

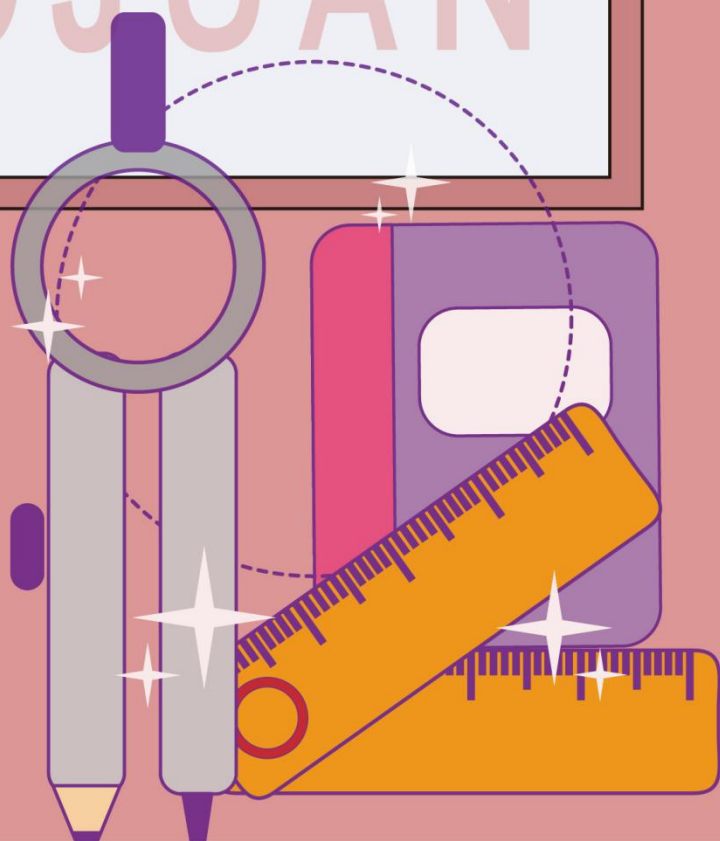


# 考前 五套卷

WUTAOJUAN

旅游英语选读

2021



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## 2104-河南-旅游英语选读-考前模拟卷-001

总分：100

### 第一部分：选择题

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、The holiday is ( ) and can be purchased at prices that are competitive with mass-produced holidays. (1 分)

- A: bought
- B: flexible
- C: happy
- D: tired

2、With the invention of ( ) in 1853, hotels began to expand upward. (1 分)

- A: telephones
- B: electricity
- C: elevators
- D: cars

3、The Pacific Asia Travel Association holds a conference in a member country ( ) . (1 分)

- A: each year
- B: every other year
- C: every three years
- D: every four years

4、Airlines will ( ) to allow for the high number of ( ) , but must exercise caution. (1 分)

- A: overbook, independent travelers
- B: overbook, no-shows
- C: underbook, business travelers
- D: underbook, frequent travelers

5、The entire tourism industry rests on a base of ( ) . (1 分)

- A: natural resources
- B: national economy
- C: hotel and transportation
- D: government policy

6、Business travel is greatly influenced by business-related attractions such as ( ) . (1 分)

- A: conferences and exhibitions
- B: inelastic prices
- C: big-city orientations
- D: executive's needs

7、Travelers of interest to the industry are usually classified into those whose travels require the use of ( ) accommodation and those whose trips last less than one day.(1 分)

- A: weekend
- B: holiday
- C: overnight
- D: daily

8、As in any business, there must be one person called ( ) who is highly trained, capable of directing a complex successful hotel.(1 分)

- A: assistant manager
- B: resident manager
- C: vice manager
- D: general manager

9、The removal of coral, either for souvenirs collected by the public or for commercial sale by tourist enterprises, ( ) some costal regions of Australia and elsewhere.(1 分)

- A: develops
- B: threatens
- C: promotes
- D: improves

10、Tourist expenditure have direct, indirect and induced effects on a/an ( ) economy.(1 分)

- A: accommodation
- B: destination
- C: transportation
- D: recreation

11、Young couples, whatever their job or income status, with small children may find it difficult to ( ) .(1 分)

- A: travel abroad
- B: visit neighboring cities
- C: do shopping
- D: have train trip

12、Tourism has the ( ) to help bridge the psychological and cultural distances that separate people.(1 分)

- A: potential
- B: profit
- C: benefit
- D: energy

13、Charter services do not operate according to ( ) .(1 分)

- A: middleman's orders

- B: charted routes
- C: agreed practices
- D: published timetables

14、 The tour operator's brochure is a/an ( ) tool, being the main influence on the customer's decision to buy.(1 分)

- A: informing
- B: communicating
- C: managing
- D: marketing

15、 If the agency is to succeed, ( ) become(s) paramount.(1 分)

- A: good management
- B: good services
- C: Both A and B
- D: intelligence of the agent

## 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)

The most interesting architectural phenomenon of the 1970s was the enthusiasm for refurbishing older building. Obviously, this was not an entirely new phenomenon. What is new is the whole scale in reusing the past, in recycling, in adaptive rehabilitation (更新). A few trial efforts, such as Ghirardelli Square in San Francisco, proved their financial feasibility in the 1960s, but it was in the 1970s, with strong government support through tax incentives and rapid depreciation (贬值), as well as growing interest in ecology issues, that recycling became a major factor on the urban scene. One of the most comprehensive ventures was the restoration and transformation of Boston's eighteenth century Faneuil Hall and the Quincy Market, designed in 1742. This section had fallen on hard times, but beginning with the construction of a new city hall immediately nearby, it has returned to life with the intelligent reuse of these fine old buildings under the design leadership of Benjamin Thompson. He has provided a marvelous setting for dining, shopping, professional office, and simply walking.

Butler Square, in Minneapolis, serves as an example of major changes in its complex of offices, commercial space, and public amenities carved out of a massive pile designed in 1906 as a hardware warehouse. The exciting interior timber structure of the building was highlighted by cutting light courts through the interior and adding large skylights.

San Antonio, Texas, offers a big object lesson for numerous other cities combating urban decay. Rather than bringing in the bulldozers(推土机), San Antonio's leaders rehabilitated existing structures, while simultaneously cleaning up the San Antonio River, which runs through the business district.(10 分)

16.The main idea of the passage is ( ) .(2 分)

- A: during the 1970s, old buildings in many cities were recycled for modern use
- B: recent interest in ecology issues has led to the cleaning up of many rivers

- C: the San Antonio example shows that bulldozers are not the right way to fight urban  
D: strong government support has made adaptive rehabilitation a reality in Boston
17. According to the passage, Benjamin Thompson was the designer of a project in ( ). (2 分)
- A: Boston  
B: San Francisco  
C: Minneapolis  
D: San Antonio
18. The space at Quincy Market is now used as ( ). (2 分)
- A: Boston's new city hall  
B: sports and recreational facilities  
C: commercial and industrial warehouses  
D: restaurants, offices, and stores
19. What is the author's opinion of the San Antonio's project? ( ) (2 分)
- A: It is clearly the best of the projects discussed  
B: It is a good project that could be copied by other cities  
C: The extensive use of bulldozers made the project unnecessarily costly  
D: The work done on the river was more important than the work done on the buildings
20. The passage states that the San Antonio project differed from those in Boston and Minneapolis in that ( ). (2 分)
- A: it consisted primarily of new buildings  
B: it occurred in the business district  
C: it involved the environment as well as buildings  
D: it was designed to combat urban city

## (2)

Advertising in America offers some great advantages to consumers. For example, in order to keep prices low through mass production, companies must have a mass market for their products. Mass advertising creates mass markets. Producers cannot afford to develop new products, put them on the market and wait for customers to discover them. This would take too long. Demand for some products must be created. This is done through advertising.

But advertising sometimes makes it difficult for consumers to make wise decisions. The fact is that when people are constantly flooded with messages through the mass media persuading them to buy particular products, many respond by buying them.

Advertising is designed to influence an individual to buy a product. Sellers often study human behavior to discover what will convince consumers to buy a certain item. This reason for buying is called a buying motive.

Buying motives are usually broken down into two categories: rational and emotional. Rational buying motives include the desire to save money, the desire for comfort, or the desire for good workmanship. Emotional buying motives include buying out of fear, wanting to be liked, and wanting to have something better than your friends have.

Emotional appeals are found in most consumer advertising today. Certain cars promise to make the driver feel "younger" and freer. Shoes promise to make the buyer's whole life "springier". Life insurance policies promise to take the "care out of living".

Most consumers believe that they are not easily influenced by emotional appeals. However,

corporation that sell consumer products obviously think differently. They spend many millions of dollars every day on radio, television, newspaper and magazine ads that use these appeals.(10 分)

21、 It can be inferred from the passage that one of the advantages of advertising for consumers is ( ).(2 分)

- A: it can create a big demand for consumer goods
- B: the mass market created by it leads to low prices
- C: producers can introduce new products to consumers
- D: it helps consumers discover new products

22、 Consumers sometimes find it difficult to make a sensible decision when buying a particular product because ( ).(2 分)

- A: many advertisements are too difficult for them to understand
- B: they are afraid to be taken in by dishonest advertisements
- C: mass advertising offers them a range of good and cheap products
- D: they are confused by the quantity of advertisements promoting it

23、 According to the passage, a toothpaste ad promising that people who use the product will make a lot of friends is an example of an ad that appeals to ( ).(2 分)

- A: rational buying motives
- B: the consumers commonsense
- C: emotional buying motives
- D: the desire for a good product

24、 The reason why companies spend enormous amounts of money on advertising is that ( ).(2 分)

- A: they believe people can be influenced to buy a certain product
- B: it takes a lot of advertising to convince people to buy a certain product
- C: most consumers are not easily influenced by emotional appeals
- D: advertising based on emotional appeals are very effective

25、 The best title for this passage would be ( ).(2 分)

- A: Advertising can create demand
- B: The advantages of advertising
- C: What effective advertising can do
- D: The role of advertising in selling products

### 三、完形填空题（共 1 题，共 15 分）

Without transportation, there could be no trade. Without trade, there could be no towns and cities. Towns and cities are traditionally the\_\_\_\_26\_\_\_\_of civilization. Therefore, transportation helps make civilization\_\_\_\_27\_\_\_\_.

Throughout most of the prehistoric period, people lived by hunting, fishing, and\_\_\_\_28\_\_\_\_wild plants. They had no beasts of burden, wheeled vehicles, or roads. People traveled\_\_\_\_29\_\_\_\_and carried their infants and belongings strapped to their backs or heads.

Loads too heavy for one person to carry were strapped to a pole and carried by two people.

\_\_\_\_30\_\_\_\_, people learned that they could drag loads along the ground on sledges. During late prehistoric times, people began to build sledges with runners.

When people developed agriculture and began to establish \_\_\_\_31\_\_\_\_ settlements, trade between settlements started to develop, which created a need for better \_\_\_\_32\_\_\_\_ of transportation. The donkey and the ox, which had been tamed for food products and farm work, helped \_\_\_\_33\_\_\_\_ this need. The use of donkeys and oxen as beasts of burden enabled people to \_\_\_\_34\_\_\_\_ heavier loads than they could before.

People also began to develop water transportation during prehistoric times. They built rafts of such \_\_\_\_35\_\_\_\_ as logs or reeds. Later, people learned \_\_\_\_36\_\_\_\_ to make dugouts and canoes. People paddled these early craft with their hands or propelled them with paddles or \_\_\_\_37\_\_\_\_.

The wheel was invented about 3500 B.C. and sailboat about 3200 B.C. Wheeled vehicles and sailing vessels \_\_\_\_38\_\_\_\_ transportation. But the speed of transportation improved only \_\_\_\_39\_\_\_\_ over the centuries.

Inventors produced the first engine-\_\_\_\_40\_\_\_\_ vehicles during the late 1700's and the early 1800's. This development marked the beginning of a revolution in transportation that has continued to the present.(15 分)

- |                    |                  |                |             |
|--------------------|------------------|----------------|-------------|
| 26、A:highlights    | B:pinpoints      | C:headquarters | D:centers   |
| 27、A:possible      | B:acceptable     | C:practical    | D:typical   |
| 28、A:growing       | B:gathering      | C:watering     | D:moving    |
| 29、A:in turn       | B:at ease        | C:on foot      | D:for fun   |
| 30、A:All the while | B:For a while    | C:In time      | D:On time   |
| 31、A:temporary     | B:permanent      | C:regular      | D:steady    |
| 32、A:knowledge     | B:judgment       | C:standards    | D:means     |
| 33、A:recognize     | B:develop        | C:meet         | D:reduce    |
| 34、A:bear          | B:move           | C:share        | D:lift      |
| 35、A:materials     | B:styles         | C:items        | D:types     |
| 36、A:where         | B:when           | C:how          | D:as        |
| 37、A:poles         | B:sails          | C:currents     | D:winds     |
| 38、A:demonstrated  | B:revolutionized | C:witnessed    | D:initiated |
| 39、A:considerably  | B:continuously   | C:swiftly      | D:slightly  |
| 40、A:powered       | B:controlled     | C:oriented     | D:related   |

## 第二部分：非选择题

### IV.Phrasal verbs: (1%\*10=10%)

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

limit to    range from    attribute to    impose on    focus on  
cut down    arrive at    come into    service    vary in    result in

- 41、 We have to \_\_\_\_\_ our expenses on food.(1 分)  
42、 The car accident \_\_\_\_\_ four deaths.(1 分)  
43、 The government has decided to \_\_\_\_\_ a tax \_\_\_\_\_ personal income.(1 分)  
44、 He didn't know what decision the meeting would finally \_\_\_\_\_.(1 分)



- 45、When did double-deckers \_\_\_\_\_?(1 分)  
 46、Sometimes they \_\_\_\_\_ their students' poor comprehension \_\_\_\_\_ a lack of intelligence.(1 分)  
 47、Hotels \_\_\_\_\_ size and comfort.(1 分)  
 48、Our holidays \_\_\_\_\_ two weeks a year.(1 分)  
 49、Today's presentation will \_\_\_\_\_ marketing research.(1 分)  
 50、The ages of this class \_\_\_\_\_ 18 to 22.(1 分)

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

**Part One**

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

- 51、market segmentation(1 分)  
 52、supply and demand equilibrium(1 分)  
 53、9.6 million square kilometers(1 分)  
 54、economic recession(1 分)  
 55、net deficit(1 分)  
 56、frontier formalities(1 分)  
 57、labor-intensive industry(1 分)  
 58、tailor-made services(1 分)  
 59、rare flora and fauna(1 分)  
 60、a buoyant level of tourism(1 分)

**Part Two**

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

- 61、劳动密集型产业(1 分)  
 62、优惠政策(1 分)  
 63、收支平衡(1 分)  
 64、以市场为导向的改革(1 分)  
 65、前厅经理(1 分)  
 66、目标市场(1 分)  
 67、航空公司(1 分)  
 68、运载能力(1 分)  
 69、保险范围(1 分)  
 70、通货膨胀率(1 分)

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

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

71、There are many types of accommodations. The least expensive type of accommodation is hostel. Hostels are dorm-like accommodations with shared bathroom facilities, and possibly, a shared kitchen. Originally they are established only for younger travelers. The bed & breakfast concept, also known as B&B, is usually family homes with one or more guest rooms and generally with a shared bathroom. B&Bs offer a unique environment, but they do not offer the variety of activities and guest services found in other types of accommodations. A motel is often a one or two storied building that mainly offers service for motorists. Cars are

parked in front of the building. Hotels come in all shapes and sizes and guest services and activities vary widely from one hotel to another.(10 分)

72、 The application of the Internet over the past few decades has been transforming the way that products and services are distributed to customers. Tourism and hospitality are of no exception. Tourists have started to purchase airline tickets and make hotel or tour reservations online. Aside from desktop computers, mobile devices such as smart-phones and tablets are heavily used by travelers to book travel-related products and services. Under the traditional distribution model, travelers rely heavily on traditional travel agencies, to buy the products provided by suppliers (e.g. hotels and airlines) via global distribution systems (GDS). Using the Internet, travelers can now directly get travel information and make their bookings via the websites of suppliers.(10 分)

## 2104-河南-旅游英语选读-考前模拟卷-001

总分：100

## 一、单选题（共15题，共15分）

1、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案：B

解析：本题考查形容词辨析。bought: buy 的过去式，买；flexible: 灵活的，柔韧的；happy: 幸福的，高兴的；tired: 疲倦的，厌倦的。句意：度假的安排是灵活可变的，同时其价格与大规模旅游相比仍具有竞争力。

2、【考点】酒店业的历史(A Brief History of Hospitality)

答案：C

解析：随着1853年电梯的发明，旅馆开始向垂直方向扩展。

3、【考点】旅游组织(Tourism Organizations)

答案：A

解析：本题考查词意的辨析。each year 每年 every other year 指每隔一年，即每两年一次 every three years 每三年一次 every four years 每四年一次句意：太平洋亚洲旅游协会每年在一个成员国举行一次会议。故选A。

4、【考点】航空客运(Air Passenger Transport)

答案：B

解析：航空公司会考虑到大量的空座情况而超额订票，但必须谨慎行事。

5、【考点】中国旅游业资源的评估(An Assessment of China's Tourism Resources)

答案：A

解析：整个旅游业是以自然资源为基础的。

6、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案：A

解析：本题考查名词词组辨析。conferences and exhibitions: 会议展览；inelastic prices: 非弹性的价格；big-city orientations: 大城市的方向；executive's needs: 执行的需要。句意：商务旅行深受商务相关景点如会议和展览的影响。

7、【考点】定义人们(Defining the Person)

答案：C

解析：本题考查词义辨析。weekend: 周末，休假；holiday: 假日，节日；overnight: 在夜间；daily: 日报。句意：对旅游业感兴趣的旅行者通常分为两类，一类是需要过夜住宿的旅行者，另一类是行程不足一天的旅行者。

8、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案：D

解析：本题考查名词词组辨析。assistant manager: 协理；resident manager: 住户管理员；vice manager: 副经理；general manager: 总经理。句意：像任何商业机构一样，饭店必须要有这样一个人，经过高级培训、有能力成功管理一个复杂的饭店，这个人就是总经理。

9、【考点】旅游业的环境效应(The Environmental Effects of Tourism)

答案：B

解析：本题考查动词辨析。develops: 发展；threatens: 恐吓；promotes: 促进，提升；improves: 改善。句意：在澳大利亚沿海及其他地区，公众收集珊瑚当作纪念物或者是旅游企业为商业目的而收集珊瑚，都在威胁着这些地区。

10、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案: B

解析: 本题考查名词辨析。accommodation: 住处, 膳宿; destination: 目的地, 终点; transportation: 运输, 运输系统; recreation: 娱乐, 消遣。句意: 旅游消费对于一个目标经济来说具有直接、间接和诱导三种效应形式。

11、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案: A

解析: 本题考查动词词组辨析。travel abroad: 出国旅行; visit neighboring cities: 访问邻近的城市; do shopping: 买东西; have train trip: 火车旅行。句意: 不管干什么工作或者收入水平如何, 家中有小孩的年轻夫妇都很难出国旅游。

12、【考点】旅游业的社会与文化效应(The Sociocultural Effects of Tourism)

答案: A

解析: 旅游业有潜力帮助弥合人与人之间的心理和文化距离。

13、【考点】航空客运(Air Passenger Transport)

