anywhere – the effectiveness of a strong brand, a strategy based on unique experiences and a comprehensive and user-friendly website.

26. A. joined                      B. launched                      C. promoted                      D. unveiled
27. A. authentic                      B. exotic                      C. diverse                      D. exciting
28. A. symbols                      B. icons                      C. brands                      D. images
29. A. spot                      B. attraction                      C. landscape                      D. destination
30. A. database                      B. package                      C. gathering                      D. collection
31. A. writing down                      B. filling in                      C. signing up for                      D. applying for
32. A. in front of                      B. with regard to                      C. with access to                      D. on account of
33. A. update                      B. provide                      C. explicate                      D. explain
34. A. with                      B. for                      C. under                      D. against
35. A. schedules                      B. itineraries                      C. plans                      D. arrangements
36. A. wholly                      B. accidentally                      C. solely                      D. possibly
37. A. participation                      B. expectation                      C. response                      D. satisfaction
38. A. remaining                      B. remained                      C. remainder                      D. reminder
39. A. interestingly                      B. importantly                      C. obviously                      D. pleasantly
40. A. subsequent                      B. universal                      C. underlying                      D. valuable

### 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.

vie with	awake to
come into service	have impact on
distinguish from	be bound up with
participate in	access to
be aimed at	adjust to

41. You need a password to get \_\_\_\_\_ the computer system.
42. I think the first thing for you to do is to \_\_\_\_\_ yourself \_\_\_\_\_ the life here.
43. The two actors \_\_\_\_\_ each other for the lead in the field.
44. When did double-deckers \_\_\_\_\_?
45. Young people should learn to \_\_\_\_\_ right \_\_\_\_\_ wrong.
46. This country's economy \_\_\_\_\_ the tourism industry.
47. It's time we \_\_\_\_\_ the urgency of environmental conservation of this region.
48. The book once \_\_\_\_\_ a great \_\_\_\_\_ its readers.



49. 6000 residents will \_\_\_\_\_ the first phase of the project next year.  
50. The president's visit \_\_\_\_\_ expanding relations between two countries.

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

**Part One**

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

- |                        |                     |
|------------------------|---------------------|
| 51. travel data center | 52. scale economy   |
| 53. ports of call      | 54. end objective   |
| 55. feeder airline     | 56. caravan route   |
| 57. disposable income  | 58. living standard |
| 59. silver jubilee     | 60. instant culture |

**Part Two**

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

- |           |           |
|-----------|-----------|
| 61. 边境手续  | 62. 海滨度假村 |
| 63. 旅游批发商 | 64. 无形产品  |
| 65. 东方快车  | 66. 营销预算  |
| 67. 故宫    | 68. 豪华市场  |
| 69. 国务院   | 70. 奖励旅游  |

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

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

71. In China, ever since the adoption of the five-day work week in 1995, leisure time for urban residents has been extended from one day to two days per week. And this had been greatly stimulating the demand for domestic travel. The rapid development of China's national economy continues to provide the impetus for expansion of domestic tourism. The increase in the annual average income of urban residents, the growth in per capita average expenditure, the extension of free time for leisure and travel, and the improvement of transportation facilities combine to provide favorable conditions for dramatic development of domestic tourism.
72. Shanghai Disney Resort, the first Disney resort in China's Mainland, is a place where friends and families can escape together to a whole new world of fantasy, imagination, creativity and adventure. The resort is home to Shanghai Disneyland Theme Park, featuring seven lands, as well as two themed hotels – Shanghai Disneyland Hotel and Toy Story Hotel, Disney Town – a large shopping, dining and entertainment district, Wishing Star Park, a Broadway-style theatre and other outdoor recreation areas. Shanghai Disney Resort offers something for everyone – thrilling adventures, lush gardens where guests can relax together, and enriching interactive experiences, all with the world-class guest service that Disney is known for around the globe.