答案: D

解析: 本题考查名词词组搭配。middleman's orders: 中间人的命令; charted routes: 绘制路线; agreed practices: 同意的做法; published timetables: 发布时间表。句意: 包机服务不根据公布的时间表运行。

14、【考点】旅游手册(The Tour Brochure)

答案: D

解析: 本题考查动词辨析。informing: 通知, 报告; communicating: 交流, 传递; managing: 管理, 掌管; marketing: 推销, 营销。句意: 旅游经营者的宣传手册是一种营销工具, 是影响顾客购买决策的主要因素。

15、【考点】旅行社(Travel Agents)

答案: C

解析: 本题考查名词词组辨析。good management: 优秀的管理; good services: 良好的服务; intelligence of the agent: 代理人的情报。句意: 代理商要想成功, 良好的经营管理和优质的服务显得尤其重要。

16、【考点】第二节 主旨大意题(Gist Question)

答案: A

解析: 文章的第一句话便是文章的主旨句, The most interesting architectural phenomenon of the 1970s was the enthusiasm for refurbishing older building. 20 世纪 70 年代最有趣的建筑界现象便是人们对于翻新旧建筑的极大热情。

17、【考点】第一节 事实信息题(Factual Information Question)

答案: A

解析: 第一段中间部分提到, One of the most comprehensive ventures was the restoration and transformation of Boston's eighteenth century Faneuil Hall and the Quincy Market.....under the design leadership of Benjamin Thompson. 所以 Benjamin Thompson 是波士顿这个项目的设计者。

18、【考点】第一节 事实信息题(Factual Information Question)

答案: D

解析: 第一段介绍了本杰明给波士顿设计的这个项目, 最后一句提到, He has provided a marvelous setting for dining, shopping, professional office, and simply walking. 所以昆西市场的这些空间被用来作为参观, 办公室以及商场。

19、【考点】第三节 观点态度题(Attitude Question)

答案: B

解析: 最后一段第一句提到, San Antonio, Texas, offers a big object lesson for numerous other cities combating urban decay. 所以安东尼为对抗城市衰退提供了一个非常重要的经验。

20、【考点】第五节 推理判断题(Inference Question)

答案: C

解析: 文章最后一段提到, Rather than bringing in the bulldozers(推土机), San Antonio's leaders rehabilitated existing structures, while simultaneously cleaning up the San Antonio River, which runs through the business district. 安东尼并没有像其他设计者一样运用推土机,而是修复了现有的建筑物,并且清理了贯穿商业区的圣安东尼奥河。前文提到的其他设计都只是对于建筑进行了改动,但安东尼的设计兼顾了建筑物和环境。故 C 选项正确。

21、【考点】第五节 推理判断题(Inference Question)

答案: B

解析: 第一段第一句首先指出,在美国广告能给消费者带来一些大的好处,接着举出例子,公司为了通过大规模生产保持低价格,必须给它们的产品寻找大规模的市场;接着又指出大量的广告可以开拓大规模的市场。故可推知,对于消费者来说,广告的一个好处是大规模的市场可以带来低价格。故选 B。

22、【考点】第五节 推理判断题(Inference Question)

答案: D

解析: 由第二段可知,广告有时让消费者很难做出明智的决定,事实情况是,当人们一直收到大众媒体劝其购买特别产品的信息时,很多人只好选择购买。由此可推知,消费者有时发现在购买特别产品时很难做出明智决定,原因是他们被大量的广告迷惑了。故选 D。

23、【考点】第一节 事实信息题(Factual Information Question)

答案: C

解析: 由第四段第一句话可知,购买动机通常分为两类:理智动机和感情动机。由第五段可知,感情动机在广告中很常见,比如汽车广告承诺哪种汽车会让你更“年轻”和“自由”;某种鞋会让购买者的人生更“具有弹力”等。牙膏广告承诺使用本产品的人会交到很多朋友,这属于感情动机。故选 C。

24、【考点】第五节 推理判断题(Inference Question)

答案: A

解析: 由最后一段可知,大多数消费者认为他们不容易被情感诉求所影响,但是公司却不这样认为,它们每天花费数百万美元在电台、电视、报纸和杂志上做广告,目的就是吸引消费者。由此可推知,公司相信人们会受广告影响而去购买某些产品。故选 A。

25、【考点】第二节 主旨大意题(Gist Question)

答案: D

解析: 本文主要围绕广告来讲,阐述了广告在销售产品方面的作用。故选 D。

26、答案: D 解析: 城镇是传统的文明的中心。highlights: 最好的部分; pinpoints: 光点; headquarters: 总部; centers: 中心, D 选项符合题意。

27、答案: A 解析: 因此交通运输使得文明(的诞生)成为可能。possible: 可能的; acceptable: 可以接受的; practical: 实际的,可行的; typical: 典型的, A 选项符合题意。

28、答案: B 解析: 在整个史前时期,人们以狩猎、捕鱼和.....野生植物为生。grow: 生长; gather: 搜集; water: 浇水; move: 移动, B 选项符合题意。

29、答案: C 解析: 由前句“人们没有负重的动物、带轮子的交通工具,甚至是道路”可知,他们应该是徒步旅行。in turn: 依次,轮流; at ease: 舒适; on foot: 步行; for fun: 开玩笑地,为了消遣, C 选项符合题意。



- 30、答案：C 解析：人们学会了用雪橇来拉重物，比起前面的背扛有进步，故应该是“过了一段时间，（人们）最终学会了使用雪橇”。all the while：一直，始终；for a while：暂时；in time：经过一段时间以后，最终，及时；on time：准时，C 选项符合题意。
- 31、答案：B 解析：人类发展了农业，建立了永久居住地。有了耕地，人们自然就不会再迁徙了。temporary：暂时的；permanent：永恒的；regular：定期的，有规律的；steady：稳定的，B 选项符合题意。
- 32、答案：D 解析：居住地之间贸易的发展为运输创造了更好的方式。knowledge：知识；judgment：批评，评价；standards：标准；means：方式，方法，D 选项符合题意。
- 33、答案：C 解析：meet the need 为固定搭配意为“满足需求”。recognize：识别出；develop：发展，养成；meet：满足；reduce：减少，C 选项符合题意。
- 34、答案：B 解析：驴和牛使人类可以搬运比以前重得多的东西。bear：忍受；move：移动；share：分享；lift：举起，B 选项符合题意。
- 35、答案：A 解析：他们用原木、芦苇等材料制造木排。materials：材料；styles：风格；items：项目；types：类型，A 选项符合题意。
- 36、答案：C 解析：他们学会了如何去做，此处缺少表“方式”的连词。where：哪里；when：当...时；how：怎样；as：因为，C 选项符合题意。
- 37、答案：A 解析：人们用短桨或杆子来划水使船前进。poles：极点，杆；sails：帆，航行；currents：流，趋势；winds：风，缠绕，A 选项符合题意。
- 38、答案：B 解析：带轮子的交通工具和帆船彻底改革了运输方式。demonstrate：证明，展示；revolutionize：革命，改革；witness：见证；initiate：开始，创始，B 选项符合题意。
- 39、答案：D 解析：然而运输速度只被提升了一点点。considerably：相当的，非常的；continuously：持续地；swiftly：迅速地；slightly：略微地，稍微地，D 选项符合题意。
- 40、答案：A 解析：发明家在 18 世纪末发明了第一辆机械动力的车，power：激励，给...动力；control：控制；orient：确定方向；relate：使...有联系，A 选项符合题意。

## 第二部分：非选择题

### 41、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：cut down

解析：空格前是 have to，不得不，后面跟动词原形，根据后面的 expense 可以判断应该填 cut down：裁减，减少。句意：我们必须减少食物方面的费用。

### 42、【考点】第一节 时态变化(Temporal Change)

答案：resulted in (has resulted in)

解析：根据句意判断车祸应该已经发生，所以这里应该用过去式或者现在完成时，根据意思应填 result in：导致，造成。句意：车祸（已经）造成四人死亡。

### 43、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：impose, on

解析：空格前面为 decided to：决定做某事，所以这里应该填动词原形，根据句意应该填 impose on：把...加于。句意：政府决定对个人收入进行征税。

### 44、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：arrive at

解析：空格前面是 would，所以这里应该填动词原形，根据句意应该填 arrive at：得出。句意：他不知道这场会议会做出什么决定。

### 45、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：come into service

解析：疑问句中助动词 did 提前，谓语动词用原形，根据句意这里应该填 come into service：投入使用。句意：双层汽车什么时候投入使用？

46、【考点】第二节 语态变化(Morphological Change)

答案：attribute, to

解析：根据 sometimes 判断是一般现在时，主语是 they 谓语动词用原形，根据句意应该填 attribute ... to：把.....归因于..... 句意：有时候他们把学生理解能力差归因于他们智商不高。

47、【考点】第一节 时态变化(Temporal Change)

答案：vary in

解析：句子中没有时间标志，讲的是目前的实际情况，用一般现在时，因主语是 hotels，所以谓语动词用原形，根据句意应该填 vary in：在...方面有差异。句意：酒店的规模和舒适度各不相同。

48、【考点】第四节 被动变化(Passive Change)

答案：are limited to

解析：因为这个句子里没有谓语动词，所以空格处应该填一个谓语动词，且主语复数，所以应该用动词原形，根据意思前文是我们的假期，应该是被限制，所以应该是 be limited to：被限制为.....。句意：我们的假期被限制为一年两周。

49、【考点】第一节 时态变化(Temporal Change)

答案：focus on

解析：空格前面是 will，所以这里应该填动词原形，根据句意应该填 focus on：致力于，聚焦于。句意：今天的演讲将重点关注营销研究。

50、【考点】第二节 语态变化(Morphological Change)

答案：range from

解析：因为这个句子里没有谓语动词，所以空格处应该填一个谓语动词，又因为主语是 ages 复数名词，所以这应该填动词原形，根据句意应该是 range from：从...变化到...。句意：这个班的年龄从 18 岁到 22 岁不等。

51、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案：市场细分

52、【考点】中国国内旅游业：政策与发展(Domestic Tourism in China: Policies and Development)

答案：供需平衡；供求平衡

53、【考点】中国旅游业资源的评估(An Assessment of China's Tourism Resources)

答案：九百六十万平方公里

54、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案：经济衰退

55、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：净逆差（净亏，净额赤字）

解析：净逆差是旅游业的经济效益类术语。

56、【考点】旅游组织(Tourism Organizations)

答案：边境手续

57、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：劳动密集型产业

58、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案：特别服务项目

59、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案：珍稀植物和动物

60、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：蓬勃发展的旅游

61、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：labor-intensive industry

62、【考点】中国旅游业资源的评估(An Assessment of China's Tourism Resources)

答案：preferential policies

63、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：balance of payment

64、【考点】挑战和策略(China's Tourism: Opportunities, Challenges, and Strategies)

答案：market-oriented reforms

65、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案：front-office manager

66、【考点】挑战和策略(China's Tourism: Opportunities, Challenges, and Strategies)

答案：target market

67、【考点】航空客运(Air Passenger Transport)

答案：air carrier; airlines; airways

68、【考点】航空客运(Air Passenger Transport)

答案：carrying capacity

69、【考点】旅游手册(The Tour Brochure)

答案：insurance coverage

70、【考点】中国国内旅游业：政策与发展(Domestic Tourism in China: Policies and Development)

答案：inflation rate(rate of inflation)

71、【考点】第六章 语篇翻译(Passage Translation)

答案：住宿类型多种多样。其中，最便宜的住宿是青年旅社。青年旅社类似宿舍，共用卫浴设施，可能还有共用厨房。起初，它们只为青年旅游者服务。B&B是一种只提供床位和早餐的经营理念，通常由家庭出租一间或几间客房给游客，共用卫生间。虽然B&B提供独特的环境，但是它们不提供其他住宿类型所具有的各类活动和客户服务。汽车旅馆通常是一幢一层或两层楼的建筑，主要为开车人士提供服务。汽车停在房子前面。宾馆有各种风格和规模；客户服务和活动在各家宾馆之间差别也很大。

72、【考点】第六章 语篇翻译(Passage Translation)

答案：过去几十年里，互联网的应用一直在改变向顾客配送产品和服务的方式。旅游业和接待业也不例外。游客们开始在网上购买机票、预定酒店和旅程。除了台式机，像智能手机和平板电脑等移动工具被游客广泛地用来订购旅行相关的产品和服务。在传统的配送模式中，游客主要依赖于传统的旅行社，通过全球配送系统来购买供应商(如酒店和航空公司)提供的产品。利用互联网，游客现在可以直接获得旅行信息，并且通过供应商的网站订购。



**2104-河南-旅游英语选读-考前模拟卷-002****总分：100****第一部分：选择题****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、 This ( ) natural and cultural resource base has become a major asset for China in its effort ( ) tourism.(1 分)  
A: unique combine, develop  
B: uniquely combined, to develop  
C: unique combining, developing  
D: uniquely combination, to develop
- 2、 ( ) local arts and crafts have been ( ) and the growth of cottage industries ( ) for tourist demand has done much to benefit the economies of ( ) regions.(1 分)  
A: Die, regenerate, cater, depress  
B: Dies, regenerates, caters, depresses  
C: Dying, regenerated, catering, depressed  
D: Died, regenerating, catered, depressing
- 3、 Those who say they travel “to escape” or “to relieve tension” can be seen as seeking to satisfy ( ) .(1 分)  
A: the intellectual need  
B: the safety need  
C: the esteem need  
D: the basic physiological need
- 4、 A proliferation of directional signs or promotional material can reduce the ( ) of a resort.(1 分)  
A: physical capacity  
B: scenic appeal  
C: visual appeal  
D: aesthetic capacity
- 5、 There is now a global movement among the developed nations towards ( ) of airlines.(1 分)  
A: state ownership  
B: partly state-owned  
C: private ownership  
D: jointly ventured
- 6、 There is now a wide range of Exotic and Unusual Holidays. These involve primitive and slightly dangerous trips, such as ( ) .(1 分)

- A: trekking around the Himalayas
- B: cooking over a camp fire
- C: rafting along the Amazon River
- D: all of the above

7、( ) pioneered innovation that were revolutionary for the times but which became standards for chain operations.(1 分)

- A: Four Seasons
- B: Holiday Inn
- C: Hilton
- D: Sheraton

8、Travel by ship did in fact precede travel by train, but it was ( ) the mid-nineteenth century that travel by ocean liner began to show its greatest prominence.(1 分)

- A: that
- B: when
- C: not until
- D: unless

9、( ) indicates the visits by residents of a country to another country.(1 分)

- A: International tourism
- B: Domestic tourism
- C: Inbound tourism
- D: Outbound tourism

10、In 1992, tourists from Columbia, Chile, and Uruguay ( ) from those of 1991. Tourists arrivals from the Latin American markets will continue to grow.(1 分)

- A: double
- B: doubling
- C: were doubled
- D: had doubled

11、The WTO has urged national tourism organizations to include both citizens and foreign nationals in their country as ( ) .(1 分)

- A: domestic travelers
- B: domestic passengers
- C: international tourists
- D: international excursionists

12、The ( ) and ( ) tend to be in the upper end of the business travel.(1 分)

- A: British, Japanese
- B: Japanese, Canadian
- C: American, German
- D: French, Australian

13、 During the 1920s and 1930s ( ) was one of the fastest growing segments of the international tourism industry.(1 分)

A: cruise tourism

B: aeroplane tourism

C: train tourism

D: bicycle tourism

14、 In 1985, ( ) became the first ( ) hotel company to open a hotel in China bearing its own name: the Great Wall ( ) Hotel Beijing.(1 分)

A: Hilton, international, Hilton

B: Sheraton, international, Sheraton

C: Holiday Inn, regional, Holiday Inn

D: Marriott, regional, Marriott

15、 As modern tourism in China began in the 1920s, the first travel agencies in China were established in ( ) in ( ) .(1 分)

A: Shanghai, 1923

B: Xian, 1922

C: Guangzhou, 1921

D: Beijing, 1920

## 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)

Agricultural tourism can serve to educate urban tourists about the problems and challenges facing farmers, says Andy Lewis, Grant county community development agent. While agriculture is vital to Wisconsin, more and more urban folk are becoming isolated from the industry. In fact, Lewis notes, farmers are just as interested in the educational aspects of agricultural tours as they are in any financial returns.

"Farmers feel that urban consumers are out of touch with farming, "Lewis says, "If tourists can be educated on issues that concern farmers, those visits could lead to policies more favorable to agriculture."

Animal rights and the environment are examples of two issues that concern both urban consumers and farmers. Farm tours could help consumers get the farmer's perspective on these issues, Lewis notes.

Several Wisconsin farms already offer some type of learning experience for tourists. However, most agricultural tourism enterprises currently market their businesses independently, leading to a lack of a concerted effort to promote agricultural tourism as an industry.

Lewis is conducting the study with Jean Murphy, assistant community development agent. This past fall, Murphy organized several workshops with some Green and Grant Country farmers, local business leaders, and motor coach tour operators to discuss how best to organize and put on farm tours. Committees were formed to look at the following: tour site evaluations, inventory of

the areas resources, tour marketing, and familiarization of tours. The fourth committee is organizing tours for people such as tour bus guides and local reporters to help better educate them about agricultural tourism.

Farm tours could be combined with other activities in the area such as trips to the Mississippi River and/or visits to historical towns or landmarks, Lewis says. The project will help expose farmers to the tourism industry and farm vacations as a way to possibly supplement incomes, he adds. While farm families probably wouldn't make a lot of money through farm tours, they would be compensated for their time, says Lewis. Besides, farmers could earn additional income through the sale of farm products, crafts, and recreational activities.(10 分)

16、 Which of the following is NOT the reason why farmers develop agriculture tours? ( ) (2 分)

- A: To get financial income.
- B: To provide basic education opportunities to visitors.
- C: To arouse visitors' concern of farmers' problems.
- D: To let the others know farmers 'challenges.

17、 What is the current problem existed in the agriculture tourism development according to the passage? ( ) (2 分)

- A: Over-development
- B: Less development
- C: Development without any coordination
- D: Development without any control

18、 What are the tasks of agriculture tourism committee? ( ) (2 分)

- A: To evaluate the tour sites and design family trips.
- B: To evaluate the local resources and report to local government.
- C: To design marketing plan and train local farmers.
- D: To arrange educational tours for tour bus guides and local reporters

19、 What is the key purpose of familiarization trips? ( ) (2 分)

- A: To educate tourists
- B: To educate farmers
- C: To get staff in travel industry familiar with the new types of tourism
- D: To get all potential visitors familiar with tourism

20、 How do farmers get paid? ( ) (2 分)

- A: Mainly from vacation farms
- B: Mainly from sales of tour products
- C: Mostly from government
- D: Partly from agriculture tourism

(2)

America's most famous woman is the Goddess of Liberty, i. e. the Statue of Liberty. It was

first conceived in 1865 by Edouard de Laboulaye and designed by another Frenchman, Frederic Bartoldi. They wanted to honor liberty and friendship.

It was hoped that the monument would be completed by 1876 when America celebrated its centennial. Fund raising and the manufacture of the Statue in France went slowly. It was 1885 when the 214 crates containing the Statue reached New York.

Americans were initially embarrassed for they had not raised the money to pay for the erection of the base. Fund raising by popular subscription (捐款) was behind schedule. One fund raising method used was to have popular Americans write letters which were then auctioned off (拍卖). Mark Twain wrote a "tongue-in-cheek" letter suggesting that Miss Liberty didn't deserve a statue.

The base and statue, together 272 feet tall, were completed in 1886. From a technical standpoint, the Statue is a marvel. The inner structure was designed by the French engineer, Alexandre Eiffel. His design for the stressed copper skin of the Statue anticipated (超前) many of the principles utilized in modern aircraft.

After a century, the monument began to show signs of getting worse in conditions. Just as Frenchmen had created the statue, so it was with restoration.

A Frenchman noted the decay, and both French and American craftsmen and contributions brought about the renewal of the Statue in time for its centennial. Liberty is still popular in France and the United States.(10 分)

21、How many years passed away from the conception of the Statue to its completion? ( ) (2 分)

- A: 11 years
- B: 16 years
- C: 20 years
- D: 21 years

22、Mark Twain's letter about the Statue of Liberty ( ) .(2 分)

- A: represented a serious question as to the need for the Statue
- B: was a put-on by a humorist
- C: raised a great deal of money
- D: played a joke on the French

23、French engineering genius is seen in the Statue of Liberty in ( ) .(2 分)

- A: design of its base
- B: design of its stressed covering
- C: locating the Statue without disturbing harbor traffic
- D: keeping the flame lit

24、The Statue of Liberty's development embarrassed Americans in the 1880s because ( ) .(2 分)

- A: it took them so long to raise the money
- B: it was clear the Statue was mislocated
- C: its design was tasteless

D: they felt it a waste of money to build the Statue

25、 Among the following statements, which one is NOT true concerning the restoration of the statue? ( ) (2 分)

- A: The restoration took place a century later after its completion.  
B: It was a Frenchman who noticed the need of the restoration.  
C: Frenchmen built and restored the Statue for the Americans  
D: Both French and American people worked together to restore the Statue.

### 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.**

People build many different kinds of shelter throughout the world. The types of shelters they erect depend\_\_\_26\_\_\_on the climate and on what building materials are\_\_\_27\_\_\_.

In hot areas, the weather is warm enough for people to live\_\_\_28\_\_\_much of the time. But they still need protection\_\_\_29\_\_\_sun, rain, and insects. Houses there have many screened windows, doors, and other openings that let in breezes but keep out insect pests. In the cool regions, houses are\_\_\_30\_\_\_to keep out the cold and keep in heat. Many buildings have thick walls to\_\_\_31\_\_\_heat loss. In such snowy countries as Norway and Sweden, people build houses with sloping roofs\_\_\_32\_\_\_snow will slide off easily.

Building methods and materials\_\_\_33\_\_\_widely throughout the world. In regions with large forests, many people use wood to build homes.\_\_\_34\_\_\_is easy to build with, but most wooden buildings are less sturdy than those made of stone or concrete.

In areas with little\_\_\_35\_\_\_, people construct many shelters of clay or mud. In Mexico and the southwestern United States, for example, people\_\_\_36\_\_\_clay and dirt or mud with water to make adobe (砖坯). In wet tropical areas,\_\_\_37\_\_\_causes wood shelters to rot within a few years. People in these areas build houses from other materials. For example, in some parts of Africa and on many Pacific islands, people weave the\_\_\_38\_\_\_of tall grass into houses.

High-rise buildings made of steel and concrete are most common in such industrial countries as the United States and Canada. Prefabricated buildings\_\_\_39\_\_\_parts manufactured at a factory and then shipped to the construction\_\_\_40\_\_\_.There construction workers assemble the parts. Many prefabricated shelters use large amounts of plastic and other lightweight materials.(15 分)

- |                  |              |              |              |
|------------------|--------------|--------------|--------------|
| 26、 A:equally    | B:chiefly    | C:slightly   | D:hardly     |
| 27、 A:available  | B:preferable | C:profitable | D:recyclable |
| 28、 A:underneath | B:indoors    | C:outside    | D:downstairs |
| 29、 A:from       | B:for        | C:over       | D:with       |
| 30、 A:decorated  | B:designed   | C:described  | D:defined    |
| 31、 A:measure    | B:increase   | C:minimize   | D:endure     |
| 32、 A:so that    | B:in case    | C:in case    | D:as if      |
| 33、 A:change     | B:range      | C:shift      | D:vary       |
| 34、 A:Trunk      | B:Log        | C:Branch     | D:Lumber     |
| 35、 A:wind       | B:sunshine   | C:rainfall   | D:lightning  |
| 36、 A:purify     | B:mix        | C:soak       | D:grind      |

- 37、A:moisture    B:erosion    C:rust    D:drought  
 38、A:buds    B:flowers    C:seeds    D:stems  
 39、A:get together    B:consist of    C:hold up    D:combine with  
 40、A:position    B:place    C:site    D:location

## 第二部分：非选择题

### IV. Phrasal verbs: (1%\*10=10%)

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

ascribe to    fascinated with    be closely linked to    come into service    take on  
 fall into    cater to    gain a reputation for    step in    fit into

- 41、The notion of tourism\_\_\_\_\_the idea of the Grand Tour, which spanned the 16th to 19th century. (1 分)  
 42、Founded in Hawaii in 1951, PATA\_\_\_\_\_already\_\_\_\_\_its outstanding accomplishment among similar world organization. (1 分)  
 43、Studies of the travel literature indicate that travel motivations can well\_\_\_\_\_Maslow's hierarchy of needs model. (1 分)  
 44、With the coming of air transport and the development of the package tour business, travel retailers\_\_\_\_\_a new role. (1 分)  
 45、Package tour brochures can be described as\_\_\_\_\_three categories: shell folders, umbrella brochures and regular tour brochures. (1 分)  
 46、Since the first commercial jet\_\_\_\_\_in the early 1950s, seat cost per passenger kilometer has fallen. (1 分)  
 47、After the Second World War, motels, motor hotels, resort hotels, and convention hotels have evolved to\_\_\_\_\_the varied needs of the travelling public. (1 分)  
 48、It is easy to\_\_\_\_\_cultural decline\_\_\_\_\_the impact of tourism, whereas it is likely to be as much a factor of increasing technology and mass communication. (1 分)  
 49、Spain experienced massive over-development along its shorelines on the east coast until the government\_\_\_\_\_to stop this exploitation. (1 分)  
 50、Many foreign visitors\_\_\_\_\_Chinese society and want to discover and learn more about it. (1 分)

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

#### Part One

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

- 51、director of sales (1 分)  
 52、organizational chart (1 分)  
 53、European Community (1 分)  
 54、executive aircraft (1 分)  
 55、independent inclusive tour (1 分)  
 56、advertising agency (1 分)

- 57、design studio(1 分)
- 58、potential travellers(1 分)
- 59、business traveler(1 分)
- 60、local color(1 分)

## Part Two

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

- 61、计算机预订系统 (1 分)
- 62、旅游零售商(1 分)
- 63、购买力(1 分)
- 64、视觉污染(1 分)
- 65、会议饭店(1 分)
- 66、旅游动机(1 分)
- 67、烹饪艺术(1 分)
- 68、定期客运服务(1 分)
- 69、辅助设施(1 分)
- 70、高速火车(1 分)

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

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

71、Along with the numerous opportunities, however, China will continue to encounter strong challenges. China's tourist industry is not as effective as it could be in the face of powerful international competition. Asia as a whole sees Europe and North America as its main tourist-generating markets. All of the tourist destinations in the region vie with each other for the same markets with similar products. Although China has many advantages in its diversity of tourist resources, these may not be brought into full play due to inadequate facilities, tight transportation, inflexible business operations, ineffective promotion, and undesirable service. Other Asian countries and areas are more competitive in this region owing to their successful economies, well-developed tourism infrastructure, quick access to information, flexible business operations, wide international connections, and effective promotion with the help of powerful regional tourist associations.(10 分)

72、The tourism and hospitality industry in China faces a number of issues. For example, there has been a longstanding need to improve the quality of travel services in China, which has drawn the government's attention, strengthening three specific areas of the tourism industry: facilities, products and services. The supervision and management of service quality is also one of the eight key responsibilities of the China National Tourism Administration. These policies demonstrate the importance of service quality for the development of China's tourism and hospitality industry. In order to improve service quality, we need to study the association between service quality and value creation and the relationship between service quality and customer satisfaction. (10 分)



## 2104-河南-旅游英语选读-考前模拟卷-002

总分：100

## 一、单选题（共15题，共15分）

1、【考点】中国旅游业资源的评估(An Assessment of China's Tourism Resources)

答案：B

解析：本题主要考查词形辨析。uniquely adv. 唯一地 combined adj. 联合的，副词修饰形容词。to develop 在此处表示目的。句意：这一独特的自然和文化资源组合基地已成为中国发展旅游业的重要资产。故选B。

2、【考点】旅游业的社会与文化效应(The Sociocultural Effects of Tourism)

答案：C

解析：本题主要考查词形的辨析。dying 表示垂死的，临终的 regenerated 再生的 cater for 作为修饰成分，要用现在分词形式 depressed 沮丧的；萧条的句意：奄奄一息的当地工艺美术得到了再生，满足旅游需求的家庭手工业的增长为萧条地区的经济带来了很大好处。故选C。

3、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案：D

解析：本题主要考查词意的辨析。the intellectual need 智力需要 the safety need 安全性需要 the esteem need 尊重的需要 the basic physiological need 基本的生理需要句意：那些说他们旅行是为了“逃避”或“缓解紧张”的人可以被看作是寻求满足基本的生理需要。故选D。

4、【考点】旅游业的环境效应(The Environmental Effects of Tourism)

答案：C

解析：本题主要考查名词词组的辨析。physical capacity 身体能力 scenic appeal 风景吸引 visual appeal 视觉吸引力 aesthetic capacity 审美能力句意：大量的方向性标志或宣传材料会降低度假胜地的视觉吸引力。根据句意可以确定 visual appeal 最符合句意。

5、【考点】航空客运(Air Passenger Transport)

答案：C

解析：本题主要考查词意的辨析。state ownership 国家所有权 partly state-owned 部分国有 private ownership 私人所有 jointly ventured 共同合资句意：现在，发达国家正在向私人拥有航空公司的方向发展。根据句意可以确定 private ownership 最符合句意。

6、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案：D

解析：本题主要考查词意的辨析。A 徒步穿越喜马拉雅山 B 在篝火上做饭 C 在亚马逊河漂流 D 以上全部。句意：现在有许多奇异的和不寻常的节日。这些包括原始的和稍微危险的旅行，例如徒步穿越喜马拉雅山、在篝火上做饭、在亚马逊河漂流。根据句意可以确定选D。

7、【考点】酒店业的历史(A Brief History of Hospitality)

答案：B

解析：本题主要考查词意的辨析。Four Seasons 四季酒店 Holiday Inn 假日酒店 Hilton 希尔顿 Sheraton 喜来登句意：假日酒店开创了具有时代革命性的创新，但也成为连锁经营的标准。根据句意可以确定 Holiday Inn 最符合句意。

8、【考点】运输方式选择决定(Transportation Mode Selection Decisions)

答案：C

解析：本题主要考查 not until 用于强调句型。not until 表达的意思是“直至某时才做某事”，其中 it was ... that 是强调句型。句意：事实上，乘船旅行先于乘火车旅行，但直到十九世

纪中叶, 远洋班轮旅行才开始显示出其最显著的地位。根据句意可以确定 not until 最符合句意。

9、【考点】旅游业是什么(What is Tourism?)

答案: D

解析: 本题主要考查词意的辨析。international tourism 国际旅游 domestic tourism 国内旅游 inbound tourism 入境旅游 outbound tourism 出境旅游句意: 出境游是指一国居民到另一国的旅游活动。根据句意可以确定 outbound tourism 最符合句意。

10、【考点】挑战和策略(China's Tourism: Opportunities, Challenges, and Strategies)

答案: C

解析: 本题主要考查词形辨析。double 加倍 were doubled 是...的两倍, 增加了一倍句意: 1992 年, 来自哥伦比亚、智利和乌拉圭的游客比 1991 年增加了一倍。来自拉丁美洲市场的游客人数将继续增长。根据句意可以确定 were doubled 最符合句意。

11、【考点】定义人们(Defining the Person)

答案: A

解析: 本题主要考查词意的辨析。domestic travelers 国内旅客 domestic passengers 国内乘客 international tourists 国际游客 international excursionists 国际短途旅行者句意: 世贸组织敦促各国旅游组织将本国公民和外国人都纳入国内游客的范畴。根据句意可以确定 domestic travelers 最符合句意。

12、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案: A

解析: 本题主要考查词意辨析。British 英国人 Japanese 日本人 American 美国人 Canadian 加拿大人 German 德国人 French 法国人 Australian 澳大利亚人句意: 英国人和日本人往往商务旅行的次数相对于其他国家的人来说更多。根据句意可以确定 A 为正确答案。

13、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: A

解析: 本题主要考查表示旅游方式的名词的辨析。

train tourism 火车旅游

coach tourism 长途汽车旅游

cruise tourism 邮轮旅游

air tourism 航空旅游句意: 在 20 世纪二三十年代, 邮轮旅游是国际旅游业增长最快的部分之一。

由此可以确定 cruise tourism 最符合句意。

14、【考点】酒店业的历史(A Brief History of Hospitality)

答案: B

解析: 本题主要考查词意的辨析。Hilton 希尔顿 Sheraton 喜来登 Holiday Inn 洲际 Marriott 马里奥特 international 国际的 regional 地区的; 局部的句意: 1985 年, 喜来登成为第一家在中国开设酒店的国际酒店公司, 酒店名称为北京长城喜来登酒店。根据句意可以确定 Sheraton 最符合句意。

15、【考点】中国国内旅游业: 政策与发展(Domestic Tourism in China: Policies and Development)

答案: A

解析: 本题主要考查中国第一家旅行社的成立地点和时间。句意: 中国的现代旅游始于 20 世纪 20 年代, 1923 年在上海成立了中国第一家旅行社。

故选 A。

## 16、【考点】第一节 事实信息题(Factual Information Question)

答案：B

解析：由第一段可知，农民发展农业旅游的原因有：增加财政收入；引起参观者对农民问题的关注；让其他人知道农民的挑战。故选 B。

## 17、【考点】第一节 事实信息题(Factual Information Question)

答案：C

解析：由第四段第二句话可知，目前农业旅游业发展存在的问题是，农业旅游业只注重自己的发展，缺少相互间的合作，故选 C。

## 18、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：由第五段最后两句可知，农业旅游委员会的职责是为导游和当地记者安排教育旅游，让他们对农业旅游有更好的认识。故选 D。

## 19、【考点】第五节 推理判断题(Inference Question)

答案：C

解析：由第五段最后一句可知，体验游的主要目的是让旅游业的员工了解这种新型的旅游。故选 C。

## 20、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：由最后一段可知，农民的部分收入来自农业旅游，部分收入来自农产品、手工艺品和娱乐活动的销售。故选 D。

## 21、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：文中第一段第二句提到“It was first conceived in 1865”，第四段提到“The base and statue, together 272 feet tall, were completed in 1886”，所以花费了 21 年。第二段中提到的 1876 年只是最开始人们预计的完工时间，事实上直到 1886 年才完成，所以 A 选项是迷惑选项，不选。

## 22、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：文中第三段最后一句提到，Mark Twain wrote a "tongue-in-cheek" letter suggesting that Miss Liberty didn't deserve a statue. tongue-in-cheek：半开玩笑的，随便说说的。所以马克吐温的这封信只是开了个玩笑。

## 23、【考点】第一节 事实信息题(Factual Information Question)

答案：B

解析：第四段中提到，The inner structure was designed by the French engineer, Alexandre Eiffel. His design for the stressed copper skin of the Statue anticipated many of the principles utilized in modern aircraft. 所以法国工程方面的天才造诣体现在受力蒙皮的设计上。

## 24、【考点】第一节 事实信息题(Factual Information Question)

答案：A

解析：文中第二段提到，Fund raising and the manufacture of the Statue in France went slowly. It was 1885 when the 214 crates containing the Statue reached New York. 第三段第一句话也提到，Americans were initially embarrassed for they had not raised the money to pay for the erection of the base. 所以资金募集的过程进展非常缓慢，导致自由女神像进展缓慢，令人窘迫。故 A 选项正确。

## 25、【考点】第一节 事实信息题(Factual Information Question)

答案: C

解析: 文章最后一段提到, A Frenchman noted the decay, and both French and American craftsmen and contributions brought about the renewal of the Statue in time for its centennial. 所以修复工作是在建成之后一百年之际进行的, A 选项正确; 是一位法国人注意到雕像需要修复, B 选项也正确; 法国人和美国人共同修复了雕像, 所以 D 选项也正确; C 选项说法法国人是为了美国人建造并修复了这座雕像, 不正确。

26、它们所建的避难所类型主要取决于气候和能找到的建筑材料。equally: 同样地; chiefly: 主要地; slightly: 略微地; hardly: 几乎不; depend chiefly on: 主要取决于..., B 选项符合题意。

27、它们所建的避难所类型主要取决于气候和能找到的建筑材料。available: 可获得的, 能找到的; preferable: 更合适的; profitable: 获利的; recyclable: 可回收的。A 选项符合题意。

28、在炎热地区, 天气很暖和, 人们大部分时间可以在外面居住。underneath: 在...下面; indoors: 在室内; outside: 在外面的, downstairs: 在楼下, C 选项符合题意。

29、但是他们仍然需要抵御阳光、雨水和昆虫。protection from...: 对...的抵御, A 选项符合题意。

30、在气温偏凉的地区, 房屋的设计目的是御寒和保暖。decorate: 装饰; design: 设计; describe: 描述; define: 定义; be designed to: 被设计用来..., B 选项符合题意。

31、许多建筑物都有厚壁以减少热量损失。measure: 测量; increase: 增加; minimize 把...减至最低数量[程度]; endure: 持续, B 选项符合题意。

32、在像挪威和瑞典这样多雪的国家里, 人们会建造屋顶倾斜的房屋, 以便雪能很容易地滑下来。so that: 以便...; in case: 以免; even though: 即使; as if: 仿佛, A 选项符合题意。

33、建筑方法和材料在世界范围内都存在差异。change: 变化; range: 排列, 包括; shift: 转移; vary: 相异, 不同, D 选项符合题意。

34、在森林面积大的地区, 许多人用木材建造房屋。用木材建造(房屋)很容易, 但大多数木制建筑不如石头或混凝土制成的坚固。trunk: 树干; log: 原木; branch: 树枝; lumber: 木材, D 选项符合题意。

35、在降雨少的地区, 人们建造许多由黏土或泥土制成的庇护所。wind: 风; sunshine: 阳光; rainfall: 降雨; lightning: 雷电, C 选项符合题意。

36、例如, 在墨西哥和美国西南部, 人们把粘土和泥土或者泥和水混合来制造土坯。purify: 净化; mix: 混合; soak: 弄湿; grind: 磨碎, B 选项符合题意。

37、在潮湿的热带地区, 湿气导致木材庇护所在几年内腐烂。moisture: 水气; 湿气; erosion: 侵蚀, 风化; rust: 生锈, 荒废; drought: 旱灾, A 选项符合题意。

38、例如, 在非洲的一些地区和许多太平洋岛屿上, 人们把高草的茎编织成房屋。bud: 芽, 花蕾; flower: 花; seed: 种子; stem: 茎, D 选项符合题意。

39、例如, 在非洲的一些地区和许多太平洋岛屿上, 人们把高草的茎编织成房屋。bud: 芽, 花蕾; flower: 花; seed: 种子; stem: 茎, D 选项符合题意。

40、由钢和混凝土制成的高层建筑在美国和加拿大这样的工业国家最为常见, 因为预制建筑由工厂生产的零件组成, 然后运到施工现场。position: 位置; place: 地方; site: 工地; location: 方位, construction site: 施工现场, C 选项符合题意。

## 第二部分 非选择题

## 41、【考点】第二节 语态变化(Morphological Change)

答案: is/was closely linked to

解析: 句子中没有谓语, 所以这里应该填谓语形式, 根据句意应该填 be closely linked to:



同.....密切相关。句意：“旅游”这一概念和 16 至 19 世纪期间盛行的“大旅游”密切相关。

42、【考点】第一节 时态变化(Temporal Change)

答案：has, gained a reputation for

解析：句子中没有谓语，这里应该是谓语，根据 already 可以推断应该是现在完成时根据句意应该填 gain a reputation for：以.....而出名。句意：1951 年太亚旅行协会在夏威夷成立以来，它在同类世界组织中以其杰出的成就而声名卓著。

43、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：fit into

解析：空格前是情态动词 can 和副词 well，所以这里应填动词原形，fit into：符合。句意：旅游文献研究表明，旅游动机符合马斯洛的需求层次模式。

44、【考点】第一节 时态变化(Temporal Change)

答案：took on/have taken on

解析：with.....在句子中是非谓语，所以句子中没有谓语，空格处应该是谓语动词形式，根据句意应填 take on：承担。句意：随着空中交通工具的出现和包价旅游业务的发展，旅行代理商承担起了一个新的角色。

45、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：falling into

解析：句子中已经有谓语动词，所以空格处应该是非谓语，宣传册可以分为三类，用现在分词形式，根据句意应填 fall into：分为，分成。句意：包价旅行的宣传册可以分为三种类型：硬面折叠式宣传册、伞式宣传册和普通旅游宣传册。

46、【考点】第一节 时态变化(Temporal Change)

答案：came into service

解析：前半句是 since 引导的时间状语从句，从句中没有谓语动词，且因发生在 1950s，所以应该填谓语动词的过去式，根据句意应填 come into service：投入使用。句意：自从第一家商用喷气机在 20 世纪 50 年代早期开始投入使用之后，乘客的票价降低了。

47、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：cater to

解析：句子中已有谓语动词 be evolved to：演变成，后面加动词原形。根据句意应该填 cater to：迎合。句意：第二次世界大战之后，汽车旅馆、汽车饭店、度假饭店和会议饭店逐渐发展起来，以迎合当今旅游公众的各种不同的需要。

48、【考点】第三节 非谓语变化(Non-Predicate Change)

答案：ascribe, to

解析：it is +adj. to do sth. 做某事是.....的 所以空格处应该填动词原形。根据句意应该填 ascribe to：认为.....是。句意：人们很容易认为文化的衰退是旅游业的冲击造成，然而其真正的原因很可能是日益发展的技术和大众通讯。

49、【考点】第一节 时态变化(Temporal Change)

答案：stepped in

解析：until 后面是 until 引导的时间状语从句，从句中缺谓语，根据句意判断应该是发生在过去的事情，所以用谓语动词的过去式，根据句意应该填 step in：介入。句意：西班牙在其东部沿岸地区经历了大规模的过度开发，直到政府介入并制止这种泛滥式的开发为止。

50、【考点】第二节 语态变化(Morphological Change)

答案：are fascinated with

解析：句子中缺谓语动词，and 连接相同的句子成分，后面是现在时的 want，所以前面也应该是一般现在时的谓语动词，根据句意应该填 be fascinated with：对.....痴迷。句意：许多

外国游客对中国社会痴迷，并且想要发现和更多地了解它。

51、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案：销售部总监

解析：director 意为主任，主管。sale 作名词时意为销售，销售部。则 director of sales 表示销售部总监。

52、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案：组织结构图

解析：organizational 意为组织的，安排的。chart 意为图表。则 organizational chart 意为组织图；组织结构图。

53、【考点】航空客运(Air Passenger Transport)

答案：欧洲共同体

解析：Community 意为社区；共同体。European Community 意为欧洲共同体，是一个经济和政治集团。

54、【考点】航空客运(Air Passenger Transport)

答案：公务飞机

解析：executive 作形容词时意为行政的；公务的。aircraft 意为飞机。则 executive aircraft 意为公务飞机。

55、【考点】旅游手册(The Tour Brochure)

答案：个体包价旅游

解析：independent 作形容词时意为独立的；单独的。inclusive 意为包含全部费用的，也就是包价的。tour 意为旅游。则 independent inclusive tour 意为个体包价旅游。

56、【考点】旅游手册(The Tour Brochure)

答案：广告公司

解析：agency 意为服务机构，机构，advertising 作名词时意为广告；广告业。则 advertising agency 意为广告公司。

57、【考点】旅游手册(The Tour Brochure)

答案：设计室

解析：design 意思为设计，studio 意思为工作室。则 design studio 的意思为设计室。

58、【考点】旅行社(Travel Agents)

答案：潜在的旅游者

解析：potential 表示潜在的，travellers 表示旅游者。则 potential travellers 意为潜在的旅游者。

59、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案：商务旅游者

解析：business 意为商业，职业。traveler 意为旅行者。则 business traveler 意为商务旅游者。

60、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案：地方色彩

解析：local 意为当地的，color 意为色彩。则 local color 意为地方色彩。

61、【考点】旅行社(Travel Agents)

答案：computer reservation system

62、【考点】旅行社(Travel Agents)

答案：travel retailer

63、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案：purchasing power

64、【考点】旅游业的环境效应(The Environmental Effects of Tourism)

答案: visual pollution

65、【考点】酒店业的历史(A Brief History of Hospitality)

答案: convention hotels

66、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案: travel motivation; tourism motivation

67、【考点】中国旅游业资源的评估(An Assessment of China's Tourism Resources)

答案: culinary arts

68、【考点】航空客运(Air Passenger Transport)

答案: scheduled services

69、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案: support/auxiliary facility (ies)

70、【考点】运输方式选择决定(Transportation Mode Selection Decisions)

答案: high-speed trains

71、【考点】第六章 语篇翻译(Passage Translation)

答案: 然而, 面临无数机会的同时, 中国也面临着严峻的挑战。在激烈的国际竞争中, 中国的旅游业没有表现出应有的竞争力。整个亚洲都把欧洲和北美作为主要的旅游开发市场。该区域的所有旅游目的地在用相似的产品竞争同一目标市场。中国丰富的旅游资源极具优势, 但由于设备不足、交通拥挤、商业管理僵化、宣传不力、服务不周, 这些优势没有得以充分的发挥。而亚洲其他国家和地区, 在强大的地区旅游协会的帮助下, 经济发达, 旅游基础设施完善, 信息网络便捷, 商业运作灵活, 国际联系广泛, 宣传有力, 比中国更具竞争力。

72、【考点】第六章 语篇翻译(Passage Translation)

答案: 中国的旅游服务业面临很多问题。例如, 中国的旅游服务质量长期以来一直有待提高。这已经引起了政府的关注, 着重在旅游业的三个特定领域: 设施、产品和服务。服务质量的监督和管理也是中国国家旅局的八项重要责任之一。这些政策表明了服务质量对于发展中国旅游服务业的重要性。为了提高服务质量, 我们需要研究服务质量和价值创造之间的关联, 以及服务质量和客户满意度之间的关系。

## 2104-河南-旅游英语选读-考前模拟卷-003

总分：100

### 第一部分：选择题

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、 At its ( ) and ( ) this flow of comparatively wealthy tourists to a region has the effect of attracting petty criminals, as is evidenced by increases in thefts or muggings.(1 分)

A: simple, direct

B: simpler, directer

C: simplest, more direct

D: simplest, most direct

2、 Tourists may spend their leisure time ( ) in various sports, sunbathing, taking rides or simply ( ) the environment.(1 分)

A: engage, enjoy

B: to engage, to enjoy

C: engaging, enjoying

D: engaged, enjoyed

3、 Travelers usually ( ) those whose travels require the use of overnight accommodation and those whose trips last less than one day.(1 分)

A: classify into

B: classifies into

C: are classifying into

D: are classified into

4、 Business travel is also influenced by business related attractions such as ( ) and ( ) .(1 分)

A: exhibitions, trade fairs

B: exhibitions, conferences

C: lectures, trade fairs

D: lectures, conferences

5、 ( ) and ( ) activities have played significant roles in making people more aware of what is available and the wide choice existing today.(1 分)

A: Promotional, marketing

B: Promotional, publicity

C: Sales, publicity

D: Sales, marketing

6、 In the early 1900s, the first ( ) in the United States was started by Ellsworth Statler,



father of the modern hotel industry.(1 分)

- A: commercial hotel
- B: moderate-priced hotel
- C: motor hotel
- D: chain operation

7、 More tourism facilities need ( ) for domestic travelers.(1 分)

- A: developing
- B: developed
- C: to be developed
- D: being developing

8 、 A general manager must not only assemble a team, but mold them into a coordinated, cooperating group of people capable of working together for the common goal: ( ) .(1 分)

- A: showing a big profit
- B: creating a satisfied guest
- C: performing a direct service
- D: providing a comfortable atmosphere

9、 One of the key characteristics of the new tourism is ( ) .(1 分)

- A: easy to organize
- B: rigid packaging
- C: flexibility
- D: cheap price

10、 Therefore China faces both ( ) and ( ) in developing its tourism to a higher level.(1 分)

- A: opportunities, challenges
- B: opportunities, chances
- C: difficulties, challenges
- D: difficulties, problems

11 、 The World Tourism Organization also provides technical help to developing countries, primarily through ( ) .(1 分)

- A: the United States
- B: the United Nations
- C: the World Health Organization
- D: the World Trade Organization

12、 In the early ( ) , the first commercial jet (the Comet) came into service as a result of the enormous growth of aviation technology.(1 分)

- A: 1940s
- B: 1950s
- C: 1960s

D: 1970s

13、“Souvenir-collecting” is now seen as a ( ) to the ecological balance of a region.(1 分)

A: trade

B: terror

C: thrill

D: threat

14、 Since the 1990s, ( ) is the first to use computer management in China’s tourism industry.(1 分)

A: China International Travel Service

B: China National Travel Service

C: China Youth Travel Service

D: China Comfort Travel Service

15、 The World Tourism Organization is located in ( ) .(1 分)

A: Pairs, France

B: Geneva, Switzerland

C: Madrid, Spain

D: Venice, Italy

## 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)

As the pace of life continues to increase, we are fast losing the art of relaxation. Once you are in the habit of rushing through life, being on the go from morning, it is hard to slow down. But relaxation is essential for a healthy mind and body.

Stress is a natural part of everyday life and there is no way to avoid it. In fact, it is not the bad thing it is often supposed to be. A certain amount of stress is vital to providing motivation and giving purpose to life. It is only when the stress gets out of control that it can lead to poor performance and ill health.

The amount of stress a person can withstand depends very much on the individual. Some people are not afraid of stress, and such characters are obviously prime material for managerial responsibilities. Others lose heart at the first signs of unusual difficulties. When exposed to stress, in whatever form, we react both chemically and physically. In fact we make choice between “fight” or “flight” and in more primitive days the choice made the difference between life or death. The crises we meet today are unlikely to be so extreme, but however little the stress. It involves the same response. It is **when such a reaction** lasts long, through continued exposure to stress, that health becomes endangered. Such serious conditions as high blood pressure and heart disease have established links with stress. Since we cannot remove stress from our lives (it would be unwise to **do so** even if we could), we need to find ways to deal with it.(10 分)

16、 People are finding less and less time for relaxing themselves because ( ) .(2 分)

A: they do not know how to enjoy themselves

- B: they do not believe that relaxation is important for health
- C: they are traveling fast all the time
- D: they are becoming busier with their work

17、 According to the writer, the most important character for a good manager is his ( ).(2 分)

- A: not fearing stress
- B: knowing the art of relaxation
- C: high sense of responsibility
- D: having control over performance

18、 Which of the following statements about stress is TRUE? ( ) (2 分)

- A: We can find some ways to avoid stress.
- B: Stress is always harmful to people.
- C: It is easy to change the habit of keeping oneself busy with work.
- D: Different people can withstand different amounts of stress.

19、 In Paragraph 3, "such a reaction" refers back to ( ).(2 分)

- A: "making a choice between 'flight' or 'fight'"
- B: "reaction to stress both chemically and physically"
- C: "responding to crises quickly"
- D: "losing heart at the signs of difficulties"

20、 In the last sentence of the passage, "do so" refers to ( ).(2 分)

- A: "expose ourselves to stress"
- B: "find ways to deal with stress"
- C: "remove stress from our lives"
- D: "establish links between diseases and stress"

## (2)

Growing cooperation among branches tourism has proved valuable to all concerned. Government bureaus, trade and travel associations, carriers and properties are all working together to bring about optimum conditions for travelers.

Travel operators, specialists in the field of planning, sponsor extensive research programs. They have knowledge of all areas and all carrier services, and they are experts in organizing different types of tours and in preparing effective advertising campaigns. They distribute materials to agencies, such as journals, brochures and advertising projects. They offer familiarization and workshop tours so that in a short time agents can obtain first-hand knowledge of the tours.

Tourist counselors give valuable seminars to acquaint agents with new programs and techniques in selling. In this way agents learn to explain destinations and to suggest different modes and combinations of travel — planes, ships, trains, motor-coaches, car-rentals, and even car purchases. Properties and agencies work closely together to make the most suitable contracts, considering both the comfort of the clients and their own profitable financial arrangement. Agencies rely upon the good services of hotels, and, conversely, hotels rely upon agencies to fulfill their contracts and to send them clients.

The same confidence exists between agencies and carriers, including car-rental and sight-seeing services. Carriers are dependent upon agencies to supply passengers, and agencies are dependent upon carriers to present them with marketable tours. All services must work together for greater efficiency, fair pricing and contented customers.(10 分)

21、The word "optimum" in the first paragraph can be best replaced by ( ).(2 分)

- A: most effective
- B: most comfortable
- C: best
- D: highest

22、Which of the following statements is NOT true according to the passage?(2 分)

- A: Tour operators work together closely with sponsors in research programs.
- B: Specialist in tour operation can design effective advertising programs.
- C: Tour operators give advertising projects to carriers and agents.
- D: Tour operators arrange tours for agents to new destinations.

23、How do agents learn to explain destinations and give suggestions to travelers? ( ) (2 分)

- A: By working together with properties.
- B: By designing new programs.
- C: By attending lectures.
- D: By fulfilling contracts.

24、Agents and carriers depend on each other for the purpose of the ( ).(2 分)

- A: passenger supply
- B: marketable tours
- C: high prices
- D: customer satisfaction

25、What is the best title of this passage? ( ) (2 分)

- A: Teamwork in Tourism.
- B: Sectors in Travel Industry.
- C: Carriers and Agents.
- D: Travel Industry.

### 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.

Customs officers at a London airport yesterday found 50,000 pounds worth of drugs which were being smuggled (走私) into Britain in boxes marked "Urgent Medical Supplies." The authorities might have suspected for some time \_\_\_\_26\_\_\_\_ drugs would be brought into the country in this way. The operation is believed to be the work of a \_\_\_\_27\_\_\_\_ international group. Four men were arrested at \_\_\_\_28\_\_\_\_ airport and held for questioning, \_\_\_\_29\_\_\_\_ it is unlikely that they are the organizers. In \_\_\_\_30\_\_\_\_ they declared that they were \_\_\_\_31\_\_\_\_ of what the boxes contained and had acted in good faith in bringing \_\_\_\_32\_\_\_\_ into Britain. This is the third

time \_\_\_33\_\_\_ six months that attempts have been made to smuggle \_\_\_34\_\_\_ goods through Customs by declaring them to \_\_\_35\_\_\_ medical supplies. They are frequently \_\_\_36\_\_\_ in special containers and a note is given that they may be damaged if they are not handled with care. “\_\_\_37\_\_\_ are determined to put a \_\_\_38\_\_\_ to this practice,” said one of the Customs officers today. “\_\_\_39\_\_\_ is no way these people are going to get away \_\_\_40\_\_\_ this any longer. We have the full co-operation of the international police to track down the main source of supply.” (15 分)

- |                       |                 |                 |                  |
|-----------------------|-----------------|-----------------|------------------|
| 26、A:what             | B:that          | C:although      | D:when           |
| 27、A:well-constructed | B:well-designed | C:well-composed | D:well-organized |
| 28、A:an               | B:some          | C:the           | D:one            |
| 29、A:but              | B:so            | C:because       | D:as             |
| 30、A:turn             | B:return        | C:case          | D:fact           |
| 31、A:unconscious      | B:unaware       | C:unfamiliar    | D:unknown        |
| 32、A:all              | B:it            | C:them          | D:such           |
| 33、A:of               | B:for           | C:by            | D:within         |
| 34、A:immoral          | B:criminal      | C:illegal       | D:irregular      |
| 35、A:get              | B:be            | C:become        | D:sell           |
| 36、A:parked           | B:picked        | C:passed        | D:packed         |
| 37、A:Some             | B:We            | C:They          | D:Those          |
| 38、A:stop             | B:hold          | C:stay          | D:step           |
| 39、A:It               | B:This          | C:There         | D:That           |
| 40、A:at               | B:in            | C:for           | D:with           |

## 第二部分：非选择题

### IV. Phrasal verbs: (1%\*10=10%)

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

bring about    be embodied in    endow...with...    take hold    distribute...to    decide  
against    responsible for    give priority to    assist in    be entitled to

41、As a new global practice of flexible production, the travel and leisure industry \_\_\_\_\_ and rapidly outpaced the manufacturing sector in adopting flexible production. (1 分)

42、The United States Travel and Tourism Administration is the prime government agency in the United States \_\_\_\_\_ the promotion of tourism. (1 分)

43、The idea of self-esteem \_\_\_\_\_ such ideas as the need to exhibit strength, achievement, mastery, competence, and independence. (1 分)

44、As a network of travel agents was in place, the airlines \_\_\_\_\_ setting up their own chain of direct sales offices in favor of appointing agents to handle their sales. (1 分)

45、Operators must also establish a policy for their brochure distribution to the agents. If equal

supplies of brochures \_\_\_\_\_ every agent, many copies will be wasted.(1 分)

46、 In a "frequent flyer" programs, passengers purchasing airline tickets \_\_\_\_\_ extra free travel, according to the mileage covered.(1 分)

47 、 The increased popularity of the automobile \_\_\_\_\_ a more random pattern of travel movements, opened up new destinations and spurred the development of networks of new automobile-oriented facilities and services.(1 分)

48、 One of the primary responsibilities of a manager is to assemble a team to \_\_\_\_\_ running the hotel.(1 分)

49、 China, \_\_\_\_\_ a variety of tourism resources, witness an astonishing growth of tourism over the last decade.(1 分)

50 、 To improve their national economy, the governments of many developing countries \_\_\_\_\_ the development of international tourism in their strategic tourism planning recently.(1 分)

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

##### **Part One**

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

- 51、 business traveler(1 分)
- 52、 local color(1 分)
- 53、 on offer(1 分)
- 54、 end objective(1 分)
- 55、 need deficiencies(1 分)
- 56、 the mode of travel(1 分)
- 57、 in the capacity of(1 分)
- 58、 the Caribbean Community(1 分)
- 59、 Expert Statistical Group(1 分)
- 60、 coupled with(1 分)

##### **Part Two**

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

- 61、 规模经济(1 分)
- 62、 旅游宣传册(1 分)
- 63、 辅助服务(1 分)
- 64、 出境旅游(1 分)
- 65、 签约国(1 分)
- 66、 常规环境(1 分)
- 67、 边境手续(1 分)
- 68、 机票报价(1 分)

69、重要的营销工具(1 分)

70、永久移民(1 分)

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

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

71、 People travel for some different purposes. Some people travel entirely for the purpose of recreation or pleasure on holiday. Some people travel for reasons of health. Other people travel to visit friends or relatives. Still others travel in order to educate themselves in accordance with the old idea that travel is broadening. All of these people are generally considered tourists since the main reason for their trips is recreation. Tourist statistics also include people who are traveling on business. They are business people and government officials on specific tasks as well as people attending meetings or conventions. Others travel for personal business such as shopping, medical or legal things and educational study.(10 分)

72、 With the increase in the number of tourists to resort areas, the demand for accommodation was on the rise, especially in peak seasons. Increasingly, people found it difficult to make reservations from year to year to obtain space in a popular hotel at a certain time of the year. In order to be guaranteed space, guests began prepaying for rooms for a specified time of the year ahead to ensure they would obtain the space they wanted at the hotel of their choice. As the concept of prepayment of hotel rooms grew, organizations were established to handle the coordination of this between the guests and the hotels.(10 分)

## 2104-河南-旅游英语选读-考前模拟卷-003

总分：100

## 一、单选题（共15题，共15分）

1、【考点】旅游业的社会与文化效应(The Sociocultural Effects of Tourism)

答案：D

解析：本题主要考查形容词的最高级。simple 简单的 direct 直接的句意：这种相对富裕的游客流向一个地区，其最简单、最直接的效果就是吸引了一些小偷小摸之辈，偷窃和抢劫案件的增加就是明证。由此可以确定应该使用最高级，故 simplest, most direct 最符合句意。

2、【考点】旅游业是什么(What is Tourism?)

答案：C

解析：本题主要考查动词的正确使用形式。engage 吸引，占用 enjoy 欣赏，享受 spend time doing sth 表示花费时间做某事，这里指花费休闲时间做这些事，故要用-ing 形态，故选 C。句意：游客可以在休闲时间从事各种运动、日光浴、乘车或只是享受环境。

3、【考点】定义人们(Defining the Person)

答案：D

解析：本题主要考查动词的正确使用形式。classify 分类；分等 are classified into 被分为这里分析主语 travelers 和 classify 是被动的关系，故选 D。句意：旅客通常分为两类，一类是需要过夜住宿的旅客，另一类是行程不足一天的旅客。

4、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案：B

解析：本题主要考查名词的辨析。exhibition 展览，显示 lecture 演讲；讲稿 trade fair 贸易展览会 conference 会议；讨论句意：商务旅行也会受到商务相关景点的影响，比如展览和会议。由此可以确定 exhibitions, conferences 最符合句意。

5、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案：A

解析：本题主要考查形容词和名词的辨析。promotional 促销的；增进的 sale 销售；出售 marketing 市场宣传 publicity 宣传，宣扬句意：促销和市场营销活动在使人们更清楚地认识到现有的产品和广泛的选择方面发挥了重要作用。由此可以确定 Promotional, marketing 最符合句意。

6、【考点】酒店业的历史(A Brief History of Hospitality)

答案：D

解析：本题主要考查名词的辨析。commercial hotel 商务酒店 moderate-priced hotel 中等价格的酒店 motor hotel 汽车饭店 chain operation 连锁经营句意：20 世纪初，现代酒店业之父埃尔斯沃斯·斯达勒(Ellsworth Statler)创办了美国第一家连锁酒店。根据句意可以确定 chain operation 最符合句意。

7、【考点】中国国内旅游业：政策与发展(Domestic Tourism in China: Policies and Development)

答案：C

解析：本题主要考查动词的形式辨析。need 后面接 to do 和 do 都可以。但是主语 facilities 和 develop 是被动的关系，需要用 be developed，故选 C。句意：需要为国内游客开发更多的旅游设施。

8、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案：B

解析：本题主要考查动词名词词组的辨析。showing a big profit 展现一个巨大的利益 creating



a satisfied guest 让顾客满意 performing a direct service 提供直接服务 providing a comfortable atmosphere 提供舒适的环境句意：一个总经理不仅要组建一个团队，还要把他们塑造成一个协调、合作的团队，能够为了共同的目标而一起工作：让顾客满意。由此可以确定 creating a satisfied guest 最符合句意。

9、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案：C

解析：本题主要考查名词的辨析。easy to organize 容易组织 rigid packaging 团体包价 flexibility 灵活性 cheap price 便宜的价格由此可以确定 flexibility 最符合句意。

10、【考点】挑战和策略(China's Tourism: Opportunities, Challenges, and Strategies)

答案：A

解析：本题主要考查名词的辨析。opportunity 机会 challenge 挑战 difficulty 困难 problem 问题句意：我国在促进旅游业进一步发展的过程中，既有机遇也有挑战。由此可以确定 opportunities, challenges 最符合句意。

11、【考点】旅游业是什么(What is Tourism?)

答案：B

解析：本题主要考查专业名词的辨析。the United States 美国 the United Nations 联合国 the World Health Organization 世界卫生组织 the World Trade Organization 世界贸易组织句意：世界旅游组织主要通过联合国向发展中国家提供技术援助。由此可以确定 the United Nations 最符合句意。

12、【考点】航空客运(Air Passenger Transport)

答案：B

解析：本题主要考查第一架商用飞机(彗星)投入使用的时间。1940s 20 世纪 40 年代 1950s 20 世纪 50 年代 1960s 20 世纪 60 年代 1970s 20 世纪 70 年代第一架商用飞机(彗星)投入使用是在 20 世纪 50 年代，故选 B。句意：20 世纪 50 年代初，由于航空技术的巨大发展，第一架商用飞机(彗星)投入使用。

13、【考点】旅游业的环境效应(The Environmental Effects of Tourism)

答案：D

解析：本题主要考查名词的辨析。trade 贸易 terror 恐怖 thrill 兴奋 threat 威胁句意：“纪念品收集”现在被视为对一个地区生态平衡的威胁。由此可以确定 threat 最符合句意。

14、【考点】旅行社(Travel Agents)

答案：A

解析：本题主要考查名词的辨析。China International Travel Service 中国国际旅行社 China National Travel Service 中国国家旅行社 China Youth Travel Service 中国青年旅行社 China Comfort Travel Service 中国康辉旅行社句意：20 世纪 90 年代以来，中国国际旅行社在中国旅游业中率先使用了计算机管理。由此可以确定 China International Travel Service 最符合句意。

15、【考点】旅游组织(Tourism Organizations)

答案：C

解析：本题主要考查世界旅游组织的总部的地址。Pairs, France 法国巴黎 Geneva, Switzerland 瑞士日内瓦 Madrid, Spain 西班牙马德里 Venice, Italy 意大利威尼斯世界旅游组织的总部在西班牙马德里，故选 C。

16、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：题干：人们发现可以放松的时间越来越少，因为（ ）。解析：由第一段前两句可知，

由于生活节奏加快和养成了每天都匆匆忙忙的习惯，人们就会越来越难慢下来。故选 D

17、【考点】第一节 事实信息题(Factual Information Question)

答案：A

解析：题干：作者认为，一个好的经理最重要的品质是他（ ）。解析：由第三段第二句可知不害怕压力是一位优秀的管理者最重要的特征。故选 A。

18、【考点】第五节 推理判断题(Inference Question)

答案：D

解析：题干：下列关于压力的陈述中哪一条是正确的？解析：由第三段第一句可知，不同的人能够忍受大小不等的压力。故选 D。

19、【考点】第四节 词义理解题(Vocabulary Question)

答案：B

解析：题干：在第三段的“such a reaction”指的是（ ）。解析：第三段第四句提到当我们面对压力的时候，都会产生化学和物理反应。所以，such a reaction 指的就是面对压力时我们产生的化学和物理反应。故选 B。

20、【考点】第四节 词义理解题(Vocabulary Question)

答案：C

解析：题干：全篇的最后一句话中的“do so”指的是（ ）。解析：由括号前一句可知，do so 指的是 remove stress from our lives。故选 C。

21、【考点】第四节 词义理解题(Vocabulary Question)

答案：C

解析：题干：第一段的“optimum”这个单词可以替换成（ ）。解析：由第一段第一句可知，旅游分支机构增长性的合作已经证明对所有有关部门是有价值的。所以，可推测出合作应该是给游客带来最好的条件。故选 C。

22、【考点】第一节 事实信息题(Factual Information Question)

答案：A

解析：题干：根据课文，以下哪一个陈述不正确。解析：由第二段第一句可知，旅游运营商擅长规划，发起范围广泛的研究项目。选项 A 的说法错误，故选 A。

23、【考点】第一节 事实信息题(Factual Information Question)

答案：C

解析：题干：旅游社是怎么给旅行者解释目的地并给他们建议的？解析：由第三段第一句可知，旅游顾问给旅行社提供讲座，使它们熟悉新的销售计划和技巧。第三段第二句说，旅行社也是通过这种方式给旅行者建议的。故选 C。

24、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：题干：旅行社和运输公司互相依靠，为了（ ）。解析：由最后一段最后两句可知，运输公司需要旅行社提供游客，旅行社需要运输公司为它们提供市场化的旅游。所有的服务都必须朝着一个方向努力，为了更高的效率、更合适的价格及游客的满意。故选 D。

25、【考点】第二节 主旨大意题(Gist Question)

答案：A

解析：题干：本文的最佳标题是（ ）。解析：短文开头提到旅游分支机构间的合作越来越多，之后讲的都是酒店和旅行社，以及运输公司和旅行社之间的相互合作。故选 A。

26、联系空格前后可知，加空格处应填一个连词，引导宾语从句，做 suspect 的宾语。后面的句子中不缺句子成分，所以这里应该填 that。故选 B。

27、根据空格后面的 international group 可知，这里应该填一个形容词。联系上下文结合句

意,后面的句子中提到了他们明确的分工,所以这里作者想表达的应该是这是一个非常有组织的团伙。故选 D。

28、空格前面是介词 at,后面是名词 airport,所以这里应该是一个冠词。前文中提到了 London Airport,这几个人也是在这个机场被抓到的,所以应该是特指,用定冠词 the。故选 C。

29、空格前后均为完整的句子,结合句意,空格前说他们四个人被审问,后面说他们不像是组织者,所以这里应该填表示转折的连词 but。故选 A。

30、in turn: 依次,轮流地; in return: 作为报答; in case: 假使,以防; in fact: 事实上,实际上。前一句话说他们不像是组织者,这一句话说他们说自己并不知道盒子里面是什么,结合所给出的四个选项,选择 D。

31、空格前是系动词 were,后面是介词 of,所以这里应该是一个形容词。be aware of: 知道。是固定搭配。故选择 B。

32、空格前面是及物动词 bring,所以这里应该填一个名词或者代词作宾语。这里的代词代指的应该是这些毒品,数量为复数,所以用 them,故选 C。

33、结合整句话来看,( ) six months 应该做时间状语,结合句意可知,作者表达的应该是这是六个月内第三次.....故选择 D。

34、空格前面是动词,后面是名词,所以这里应该填一个形容词。immoral: 不道德的; criminal: 犯罪的; illegal: 不合法的; irregular: 不规则的。结合上下文毒品应该是不合法的物品。故选 C。

35、结合前后文,declare them to 后面应该是填一个系动词原形 be,表示“是”。句意:他们宣称这些毒品是医用药品。故选 B。

36、空格前面是系动词和副词,所以这里应该填一个动词的过去分词形式表被动。park: 停车; pick: 挑选; pass: 通过; pack: 打包,包装。结合句意应该是包装。故选 D。

37、根据后文可知这是海关官员所说的,所以想表达的应该是“.....下决心要.....这种行为”所以值得应该是海关的工作人员,所以用代词 we 做主语。故选 B。

38、put a stop to: 制止。句意:我们下决心要制止这种行为。故选 A。

39、there be 句型表示有..... 故选 C。

40、get away with: 侥幸成功,逃脱处罚。句意:他们不可能再侥幸逃脱了。故选 D。

## 第二部分:非选择题

### 41、【考点】第一节 时态变化(Temporal Change)

答案: took hold

解析:根据前文 as 表示随着,逗号后面应该是完整的句子, and 前后并列两个同样形式的谓语动词,所以空格处应该填 did 的形式,根据意思应该填 take hold: 固定下来,确立。句意:作为一项新的全球弹性生产方式,旅游和休闲行业占有一席之地,并且,其采用柔性生产的速度快速超越了制造业。

### 42、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: responsible for

解析:因为前面已经有谓语动词 is,中间没有连词,所以空格处不能填谓语动词,可以填非谓语或者形容词的形式,根据意思应该填 responsible for: 负责。句意:美国旅行和旅游协会(USTTA)是美国负责旅游业推广的主要政府机构。

### 43、【考点】第四节 被动变化(Passive Change)

答案: is embodied in

解析:因为这个句子里没有谓语动词,所以空格处应该填一个谓语动词,且主语为一般现在时的第三人称单数,所以应该填 does 或 is 的形式,根据意思前文为自我尊重的理念,所以

应该是 be embodied in: 体现在。句意: 自我尊重的理念表现为展示力量、成就、权力、能力和独立等方面的需求。

44、【考点】第一节 时态变化(Temporal Change)

答案: decided against

解析: 因为前文为 as 引导的从句, 所以空格处应该为谓语动词, 且为一般过去时, 所以应该填 did 的形式, 根据意思应该填 decided against: 决定不...。句意: 因为旅行代理商的服务网点已准备好投入使用了, 航空公司决定不建立自己一系列的直接销售办事处, 而选择指定代理商销售。

45、【主考点】第四节 被动变化(Passive Change)

【副考点】第四节 被动变化(Passive Change)

答案: are distributed to

解析: 因为空格处于 if 的从句中, 所以空格处应该填谓语动词, 又这里的时态为主将从现, 所以应该填一般现在时, 主语为复数应该填 do 或 are 的形式, 根据意思应该填 distribute...to...: 向...分发。句意: 经营者必须针对向代理商发放宣传册制定相关政策。如果给每一个代理商都发放相同数量的宣传册, 那么许多都会被浪费。

46、【主考点】第一节 时态变化(Temporal Change)

【副考点】第四节 被动变化(Passive Change)

答案: are entitled to

解析: 因为原句中没有谓语动词, 所以空格处应该为谓语动词, 主语为复数, 且为一般情况, 所以应该填 do 或 are 的形式, 根据意思应该填 be entitled to: 有权。句意: 在“飞行常客”奖励计划中, 购买计划中, 购买机票的乘客按照飞行的里程, 有权享受额外免费旅行。

47、【考点】第一节 时态变化(Temporal Change)

答案: brought about

解析: 因为句子为 ( ), did sth. and did sth. 的形式, 所以空格处应该填 did 的形式, 根据意思应该填 bring about: 导致, 引起。句意: 汽车逐渐普及, 给人们带来了一种更随意的旅行模式, 它开辟了新的目的地, 刺激了新型的、以汽车为导向的设施和服务网络的发展。

48、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: assist in

解析: 因为空格前为 assemble sth. to, 所以空格处为动词原形 do, 根据意思应该填 assist in: 在...上给予帮助。句意: 经理的主要职责之一就是组建团队来协助经营饭店。

49、【主考点】第三节 非谓语变化(Non-Predicate Change)

【副考点】第四节 被动变化(Passive Change)

答案: endowed with

解析: 因为原句有谓语动词 witness, 所以这里应该非谓语, 一般主动为 doing, 被动为 done 的形式, 根据意思应该填 endow...with...: 赋予。句意: 中国拥有丰富的旅游资源, 在过去十年里人们见证了中国旅游业的惊人发展。

50、【考点】第一节 时态变化(Temporal Change)

答案: have given priority to

解析: 因为原句没有谓语动词, 所以空格处应该填谓语动词, 根据 recently 说明这个动词一直持续到现在, 填现在完成时, 主语为复数, 应该用 have done 的形式, 根据意思应该填 give priority to: 优先考虑。句意: 为提高国民经济, 许多发展中国家的政府在其近期旅游战略规划中优先考虑发展国际旅游。

51、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案: 商务旅游者



解析: business 意为商业, 职业。traveler 意为旅行者。则 business traveler 意为商务旅游者。

52、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案: 地方色彩

解析: local 意为当地的, color 意为色彩。则 local color 意为地方色彩。

53、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案: 出售/提供

解析: offer 在此处作名词, 意为提供, on offer 意为提供, 在出售中。

54、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案: 最终目标

解析: objective 作名词时, 意为目标, end 意为结束, 两个词连用时, 可译为最终目标。

55、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案: 需求不足

解析: need 表示需求, deficiencies 为名词, 表示缺乏, 不足。则 need deficiencies 表示需求不足。

56、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案: 旅行方式

解析: mode——模式, 方式; travel——旅行。则 the mode of travel 意为旅行方式。

57、【考点】定义人们(Defining the Person)

答案: 以.....身份

解析: capacity 意为能力, 资格。in the capacity of 为固定搭配, 意为以.....身份。

58、【考点】定义人们(Defining the Person)

答案: 加勒比共同体

解析: community 意为社区, 团体, 共同体。the Caribbean Community 意为加勒比共同体, 是一个区域性经济合作组织。

59、【考点】定义人们(Defining the Person)

答案: 专家统计小组

解析: expert——专家; statistical——统计的; 统计学的, group——小组。则 Expert Statistical Group 意为专家统计小组。

60、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: 外加, 加上

解析: couple 作动词时表示与.....连接, 结合。coupled with 表示与.....结合; 外加, 加上。

61、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: scale economy

62、【考点】旅游手册(The Tour Brochure)

答案: tour brochure

63、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案: support services

64、【考点】旅游业是什么(What is Tourism?)

答案: outbound tourism

65、【考点】旅游组织(Tourism Organizations)

答案: contracting/signatory countries/states

66、【考点】旅游业的环境效应(The Environmental Effects of Tourism)

答案: normal circumstances

67、【考点】旅游组织(Tourism Organizations)

答案: frontier formalities

68、【考点】旅行社(Travel Agents)

答案: air fare quotations

69、【考点】旅游手册(The Tour Brochure)

答案: important marketing tool

70、【考点】定义人们(Defining the Person)

答案: permanent immigrant

71、【考点】第六章 语篇翻译(Passage Translation)

答案: 人们出门旅行有着各自不同的目的: 有些人出门度假纯粹是满足娱乐之需; 有些人是出于健康原因; 另一些人是探亲访友; 更有一些人是为了自我教育, 遵从旅行可以拓展视野的旧观念。所有这些人都是可以归类为游客, 因为他们旅行主要是为了娱乐。旅游统计数据还包括那些出差的人。他们是有特定任务在身的商务人士和政府官员, 以及参加各种会议的人员。另一些人旅行是出于个人事务, 比如购物、医疗或者法律事务以及修学。

72、【考点】第六章 语篇翻译(Passage Translation)

答案: 随着旅游胜地游客人数的增长, 住宿要求也在增长, 尤其是在旅游旺季。人们逐渐发现, 要想在一年的某个时间入住受欢迎的酒店越来越困难了。为了保证预定到自己喜爱的客房, 酒店的客人开始在他们指定的时间内预付房费, 这样就可以得到他们所选择的酒店。随着预付概念的普及, 各种机构应运而生, 来协调客人与酒店间的订房工作。



**2104-河南-旅游英语选读-考前模拟卷-004**

总分：100

**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、( ) played an important role in the early history of hospitality.(1 分)

- A: Trade
- B: Religion
- C: Temples
- D: Churches

2、The Chinese government ( ) the development of the domestic tourism industry as a very important means of ( ) currency from circulation.(1 分)

- A: consider, withdraw
- B: considered, withdrew
- C: considers, withdrawing
- D: considering, withdraws

3、Only in the case of “special interest tours”, the cultural exchange may take the form of ( ) group trips to a concert, museums or art galleries.(1 分)

- A: carefully escorted
- B: carefully escorting
- C: cautiously guided
- D: cautiously guiding

4、Since May 1, 1995, leisure time over the two-day weekend ( ) urban residents' demand for domestic travel and tourism.(1 分)

- A: stimulates
- B: is stimulating
- C: has stimulated
- D: has been stimulating

5、( ) may form an impenetrable barrier to genuine local contact and this limitation may lead to mutual misunderstanding.(1 分)

- A: Literature
- B: Location
- C: Language
- D: Landscape

6、In more recent times, it was the ( ) themselves who developed the first air package tours.(1 分)

- A: travel retailers

- B: travel agents
- C: travel directors
- D: travel principals

7、Local people usually see tourism as a cultural and ( ) factor.(1 分)

- A: historical
- B: business
- C: employment
- D: education

8、An international tourist is defined as anyone visiting a country, other than that which is his usual place of residence, for ( ) hours. (1 分)

- A: more than 48
- B: more than 24
- C: less than 48
- D: less than 24

9、Recent promotions by Amtrak have emphasized the ( ) benefits of taking the train.(1 分)

- A: safety
- B: comfort
- C: relaxation
- D: cost

10、( ) is the most widely recognized international organizations in tourism today.(1 分)

- A: International Civil Aviation Organization
- B: International Hotel Association
- C: World Association of Travel Agencies
- D: World Tourism Organization

11、Wastage can be reduced by establishing standards ( ) which we can monitor the performance of travel agents.(1 分)

- A: upon
- B: with
- C: against
- D: within

12、The sum of all incomes in a country is called the ( ) .(1 分)

- A: economic income
- B: productive income
- C: financial income
- D: national income

13、The governments of many developing nations give priority in their strategic tourism planning to the development of ( ) , because it generates badly-needed hard currency.(1 分)

- A: professional tourism
- B: convention tourism
- C: business tourism
- D: international tourism

14、 During the 1920s and 1930s, ( ) was one of the fastest growing segments of the international tourism industry.(1 分)

- A: train tourism
- B: coach tourism
- C: cruise tourism
- D: air tourism

15、 However, other travel agents have recognized that the technological revolution will affect their business to a greater extent than almost ( ) .(1 分)

- A: other industry
- B: any other industry
- C: other industries
- D: any other industries

## 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)

Most young people enjoy some form of physical activity such as walking, cycling, a game of some kind of football, or mountaineering.

Those who have a passion for climbing high and difficult mountains are often looked upon with astonishment. Why are men and women willing to suffer cold and hardship, and to take risk on high mountains? This astonishment is caused probably by the difference between mountaineering and other forms of activity to which men give their leisure.

Mountaineering is a sport and not a game. There are no man-made rules, as there are for such games as golf and football. There are, of course, rules of a different thing that it would be dangerous to ignore, but it is this freedom from man-made rules that makes mountaineering attractive to many people. Those who climb mountains are free to use their own methods.

If we compare mountaineering and other more familiar sports, we might think that one big difference is that mountaineering is not a "team game". We should be mistaken in this. There are, it is true, no "matches" between "teams" of climbers, but when climbers are on a rock face linked by a rope on which their lives may depend, there is obviously teamwork.

The mountain climber knows that he may have to fight forces that are stronger and more powerful than men. He has to fight the forces of nature. His sport requires high mental and physical qualities.

A mountain climber continues to improve in skill year after year. A skier is probably past his best by the age of thirty, and most international tennis champions are in their early twenties. But it is not unusual for a man of fifty or sixty to climb the highest mountains in the Alps. They may take more time than younger men, but they probably climb with more skill and less waste of

efforts, and they certainly experience equal enjoyment.(10 分)

16、 The word "passion" in Line 1 Paragraph 2 is closest in meaning to ( ).(2 分)

- A: strong emotion
- B: good way
- C: better feeling
- D: enough affection

17、 The difference between a sport and a game has to do with the kind of ( ).(2 分)

- A: activity
- B: rules
- C: uniform
- D: climbers

18、 Mountaineering can be called a team sport because ( ).(2 分)

- A: it is an Olympic event
- B: teams compete against each other
- C: mountaineers depend on each other while climbing
- D: there are five climbers on each team

19、 Mountaineers compete against ( ).(2 分)

- A: nature
- B: each other
- C: other teams
- D: international standards

20、 What is the best title for the passage? ( ) (2 分)

- A: Mountaineering Is Different from Golf and Football.
- B: Mountaineering Is More Attractive than Other Sports.
- C: Mountaineering Quality.
- D: Mountaineering.

(2)

As a reliable travel agency, we really do try to describe our centers and accommodation as realistically as possible. All our Super Centers and Main Centers have been extensively investigated during the winter season 1975-1976. As a result we have first-hand information on the way in which hotels, life networks and ski schools, etc. operate during the season. We have not been able to investigate, at first hand. All our Independent Centers during the last season but all have been visited during the past three seasons. Should you need any more information about these centers we will try to get it for you. Our American centers have been investigated on our behalf by United Airlines Tours Department and by the U. S tour operators to offer you this novel program to the United States.

Where possible we have eliminated the use of superlatives from the text (possibly making our brochure less attractive to read than it might be) and have concentrated on as accurate a

description as possible. Nevertheless you should bear in mind that your opinion and the opinion of our investigator might differ and there may be changes between the time of a visit by our investigator and the visit of one of our customers.

We trust that it is evident to you that we have done all in our power to eliminate misdescription and that there really is no question of misrepresentation on our part —— either careless or otherwise. We welcome your constructive criticism —— it is the best way we know of improving our brochures and our service. Although complaints are very expensive to handle, your complaint or criticism will be thoroughly investigated and a refund made if it is justified —— none will be made if it isn't.(10 分)

21、 The firm claims that all its winter sports centers have been the recent target of ( ).(2 分)

- A: a program of personal visits
- B: intensive enquiries about facilities
- C: attempts to increase hotel accommodation
- D: an improved information service

22、 The "Independent Centers" were personally inspected ( ).(2 分)

- A: the year before last
- B: three years ago
- C: between 1975 and 1976
- D: within the last three seasons

23、 The program of tours to the United States appears to be ( ).(2 分)

- A: a new independent adventure
- B: newly taken over by U.S. tour operations
- C: a new collaboration with U.S. travel firms
- D: organized by United Airlines

24、 Their brochure would be more attractive to read, they say, if ( ).(2 分)

- A: it used fewer superlatives
- B: it were less truthful
- C: it eliminated description
- D: it were more encouraged

25、 The firm's claim is that their program is improved by ( ).(2 分)

- A: helpful fault-finding by customers
- B: attractive description of the centers in every brochure
- C: a standard policy of prompt repayment
- D: careful control of the hotels

### 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.

Hotel properties range from tiny to huge in size,\_\_\_26\_\_\_large properties such as

Chicago's Hilton and Towers or Excalibur in Las Vegas \_\_\_\_27\_\_\_\_ the public's imagination, the \_\_\_\_28\_\_\_\_ of properties offer between 100 and 200 units. Surprisingly enough, most properties perform basically the \_\_\_\_29\_\_\_\_ functions, but the way in which they accomplish them \_\_\_\_30\_\_\_\_ with the property size.

A large property may employ a general manager \_\_\_\_31\_\_\_\_ an executive assistant manager \_\_\_\_32\_\_\_\_ responsibility for day-to-day operations. There is often a resident manager who supervises several \_\_\_\_33\_\_\_\_ on his or her side of the hotel, and a food and beverage manager who reports to the "exec". \_\_\_\_34\_\_\_\_, in the 100-unit inn, the general manager may be responsible —— with an executive housekeeper and perhaps front-office manager or chief clerk —— for \_\_\_\_35\_\_\_\_ the rooms and for supervising an assistant manager \_\_\_\_36\_\_\_\_ food and beverage. Thus, the executive \_\_\_\_37\_\_\_\_ may vary from two or three persons \_\_\_\_38\_\_\_\_ a few department heads and key employees in a small property, \_\_\_\_39\_\_\_\_ a substantial bureaucratic organization made of the many layers of authority necessary to \_\_\_\_40\_\_\_\_ a large complex property. (15 分)

- |                  |                 |                   |                   |
|------------------|-----------------|-------------------|-------------------|
| 26、A:Since       | B:Although      | C:As              | D:For             |
| 27、A:catch       | B:get           | C:attract         | D:create          |
| 28、A:most        | B:bulk          | C:amount          | D:majority        |
| 29、A:old         | B:new           | C:same            | D:multiple        |
| 30、A:vary        | B:varies        | C:varying         | D:varied          |
| 31、A:for whom    | B:whom          | C:under whom      | D:with whom       |
| 32、A:holds       | B:gives         | C:has             | D:assumes         |
| 33、A:departments | B:people        | C:sectors         | D:parts           |
| 34、A:departments | B:people        | C:sectors         | D:parts           |
| 35、A:running     | B:cleaning      | C:charging        | D:changing        |
| 36、A:looking for | B:available for | C:responsible for | D:appropriate for |
| 37、A:staff       | B:managers      | C:people          | D:ones            |
| 38、A:elected by  | B:supported by  | C:controlled by   | D:directed by     |
| 39、A:by          | B:with          | C:and             | D:to              |
| 40、A:make        | B:maintain      | C:change          | D:operate         |

## 第二部分：非选择题

### IV. Phrasal verbs: (1%\*10=10%)

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

attempt to	allow for	come up with	cut down	spring up
impose on	indulge in	protect from	come to terms with	tailor...to...

41、With the multidimensional aspects of tourism and its interactions with other activities, it is difficult to \_\_\_\_\_ a meaningful definition for tourism. (1 分)

42、The organization of WTO \_\_\_\_\_ harmonize tourist policies among nations through formulating and applying principles of international tourism. (1 分)

43、With faster mode of travel and lower prices, more people with limited incomes and time for



travel can \_\_\_\_\_ tourism, domestic and international.(1 分)

44、Business travel tends to be price inelastic and non-seasonal but it has to \_\_\_\_\_ each executive's needs.(1 分)

45、Many agents have been slow to \_\_\_\_\_ the computer era while their customers also mistrust computer reservations procedures.(1 分)

46、Brochure distribution and control is instrumental in \_\_\_\_\_ waste as well as increasing sales opportunities.(1 分)

47、Airlines will overlook to \_\_\_\_\_ the high number of no-shows, but must exercise caution in case they end up with more passengers than they can accommodate.(1 分)

48、With the extension of the United States railroad system, new towns \_\_\_\_\_ along tracks that spread westward to the Pacific coast.(1 分)

49、Some countries or regions have \_\_\_\_\_ direct taxation \_\_\_\_\_ tourism to raise additional public income.(1 分)

50、In Britain, growing concern over the possible despoliation of the Lake District led to the formation of a defense society in 1883 to \_\_\_\_\_ the region \_\_\_\_\_ commercial exploitation.(1 分)

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

##### Part One

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

51、customized services(1 分)

52、charter flights(1 分)

53、dominant paradigm(1 分)

54、scope economies(1 分)

55、.a wilderness park(1 分)

56、an area of scenic beauty(1 分)

57、terra cotta warriors and horses(1 分)

58、make ends meet(1 分)

59、diversity of landscapes(1 分)

60、caravan routes(1 分)

##### Part Two

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

61、客房部(1 分)

62、国民收入(1 分)

63、净逆差(1 分)

64、行李票(1 分)

65、带薪假日(1 分)

66、资本投资(1 分)

67、各行各业/各阶层(1 分)

68、没有孩子拖累的家庭(1 分)

69、获得利润(1 分)

70、国际航空运输协会(1 分)

**VI. Passage translation: (10%\*2=20%)****Directions: Translate the following passages into Chinese.**

71、The travel agent's role is dissimilar to that of most other retailers, in that agents do not purchase a product for resale to their customers. Only when a customer has decided on a travel purchase do agents approach their principal on their customer's behalf to make a purchase. The travel agent does not, therefore, carry "stock" of travel products. This has two important implications for the business of travel distribution. First, the cost of setting up in business is comparatively small compared to that of other retail businesses, and second, agents are not seeking to dispose of products they have already purchased, so will therefore display less brand loyalty towards a particular product or company. However, in the past few years negotiations between principals and agents have led to higher commissions being paid to agents who achieve target sales, and this is causing agents to become more commercial in their approach to sales.(10 分)

72、Visitors can find almost any kind of restaurant in most of the large cities in America. The telephone book lists restaurants for each city according to name, area of the city, or kind of food. Restaurants in large cities vary greatly in price. Many restaurants post their menus in the window so you can have some idea of the price and kind of food before you enter. If the menu is not posted, and you are uncertain about how expensive the place is, ask to see a menu before you are seated at a table, or else just ask about the price range. Appearances from the outside can be misleading — what looks like a small, informal restaurant may really be very expensive, and what looks like a large, expensive restaurant may be very reasonable.(10 分)

## 2104-河南-旅游英语选读-考前模拟卷-004

总分：100

## 第一部分：选择题

## 1、【考点】酒店业的历史(A Brief History of Hospitality)

答案：B

解析：本题主要考查名词的辨析。trade 贸易 religion 宗教 temple 寺庙 church 教会，教堂  
句意：宗教在饭店业的早期历史中起着极其重要的作用。由此可以确定 Religion 最符合句意。

## 2、【考点】中国国内旅游业：政策与发展(Domestic Tourism in China: Policies and Development)

答案：C

解析：本题主要考查动词的正确形式。consider （考虑）这里做谓语，句子的形式是一般现在时，主语是单数，所以用 considers。withdraw （撤退；收回）这里和 of 连用，用-ing 形式。句意：中国政府认为发展国内旅游业是货币退出流通的重要手段。故选 C。

## 3、【考点】旅游业的社会与文化效应(The Sociocultural Effects of Tourism)

答案：A

解析：本题主要考查动词形式。carefully 小心地 cautiously 慎重地 escort 陪同 carefully escorted 被细心地陪同的句意：只有在“特殊兴趣之旅”的情况下，文化交流才可以采取由导游陪同的集体旅行形式，如去音乐会、博物馆或美术馆。由此可以确定 carefully escorted 最符合句意。

## 4、【考点】决定旅游业的因素(Determining Factors of Tourism)

答案：D

解析：本题主要考查动词的时态式。根据 since，可以确定要用现在完成时。现在完成时可以表示一个已经完成的动作，而现在完成进行时则表示一个正在进行的动作。这里强调一直在，所以要用现在完成进行时：has been stimulating。句意：从 1995 年 5 月 1 日开始，双休日的休闲时间一直在刺激城市居民对国内旅游的需求。故选 D。

## 5、【考点】旅游业的社会与文化效应(The Sociocultural Effects of Tourism)

答案：C

解析：本题主要考查名词的辨析。literature 文学；文献 location 位置 language 语言 landscape 风景，景色句意：语言可能对真正的本地接触构成一种不可逾越的障碍，这种限制可能导致相互误解。由此可以确定 Language 最符合句意。

## 6、【考点】旅行社(Travel Agents)

答案：B

解析：本题主要考查名词的辨析。travel retailers 旅游零售商 travel agents 旅行社 travel directors 商务目录 travel principals 旅游主体句意：在更近的时代，是旅行社组织了第一次的航空旅行团。由此可以确定 travel agents 最符合句意。

## 7、【考点】旅游业是什么(What is Tourism?)

答案：C

解析：本题主要考查形容词和名词的辨析。historical 历史的；史学的 business 商业，交易 employment 使用；职业 education 教育；培养句意：当地人通常把旅游视为一种文化和就业因素。由此可以确定 employment 最符合句意。

## 8、【考点】定义人们(Defining the Person)

答案：B

解析：本题考查时间的表达。

more than 48: 48 小时以上 more than 24 hours: 24 小时以上 less than 48 : 少于 48 小时 less

than 24: 少于 24 小时句意: 国际游客是指任何一个在非他通常的居住地的国家停留超过 24 小时的人。由此可以确定 more than 24 最符合句意。

9、【考点】运输方式选择决定(Transportation Mode Selection Decisions)

答案: C

解析: 本题主要考查名词的辨析。safety 安全; 保险 comfort 安慰; 舒适 relaxation 放松; 缓和 cost 费用, 代价句意: 美国铁路公司最近的促销活动强调了乘坐火车的休息和放松的好处。由此可以确定 relaxation 最符合句意。

10、【考点】旅游组织(Tourism Organizations)

答案: D

解析: 本题主要考查各类组织的名词的辨析。International Civil Aviation Organization 国际民航组织 International Hotel Association 国际旅馆协会 World Association of Travel Agencies 世界旅行社协会 World Tourism Organization 世界旅游组织句意: 世界旅游组织(WTO)是当今旅游业中得到最广泛认可的组织。由此可以确定 World Tourism Organization 最符合句意。

11、【考点】旅游手册(The Tour Brochure)

答案: C

解析: 本题主要考查介词的辨析。upon 在.....之上 with 和.....在一起 against 针对; 预防, 抵御 within 在.....之内句意: 可以通过制定标准来监测旅行社的表现, 从而降低浪费。由此可以确定 against 最符合句意。

12、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案: D

解析: 本题主要考查表示收入的名词的辨析。economic income 经济收入 productive income 生产性收入 financial income 财务收益 national income 国民收入句意: 一个国家的所有收入叫做国民收入。由此可以确定 national income 最符合句意。

13、【考点】中国国内旅游业: 政策与发展(Domestic Tourism in China: Policies and Development)

答案: D

解析: 本题主要考查旅游种类名词的辨析。professional tourism 专业旅游 convention tourism 会议旅游 business tourism 商务旅游 international tourism 国际旅游句意: 许多发展中国家的政府在其旅游战略规划中优先考虑国际旅游的发展, 因为它产生了急需的硬通货。由此可以确定 international tourism 最符合句意。

14、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: C

解析: 本题主要考查表示旅游方式的名词的辨析。train tourism 火车旅游 coach tourism 长途汽车旅游 cruise tourism 邮轮旅游 air tourism 空中旅游句意: 在 20 世纪二三十年代, 邮轮旅游是国际旅游业增长最快的部分之一。由此可以确定 cruise tourism 最符合句意。

15、【考点】旅行社(Travel Agents)

答案: B

解析: 本题主要考查代词的辨析。other 其他的, 另外的 any other 表示其他之中的任意一个句意: 然而, 其他旅行社已经认识到, 技术革命对他们业务的影响将比几乎任何其他行业都要大。由此可以确定 any other industry 更符合句意。

16、【考点】第四节 词义理解题(Vocabulary Question)

答案: D

解析: 题干: 与第二段第一行的“passion”意思最接近的是( )。解析: 由第一段中的“enjoy”和第二段第二句中的“willing to”可知, “passion”在这里表示想要做某事的欲望和感觉, 所以

与“enough affection”的意思是最接近的。故选 D。

17、【考点】第一节 事实信息题(Factual Information Question)

答案：B

解析：题干：运动和比赛的不同点在于（ ）。解析：由第三段前三句可知，登山是一种运动，而不是一种比赛。与高尔夫球和踢足球不同，登山没有人为的规定。当然，不同的事情有不同的规则，忽视它们是危险的。但是正是因为登山没有人为规定，才使得登山对许多人来说有吸引力。故选 B。

18、【考点】第一节 事实信息题(Factual Information Question)

答案：C

解析：题干：登山是一种团队运动，因为（ ）。解析：由第五段第二句可知，当登山者站在一块岩石上面，身上只系着一条性命攸关的绳子的时候，团队合作明显就产生了。故选 C。

19、【考点】第一节 事实信息题(Factual Information Question)

答案：A

解析：题干：登山者与（ ）抗争。解析：由第五段第二句可知，登山者不得不和自然的力量抗争。故选 A。

20、【考点】第二节 主旨大意题(Gist Question)

答案：D

解析：题干这篇文章的最佳标题是什么？解析：第三段主要说登山是一种运动，而不是一种比赛。第四段接着又提到登山和其他体育运动的比较，所以，短文主要讲的是登山。故选 D。

21、【考点】第一节 事实信息题(Factual Information Question)

答案：A

解析：题干：该公司声称，其所有冬季体育中心最近都是以（ ）为目标。公司宣称，解析：由第一段最后一句可知，文中提及的旅行社向游客推出了一个新的旅游项目。故选 A。

22、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：题干：“独立中心”接受了视察（ ）。解析：由第一段第四句可知，所有的独立中心都已经在过去的三个季节里接受了视察。故选 D。

23、【考点】第一节 事实信息题(Factual Information Question)

答案：C

解析：题干：美国旅游计划似乎是与美国旅游公司（ ）。解析：由第一段最后一句可知，美国联合航空公司旅游部和一些美国旅游公司视察了该旅行社的美国中心，以便该旅行社推出美国之旅这一新项目，所以这一项目看上去是该旅行社与美国旅游公司之间的一项合作。故选 C。

24、【考点】第一节 事实信息题(Factual Information Question)

答案：B

解析：题干：他们说，如果（ ），他们的小册子会更有吸引力。解析：由第二段第一句可知，我们在宣传册中减少了“最”字眼的使用（这可能使我们的宣传册不那么吸引人），并且我们尽量注意描述的精确性。所以，反过来可推出，如果我们的宣传册没有那么精确，那么真实，将会更有吸引力。故选 B。

25、【考点】第一节 事实信息题(Factual Information Question)

答案：A

解析：题干：该公司声称，他们的程序是通过（ ）得到改进的。解析：由第三段第二句可知，建设性的批评是我们改善宣传册和服务的最好方式。故选 A。



- 26、从句意上理解, although 在这里表示让步, 意为“尽管, 虽然”。故选 B。
- 27、catch the public's imagination 意为“投合了公众的喜好”。故选 A。
- 28、由上句子可知, 尽管一些大的酒店投合了公众的喜好, 后半句应该是说大多数酒店的做法。故选 D。
- 29、由 but 后的句子可知, 酒店的大小不同, 酒店实现其功能的方式也不同。由于该句为转折关系, 故选 C。
- 30、表示转折的后半句主语为 the way, 所以谓语动词应该用第三人称单数形式。故选 B。
- 31、该句的先行词是 a general manager, 根据句意可知, 后面的行政助理经理应该是由总经理领导的。故选 C。
- 32、行政助理经理为每天的日常工作负责。hold 意为“拿住”; give 意为“给给予”; has 意为“有”; assume 意为“承担(责任)”。故选 D。
- 33、除了有行政助理经理, 还有管理他或她所负责宾馆一些部门的驻店经理。department 意为“部门”; people 意为“人, 人民”; sector 意为“领域”; part 意为“部分”。故选 A。
- 34、根据句意可知, 前面讲了大酒店的工作模式, 接下来就会提到另一个方面, 即小酒店的工作模式。in addition 意为“另外”; on the other hand 意为“另一方面”; however 意为“然而”; meanwhile 意为“同时”。故选 B。
- 35、run 意为“经营”; clean 意为“清理”; charge 意为“充电”; change 意为“改变”。故选 A。
- 36、look for 意为“寻找”; available for 意为“可供……用的”; responsible for 意为“负责”; appropriate for 意为“适合”。故选 C。
- 37、staff 意为“员工”; manager 意为“经理”; people 意为“人, 人民”; ones 意为“任何人, 人们”。故选 A。
- 38、elected by 意为“由……选举”; supported by 意为“由……支持”; controlled by 意为“由……控制”; directed by 意为“由……引导”。故选 B。
- 39、from...to...意为“从...到...”, 是固定词组。故选 D。
- 40、necessary to...在这里是形容词短语作后置定语, 意思是“对于经营一个大而复杂的酒店是必需的”。make 意为“做, 制造”; maintain 意为“保持”; change 意为“改变”; operate 意为“经营, 管理”。故选 D。

## 第二部分: 非选择题

### 41、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: come up with

解析: 因为前文为 it is difficult to, 所以后面要填动词原形, 根据意思, 后面为旅游业的有意义的定义, 所以应该是 come up with: 想出。句意: 随着旅游业的多维发展, 以及其他活动的互相影响, 对“旅游业”作出一个有意义的定义是困难的。

### 42、【考点】第二节 语态变化(Morphological Change)

答案: attempts to

解析: 本句没有谓语动词, 所以这里应该填一个谓语动词, 而主语是第三人称单数, 所以应该用 does 的形式, 根据句意, 世界旅游组织( ) 协调各国的旅游政策。所以应该填 attempt to: 努力, 尝试, 试图。句意: 世界旅游组织通过制定并推行国际旅游的原则, 尝试协调各国的旅游政策。

### 43、【考点】第一节 时态变化(Temporal Change)

答案: indulge in

解析: 因为前面是 can, 所以空格处应该填动词原形, 根据意思, 主语为人, 宾语为国内外旅游, 所以应该填 indulge in: 享受, 沉迷。句意: 随着旅游方式更加快捷, 更加优惠, 越来越多收入和时间有限的游客能享受到国内外的旅游。



## 44、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: be tailored to

解析: 因为前面为 has to, 所以空格处为动词原形, 根据意思应该填 be tailored to: 调整, 以适合。句意: 商务旅游趋向于无价格弹性、无季节性, 但是它不得不根据每个商务人员的需要提供服务。

## 45、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: come to terms with

解析: 因为前文为 be slow to, 所以空格处为动词原形, 根据意思应该填 come to terms with: 接受。句意: 许多旅行社迟迟不能接受计算机时代, 而且他们的客户也对计算机预订程序不太信任。

## 46、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: cutting down

解析: 因为前面为 in, 所以空格处应该填 doing sth., 根据意思“( ) 浪费和增加销售机会”应该填 cut down: 减少, 削减。句意: 旅游宣传册的分发及其控制有助于减少浪费及增加销售机会。

## 47、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: allow for

解析: 因为前面用 will overlook to, 说明空格处应该填动词原形, 根据意思应该填 allow for: 考虑到, 把...计算在内。句意: 航空公司考虑到有放弃预订座位的客人, 从而会进行超额预定, 但是也需谨慎, 以免最后乘客过多, 超出其载容量。

## 48、【考点】第一节 时态变化(Temporal Change)

答案: sprang up

解析: 因为逗号前面为 with 的伴随, 所以逗号后面要有谓语动词, 但后面的连词 that 之前没有谓语动词, 所以空格处应该填谓语动词, 且这里是已经发生的事情, 所以要填 did 的形式, 根据意思, 新的城镇应该快速涌现, 填 spring up: 涌现, 迅速成长。句意: 随着美国铁路系统的扩大, 西到太平洋海岸的铁路沿线涌现了一些新的城镇。

## 49、【考点】第一节 时态变化(Temporal Change)

答案: imposed...on

解析: 根据前文 have, 说明空格处应该填 done 的形式, 根据意思应该填 impose...on: 把...强加于, 施加。句意: 一些国家或地区已经在旅游业中推行直接税收, 来增加额外公共收入。

## 50、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: protect...from

## 51、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: 按要求提供的服务项目

## 52、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: 包机航班

## 53、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: 主要形式

## 54、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案: 范围经济

## 55、【考点】旅游业是什么(What is Tourism?)

答案: 天然公园

## 56、【考点】旅游业的环境效应(The Environmental Effects of Tourism)

答案: 风景名胜地

57、【考点】中国旅游业资源的评估(An Assessment of China's Tourism Resources)

答案：兵马俑

58、【考点】中国国内旅游业：政策与发展(Domestic Tourism in China: Policies and Development)

答案：使收支相抵(量入为出)

59、【考点】挑战和策略(China's Tourism: Opportunities, Challenges, and Strategies)

答案：自然风光的多样性

60、【考点】酒店业的历史(A Brief History of Hospitality)

答案：商队旅行路线

61、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案：room(s) department; housekeeping department

62、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：national income; national revenue

63、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：a net deficit

64、【考点】旅游组织(Tourism Organizations)

答案：baggage checks

65、【考点】大众旅游和新型旅游业(Mass Tourism and New Tourism)

答案：paid holidays

66、【考点】旅行社(Travel Agents)

答案：capital investment

67、【考点】酒店业的历史(A Brief History of Hospitality)

答案：all walks of life

68、【考点】运输方式选择决定(Transportation Mode Selection Decisions)

答案：empty nesters

69、【考点】旅游业是什么(What is Tourism?)

答案：make a profit

70、【考点】旅游组织(Tourism Organizations)

答案：the International Air Transport Association

71、【考点】第六章 语篇翻译(Passage Translation)

答案：旅行代理商的职能和大多数其他零售商的职能不同，因为旅行代理商并不是买来产品后再销售给顾客，只是在顾客决定参加某项旅游后，代理商代表顾客向经营商预购旅游产品，因此代理商并不“储藏”旅游产品。这对于旅游行业的产品分销有两个重要意义。第一，在旅游行业建立企业比在其他零售行业成本少；第二，代理商无需想方设法处理他们已购置的产品，因此他们对特定的产品或公司没有太多的品牌忠诚度。然而，近些年来，那些完成指定销售的代理商可以通过谈判从经销商那里获取高额的佣金，这使得代理商在旅游销售方面更加商业化。

72、【考点】第六章 语篇翻译(Passage Translation)

答案：在美国的大多数大城市，游客几乎可以找到各种类型的餐馆。电话簿根据餐馆名字、所在城市位置或食物种类，列出每个城市的餐馆。大城市的餐馆价格差别很大。许多餐馆在橱窗里张贴菜单，让你进去之前就能对食物的价格和种类有所了解。假如没有，而你又不知道那家餐馆的饭菜价格，那么进去之后，先要一份菜单，再入座，要不就直接问价格范围。光看餐馆的外表，可能会产生错误的判断——外表普通的小餐馆，也许实际上极贵，而外表看来昂贵的大餐馆，价钱可能很公道。

**2104-河南-旅游英语选读-考前模拟卷-005****总分：100****第一部分：选择题****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、 One of the objectives of WTO is to raise standards of living in the less developed areas of the world by helping to provide ( ) for foreign tourism.(1 分)

- A: education
- B: policies
- C: facilities
- D: markets

2、 As in any business, there must be one person responsible for the ( ) . That person is the general manager.(1 分)

- A: managing direction
- B: overall operation
- C: marketing operation
- D: hotel direction

3、 The resort or ( ) chosen will depend on the form of relaxation required.(1 分)

- A: destination
- B: scenic spot
- C: hotel
- D: transportation

4、 The realization of one's desire to travel depends on many complex social and political factors, including the social ( ) of the destination.(1 分)

- A: change
- B: awareness
- C: policy
- D: stability

5、 There is great potential in China for specialized tourism, focusing on ethnic groups and ( ) adventure.(1 分)

- A: environmental
- B: minority
- C: mountain
- D: rural

6、 The World Tourism Organization attempts to ( ) tourist policies among nations.(1 分)

- A: make

- B: raise
- C: provide
- D: harmonize

7、 In the case of tourists interested in other cultures, the location and ( ) of the cultural event will determine the destination selected.(1 分)

- A: association
- B: accessibility
- C: availability
- D: practicality

8、 Large travel agencies will have their ( ) designed and prepared in their own advertising department.(1 分)

- A: brochures
- B: handouts
- C: reports
- D: programmes

9、 The vast size and the varied geography provide China with beautiful ( ) and a dazzling array of natural and scenic wonders.(1 分)

- A: plantations
- B: wildlife
- C: landscapes
- D: beach

10、 English inns gained a ( ) for cleanliness and comfort.(1 分)

- A: name
- B: tradition
- C: mark
- D: reputation

11、 The importance of tourism to a country's economy can be measured by looking at the ( ) of national income created by tourism.(1 分)

- A: overall
- B: proportion
- C: total
- D: extra part

12、 One of the primary responsibilities of a manager is to assemble a ( ) to assist in running the hotel.(1 分)

- A: team
- B: director
- C: person
- D: housekeeper

13、Tourism contributes to both preservation and development of the world's cultural ( ).(1 分)

A: awareness

B: benefit

C: heritage

D: concept

14、Countries subject to rapid growth in tourism will experience not just economic change but also social and ( ) effects.(1 分)

A: environmental

B: political

C: cultural

D: transportation

15、Cruises can be divided into three main categories depending on the ( ) of the trips.(1 分)

A: departure

B: passengers

C: features

D: duration

## 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)

People living on parts of the south coast of England face a serious problem. In 1993, the owners of a large hotel and of several houses discovered, to their horror, that their gardens had disappeared overnight. The sea had eaten into the soft limestone cliffs on which they had been built. While experts were studying the problem, the hotel and several houses disappeared altogether, sliding down the cliff and into the sea.

Erosion of the white cliffs along the south coast of England has always been a problem but it has become more serious in recent years. Dozens of homes have had to be abandoned as the sea has crept farther and farther inland. Experts have studied the areas most affected and have drawn up a map for local people, forecasting the year in which their homes will be swallowed up by the hungry sea.

Angry owners have called on the Government to erect sea defenses to protect their homes. Government surveyors have pointed out that in most cases, this is impossible. New sea walls would cost hundreds of millions of pounds and would merely make the waves and currents go further along the coast, shifting the problem from one area to another. The danger is likely to continue, they say, until the waves reach an inland area of hard rock which will not be eaten as limestone is. Meanwhile, if you want to buy a cheap house with an uncertain future, apply to a house agent in one of the threatened areas on the south coast of England. You can get a house for a knockdown price but it may turn out to be a knockdown home.(10 分)

16、What is the cause of the problem that people living on parts of the south coast of England face?

( ) (2 分)

- A: The disappearance of hotels, houses and gardens.
- B: The experts' lack of knowledge.
- C: The rising of the sea level.
- D: The washing-away of limestone cliffs.

17、 The erosion of the white cliffs in the south of England ( ) .(2 分)

- A: will soon become a problem for people living in central England
- B: has now become a threat to the local residents
- C: is quickly changing the map of England
- D: can be stopped if proper measures are taken

18、 The experts' study on the problem of erosion can ( ) .(2 分)

- A: lead to its eventual solution
- B: provide an effective way to slow it down
- C: help to prevent it from worsening
- D: warn people whose homes are in danger

19、 It is not feasible to build sea defenses to protect against erosion because ( ) .(2 分)

- A: it is too costly and will endanger neighbouring areas
- B: the government is too slow in taking action
- C: they will be easily knocked down by waves and currents
- D: house agents along the coast do not support the idea

20、 According to the author, when buying a house along the south coast of England, people should ( ) .(2 分)

- A: be aware of the competitive price
- B: guard against being cheated by the house agent
- C: take the quality of the house into consideration
- D: examine the house and its surrounding carefully before making a decision

## (2)

2015 Climate Change Conference held in Paris attracts the world's attention to the pollution problems, which calls for the urgent actions of the people and companies.

Many cities around the world today are heavily polluted. Careless methods of production and lack of consumer demand for environment-friendly products have contributed to the pollution problem. One result is the millions of tons of glass, paper and plastics, and these are difficult to get rid of.

However, today, more and more consumers are choosing "green" and demanding that the products they buy should be safe for the environment. Before they buy a product, they ask question like these, "Will this shampoo damage the environment?" "Can this metal container be reused or can it only be used once?"

A recent study shows that two out of five adults now consider the environmental safety of a product before they buy it. This means that companies must now change the way they make and



sell their products to make sure that they are "green", that is, friendly to the environment.

Only a few years ago, it was impossible to find green products in supermarkets, but now there are hundreds. Some supermarket products carry labels to show that the product is green. Some companies have made the manufacturing of clean and safe products their main selling point and emphasize it in their advertising.

The concern for a safer and cleaner environment is making companies rethink how they do business. No longer will the public accept the old attitude of "buy it, use it, throw it away, and forget it". The public pressure is on, and gradually business is cleaning up its act.(10 分)

21、 What is one of the causes of the pollution problems according to this passage? ( ) (2 分)

- A: Mass production of goods.
- B: Lack of consumer demand for green products.
- C: Tons of glass, paper and plastics.
- D: No supply of green products.

22、 Being "green", a product must have the following features EXCEPT ( ) .(2 分)

- A: being safe to the environment
- B: being easy to be recycled
- C: being made friendly
- D: being easy to the disposed

23、 Now, the companies have a tendency to ( ) .(2 分)

- A: put pretty labels on their products
- B: advertise their products
- C: produce environment-friendly products
- D: emphasize the selling points of their products

24、 In the last paragraph, the sentence "gradually business is cleaning up its act" means ( ) .(2 分)

- A: it's easier to do business than before
- B: companies are taking actions to clean their products
- C: companies are taking actions to clean up its team
- D: companies are becoming more environmentally responsible

25、 What would be the best title for the passage? ( ) (2 分)

- A: Business and People.
- B: Business Goes Green.
- C: Shopping Habits Are Changing.
- D: Supermarkets are Green Products.

### 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.

It is always interesting to visit another country, especially for those who have never traveled

abroad. Foreign 26 can be educational for anyone 27 he is interested enough to make preparations beforehand. Learning the language of a new country would be 28 for the traveler, but the benefits (好处) of such an effort would become clear at once 29 his arrival. It may not seem 30 to him when he comfortably stays at home, but knowing 31 to order a meal or rent a room is necessary for the newcomer in a strange place. Without knowing the language, it is very difficult for the stranger to 32 the people of the new country and their customs. Of course, in our small world, 33 is often possible to 34 someone who understands our own language, 35 this is only second-best for the traveler. To be sure, he can 36 places and things without the use of a language, but places and things are not the 37 of any country. To get the greatest benefit 38 a trip to another country, it is 39 important for the visitor to have an understanding of the 40 .(15 分)

- |                |            |              |               |
|----------------|------------|--------------|---------------|
| 26、A:travel    | B:tour     | C:country    | D:language    |
| 27、A:unless    | B:if       | C:although   | D:so          |
| 28、A:unusual   | B:easy     | C:difficult  | D:interesting |
| 29、A:after     | B:before   | C:for        | D:at          |
| 30、A:difficult | B:strange  | C:wonderful  | D:important   |
| 31、A:why       | B:who      | C:how        | D:when        |
| 32、A:recognize | B:find     | C:understand | D:believe     |
| 33、A:where     | B:which    | C:that       | D:it          |
| 34、A:find      | B:look for | C:select     | D:know        |
| 35、A:therefore | B:however  | C:but        | D:although    |
| 36、A:look at   | B:see      | C:know       | D:reach       |
| 37、A:mind      | B:head     | C:heart      | D:matter      |
| 38、A:from      | B:in       | C:at         | D:to          |
| 39、A:much      | B:indeed   | C:also       | D:finally     |
| 40、A:language  | B:position | C:size       | D:citizen     |

## 第二部分：非选择题

### IV. Phrasal verbs: (1%\*10=10%)

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

subject to      give priority to      derive from      range from...to      be confined to  
be associated with      defer from      bring...into      full play      adjacent to      result in

- 41、China \_\_\_\_\_ always \_\_\_\_\_ the Great Wall by the foreign guests because they think that it is a must for everyone to visit.(1 分)
- 42、The plan is \_\_\_\_\_ ministerial approved.(1 分)
- 43、Nothing can \_\_\_\_\_ me \_\_\_\_\_ doing what I think is right.(1 分)
- 44、If a bird \_\_\_\_\_ a cage for a long time, it will become lazy.(1 分)
- 45、The bookstore is \_\_\_\_\_ the post station.(1 分)
- 46、We should \_\_\_\_\_ the problems of environment pollution.(1 分)
- 47、Thousands of English words \_\_\_\_\_ Latin.(1 分)

48、Now the reforms provide us with every opportunity to \_\_\_\_\_ out talents \_\_\_\_\_.(1 分)

49、These shoes \_\_\_\_\_ in size \_\_\_\_\_ 35 \_\_\_\_\_ 45.(1 分)

50、The accident \_\_\_\_\_ the death of two passengers.(1 分)

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

**Part One**

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

51、destination economy(1 分)

52、transportation mode(1 分)

53、managing director(1 分)

54、load factor(1 分)

55、long-haul and short-haul(1 分)

56、empty nester(1 分)

57、return on sales (1 分)

58、value added tax(1 分)

59、resort hotel(1 分)

60、jet airliner (1 分)

**Part Two**

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

61、太平洋亚洲旅行协会(1 分)

62、旅游经营商(1 分)

63、审定工作(1 分)

64、航空公司(1 分)

65、余暇(1 分)

66、往返旅行(1 分)

67、国内旅游(1 分)

68、空架滑车(1 分)

69、特许经营权(1 分)

70、硬通货(1 分)

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

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

71、Along with the numerous opportunities, however, China will continue to encounter strong challenges. China's tourist industry is not as effective as it could be in the face of powerful international competition. Asia as a whole sees Europe and North America as its main tourist-generating markets. All of the tourist destinations in the region vie with each other for the same markets with similar products. Although China has many advantages in its diversity of tourist resources, these may not be brought into full play due to inadequate facilities, tight transportation, inflexible business operations, ineffective promotion, and undesirable service. Other Asian countries and areas are more competitive in this region owing to their successful economies, well-developed tourism infrastructure, quick access to information, flexible business operations, wide international connections, and effective promotion with the help of powerful regional tourist associations.(10 分)

72、The tourism and hospitality industry in China faces a number of issues. For example, there has been a longstanding need to improve the quality of travel services in China, which has drawn the government's attention, strengthening three specific areas of the tourism industry: facilities, products and services. The supervision and management of service quality is also one of the eight key responsibilities of the China National Tourism Administration. These policies demonstrate the importance of service quality for the development of China's tourism and hospitality industry. In order to improve service quality, we need to study the association between service quality and value creation and the relationship between service quality and customer satisfaction. (10 分)

## 2104-河南-旅游英语选读-考前模拟卷-005

总分: 100

## 一、单选题(共15题, 共15分)

## 1、【考第一部分: 选择题点】旅游组织(Tourism Organizations)

答案: C

解析: 本题主要考查名词辨析。education 教育; 培养 policy 政策, 方针 facility 设施; 设备 market 市场; 行情句意: 世界旅游组织的目标之一是通过帮助为外国旅游业提供便利, 提高世界欠发达地区的生活水平。所以 facilities 最符合句意。

## 2、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案: B

解析: 本题主要考查名词词组的辨析。managing direction 管理的方向 overall operation 整体操作 marketing operation 营销运作 hotel direction 酒店方向句意: 就像在任何企业中一样, 必须有一个人负责整个运营。那个人是总经理。根据句意可以确定 overall operation 最符合句意。

## 3、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案: A

解析: 本题主要考查名词的辨析。destination 目的地, 终点 scenic spot 风景区; 景点 hotel 宾馆 transportation 运输; 运输系统句意: 度假胜地或目的地的选择将取决于所需的放松形式。根据句意可以确定 destination 最符合句意。

## 4、【考点】中国国内旅游业: 政策与发展(Domestic Tourism in China: Policies and Development)

答案: D

解析: 本题主要考查名词的辨析。change 变化, 改变 awareness 意识, 认识 policy 政策, 方针 stability 稳定性; 坚定句意: 旅游这一欲望的实现取决于许多复杂的社会和政治因素, 包括目的地的社会稳定程度。根据句意可以确定 stability 最符合句意。

## 5、【考点】挑战和策略(China's Tourism: Opportunities, Challenges, and Strategies)

答案: A

解析: 本题考查形容词和名词辨析。

environmental 环境的, 周围的 minority 少数民族; 少数派 mountain 山; 山脉 rural 农村的, 乡下的

句意: 中国专项旅游的发展潜力很大, 主要集中在少数民族和环境探险上。根据句意可以确定 environmental 最符合句意。

## 6、【考点】旅游组织(Tourism Organizations)

答案: D

解析: 本题考查动词辨析。

make: 使得, 进行 raise: 提高, 筹集 provide: 提供, 规定 harmonize: 使和谐, 使一致句意: 世界旅游组织试图协调各国间的旅游政策。根据句意可以确定 harmonize 最符合句意。

## 7、【考点】游客的种类和他们的需求(Types of Tourists and Their Needs)

答案: C

解析: 本题主要考查名词的辨析。association 协会, 联盟 accessibility 易接近; 可亲 availability 可用性; 有效性 practicality 实用性, 实际性句意: 对于对其他文化感兴趣的游客, 文化活动的分布将决定所选择的目的地。根据句意可以确定 availability 最符合句意。

## 8、【考点】旅游手册(The Tour Brochure)

答案: A

解析：本题主要考查名词的辨析。brochure 手册，小册子 handout 散发材料 report 报告；报道 programme 计划，规划句意：大型旅行社会让自己的广告部门设计和准备宣传册。根据句意可以确定 brochures 最符合句意。

9、【考点】中国旅游业资源的评估(An Assessment of China's Tourism Resources)

答案：C

解析：本题主要考查名词的辨析。plantation 栽植；殖民 wildlife 野生动植物 landscape 风景；风景画 beach 海滩；湖滨句意：幅员辽阔，地貌多样，为中国提供了美丽的自然景观和令人眼花缭乱的自然景观奇观。根据句意可以确定 landscapes 最符合句意。

10、【考点】酒店业的历史(A Brief History of Hospitality)

答案：D

解析：本题主要考查名词的辨析。name 名称，名字 tradition 惯例，传统 mark 标志；马克 reputation 名声，名誉句意：英国旅馆以干净舒适而闻名。根据句意可以确定 reputation 最符合句意。

11、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案：B

解析：本题主要考查名词的辨析。overall 全面的；工装裤 proportion 比例，占比 total 全部的；完全的 extra part 额外的部分句意：旅游业对一个国家经济的重要性可以通过考察旅游业在国民收入中所占的比例来衡量。根据句意可以确定 proportion 最符合句意。

12、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案：A

解析：本题主要考查名词的辨析。team 队，组 director 主任，主管 person 人 housekeeper 女管家；主妇句意：经理的主要职责之一就是组建一个团队来协助经营饭店。根据句意可以确定 team 最符合句意。

13、【考点】旅游业的社会与文化效应(The Sociocultural Effects of Tourism)

答案：C

解析：本题主要考查名词的辨析。awareness 意识，认识 benefit 利益，好处 heritage 遗产；传统 concept 观念，概念句意：旅游业既有利于世界文化遗产的保护，又有利于世界文化遗产的开发。根据句意可以确定 heritage 最符合句意。

14、【考点】旅游业的环境效应(The Environmental Effects of Tourism)

答案：A

解析：本题主要考查形容词的辨析。environmental 环境的，周围的 political 政治的；党派的 cultural 文化的；教养的 transportation 运输；运输系统句意：旅游业迅速增长的国家不仅会经历经济变化，而且还会受到社会和环境的影响。根据句意可以确定 environmental 最符合句意。

15、【考点】运输方式选择决定(Transportation Mode Selection Decisions)

答案：D

解析：本题主要考查名词的辨析。

departure 离开；出发 passenger 旅客；乘客 feature 特色，特征 duration 持续，持续的时间句意：根据旅行时间的长短，巡游可分为三种主要形式。

16、【考点】第一节 事实信息题(Factual Information Question)

答案：C

解析：题干：居住在英格兰南部海岸部分地区的人们面临的问题是什么？解析：选项 A 是住在英国南海岸的人面临的问题，选项 B 文中没有提及，选项 D 中 washing-away 表达不正确。由第二段中的 farther and farther inland 和 the hungry sea 可推测，海平面上升导致海水漫



过石灰岩峭壁，吞噬了人们的房屋。故选 C。

17、【考点】第一节 事实信息题(Factual Information Question)

答案：B

解析：题干：英格兰南部白色悬崖的侵蚀（ ）。解析：由第二段可知，在英国南海岸，白色峭壁被海水侵蚀的问题先前已经存在，这些年变得更加严重。许多房子不得不被遗弃，并且专家为当地人绘制了一幅地图，为当地人预告何时他们的房子将被吞没。故选 B。

18、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：题干：专家们关于侵蚀问题的研究可以（ ）。解析：由第二段最后一句可知，专家能做的只是为当地人预告何时他们的房子将被吞没。故选 D。

19、【考点】第一节 事实信息题(Factual Information Question)

答案：A

解析：题干：建造防御工事以防止侵蚀是不可行的，因为（ ）。解析：由第三段第三句可知，建造防海墙是不可行的，需要花费许多英镑，并且仅仅是将海浪河海流沿海岸线推向更远的地方，把问题从一个区域转到另一个区域。故选 A。

20、【考点】第一节 事实信息题(Factual Information Question)

答案：D

解析：题干：据作者说，在英格兰南部海岸买房子时，人们应该（ ）。解析：由第三段最后两句可知，你可以在英国南海岸以较低的价格买一座房子，但结果可能是这座房子会被海水吞没。所以，在买英国南海岸沿岸的房子前应该仔细检查房子及周边环境。故选 D。

21、【考点】第一节 事实信息题(Factual Information Question)

答案：B

解析：题干：根据这篇文章，造成污染问题的原因之一是什么？解析：由第二段第二句可知，对绿色产品的消费需求的缺乏是造成环境污染问题的原因之一。故选 B。

22、【考点】第一节 事实信息题(Factual Information Question)

答案：C

解析：题干：作为“绿色”，产品必须具有以下功能，除了（ ）。解析：由第三段可知，绿色产品应该对环境是安全的，容易被循环、处理。being made friendly 环境友好和友好不是一个概念，应该是 being made environment-friendly。故选 C。

23、【考点】第一节 事实信息题(Factual Information Question)

答案：C

解析：题干：现在，公司倾向于（ ）。解析：由第四段第二句可知，生产环境友好型产品是公司的一种发展趋势。故选 C。

24、【考点】第四节 词义理解题(Vocabulary Question)

答案：D

解析：题干：在最后一段中，"gradually business is cleaning up its act"意为（ ）。解析：由第五段第三句可知，一些公司使干净、安全的产品生产成为它们的主要卖点。故最后一段最后一句中的 gradually business is cleaning up its act 的意思为公司变得对环境更加负责。故选 D。

25、【考点】第二节 主旨大意题(Gist Question)

答案：B

解析：题干：这篇文章的最佳标题是什么？解析：文章前两段主要说的是环境问题的严重性，接下来说的都是绿色产品的话题，人们对绿色产品的需求增长，同时公司应该生产绿色产品。故选 B。

26、由上文可知，该句紧密承接上一句，说的应该是国外旅行。tour 通常指短途旅行。country

和 language 上文都未曾涉及，故排除。故选 A。

27、根据上文和逻辑常识可知，只有一个人很感兴趣地提前做准备，国外旅行才会有教育意义。故选 B。

28、由后半句中的 but, benefits 和 effort 可知，空格处应该填一个表示“困难”的词。故选 C。

29、前半句谈的是国外旅行前学习该国语言，所以根据句意理解，后半句说的是到国外后该做法的好处，空格处应该填 after。故选 A。

30、根据 but 可知，本句前后是转折关系，后半句说初到一个陌生的地方需要订餐和租房，所以学习语言很重要，尽管舒舒服服地待在家里时学习语言显得没那么重要，所以应该填 important。故选 D。

31、上文说的是到国外旅行学习该国的语言如何重要，本句说的应该是初到一个陌生的国家，需要知道如何处理旅行中的订餐和租房的问题。故选 C。

32、根据常识可知，到国外旅行，在不知道该国语言的情况下，是很难和当地人进行沟通的。所以空格处填 understand。故选 C。

33、由空格后的 is possible to 可知，空格处应填 it，作形式主语，而后面的动词不定式才是真正的主语，这是为了避免句子的头重脚轻问题。故选 D。

34、根据句意可排除 C、D；look for 和 find 都有“寻找”的意思，但 look for 强调寻找的过程，find 强调寻找的结果。故选 A。

35、根据句子的逻辑关系可知，空格处应填表示转折关系的连词。therefore 表示因果，although 表示让步，故排除；however 可表示转折，但单独使用时其后应该跟逗号。故选 C。

36、look at 意为“看一下”；see 意为“看见”；know 意为“知道”；reach 意为“到达”。look at 强调看的动作，而 see 强调看的结果。故选 B。

37、mind 意为“头脑”；head 意为“头”；heart 意为“核心”；matter 意为“物质”。上文一直强调到国外旅行时学习该国语言的重要性，且通篇都是围绕语言学习的重要性展开的，所以这里应该说的是地方风物不是任何一个国家的核心。故选 C。

38、get benefit from 是固定搭配，意为“从……中获益”。故选 A。

39、本句重申全文论点，再次强调到国外旅行时学习外语的重要性，所以 indeed“确实”更恰当。故选 B。

40、本句说的是学习外语在出国旅行中的重要性，故选 A。

## 第二部分：非选择题

41、【主考点】第一节 时态变化(Temporal Change)

【副考点】第四节 被动变化(Passive Change)

答案：is...associated with

42、【考点】第一节 时态变化(Temporal Change)

答案：subject to

43、【考点】第一节 时态变化(Temporal Change)

答案：deter...from

44、【主考点】第一节 时态变化(Temporal Change)

【副考点】第四节 被动变化(Passive Change)

答案：is confined to

45、【考点】第一节 时态变化(Temporal Change)

答案：adjacent to

46、【考点】第一节 时态变化(Temporal Change)

答案：give priority to

47、【考点】第一节 时态变化(Temporal Change)

答案: derive from

48、【考点】第三节 非谓语变化(Non-Predicate Change)

答案: bring...into full play

49、【考点】第一节 时态变化(Temporal Change)

答案: range...from...to

50、【考点】第一节 时态变化(Temporal Change)

答案: resulted in

51、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案: 目的地经济

52、【考点】运输方式选择决定(Transportation Mode Selection Decisions)

答案: 交通工具/ 交通方式

53、【考点】酒店的结构和员工(Hotel Structure and Staff)

答案: 总经理

54、【考点】航空客运(Air Passenger Transport)

答案: (飞机) 载客率

55、【考点】旅游手册(The Tour Brochure)

答案: 长途和短途

56、【考点】运输方式选择决定(Transportation Mode Selection Decisions)

答案: 空巢家庭; 没有孩子拖累的家庭

57、【考点】旅行社(Travel Agents)

答案: 销售回报

58、【考点】旅游业的经济效益(The Economic Effects of Tourism)

答案: 增值税

59、【考点】酒店业的历史(A Brief History of Hospitality)

答案: 度假酒店; 度假村

60、【考点】航空客运(Air Passenger Transport)

答案: 喷气式客机

61、【考点】旅游组织(Tourism Organizations)

答案: the Pacific Asia Travel Association (PATA)

62、【考点】旅游组织(Tourism Organizations)

答案: tourist operators

63、【考点】旅游组织(Tourism Organizations)

答案: accreditation services

64、【考点】旅游组织(Tourism Organizations)

答案: air carriers

解析: carrier 作名词时意为运送者, 运输工具。此处和 air 组合在一起, 即表示航空公司。

65、【考点】旅游业是什么(What is Tourism?)

答案: leisure time

66、【考点】旅游业是什么(What is Tourism?)

答案: round trip

解析: round 本意为圆形的, 环形的, 此处意译为往返的。trip 意为旅行。往返旅行行为 round trip。round trip ticket 为往返票。

67、【考点】旅游业是什么(What is Tourism?)

答案: domestic tourism

68、【考点】旅游业是什么(What is Tourism?)

答案: chairlift

69、【考点】酒店业的历史(A Brief History of Hospitality)

答案: franchise

70、【考点】中国国内旅游业: 政策与发展(Domestic Tourism in China: Policies and Development)

答案: hard currency

解析: 硬的 hard 通货 currency 硬通货 hard currency

71、【考点】第六章 语篇翻译(Passage Translation)

答案: 然而, 面临无数机会的同时, 中国也面临着严峻的挑战。在激烈的国际竞争中, 中国的旅游业没有表现出应有的竞争力。整个亚洲都把欧洲和北美作为主要的旅游开发市场。该区域的所有旅游目的地在用相似的产品竞争同一目标市场。中国丰富的旅游资源极具优势, 但由于设备不足、交通拥挤、商业管理僵化、宣传不力、服务不周, 这些优势没有得以充分的发挥。而亚洲其他国家和地区, 在强大的地区旅游协会的帮助下, 经济发达, 旅游基础设施完善, 信息网络便捷, 商业运作灵活, 国际联系广泛, 宣传有力, 比中国更具竞争力。

72、【考点】第六章 语篇翻译(Passage Translation)

答案: 中国的旅游服务业面临很多问题。例如, 中国的旅游服务质量长期以来一直有待提高。这已经引起了政府的关注, 着重在旅游业的三个特定领域: 设施、产品和服务。服务质量的监督和管理也是中国国家旅局的八项重要责任之一。这些政策表明了服务质量对于发展中国旅游服务业的重要性。为了提高服务质量, 我们需要研究服务质量和价值创造之间的关联, 以及服务质量和客户满意度之间的关系。