

全国 2021 年 10 月高等教育自学考试  
旅游英语选读试题  
课程代码:00837

1. 请考生按规定用笔将所有试题的答案涂、写在答题纸上。
2. 答题前,考生务必将自己的考试课程名称、姓名、准考证号用黑色字迹的签字笔或钢笔填写在答题纸规定的位置上。

选择题部分

注意事项:

每小题选出答案后,用 2B 铅笔把答题纸上对应题目的答案标号涂黑。如需改动,用橡皮擦干净后,再选涂其他答案标号。不能答在试题卷上。

I. Multiple choice: (1%×15=15%)

**Directions:** Beneath each of the following sentences, there are four choices marked A, B, C and D. Choose the one that best completes the sentence and blacken the corresponding letter A, B, C or D on the ANSWER SHEET.

1. Tourism is a \_\_\_\_\_ of activities, services, and industries that delivers a travel experience.  
A. compound      B. composition      C. composite      D. complement
2. Standardization and \_\_\_\_\_ are very clear characteristics of package tour offered on a large scale.  
A. rigidity      B. flexibility      C. individuality      D. equality
3. What kind of organization is ICAO?  
A. It is a global organization for international air carriers.  
B. It is an organization for economic cooperation and development.  
C. It is a regional organization.  
D. It is the prime government agency in the US.
4. The WTO defines a domestic tourist as a traveler visiting a destination in his country of residence for at least 24 hours but \_\_\_\_\_ for different purposes.  
A. less than one year      B. less than half a year  
C. less than three months      D. less than one month
5. Traveling for reasons of health can be interpreted as a way of attempting to satisfy the need of \_\_\_\_\_.  
A. safety      B. self-protection      C. self-actualization      D. esteem

6. The 1963 United Nations conference drew a distinction between tourists, who stayed for \_\_\_\_\_, and visitors, who stayed for \_\_\_\_\_.
- A. more than 24 hours; less than 24 hours  
 B. less than 24 hours; more than 24 hours  
 C. more than 12 hours; less than 12 hours  
 D. less than 12 hours; more than 12 hours
7. In more recent times, it was the \_\_\_\_\_ themselves who developed the first air package tours.
- A. tour wholesalers  
 B. tour operators  
 C. travel agents  
 D. travel agencies
8. The use of a(n)\_\_\_\_\_ is a convenient way to reduce printing costs, and is particularly suited for limited-capacity tour programmes.
- A. shell folder  
 B. umbrella brochure  
 C. regular tour brochure  
 D. centerfold brochure
9. \_\_\_\_\_ came into service in the early 1980s.
- A. The Comet  
 B. The Boeing 747  
 C. The Boeing 757  
 D. The Boeing 767
10. \_\_\_\_\_ were the major stimulant in the nineteenth and early twentieth centuries to vacations within the United States, Canada, and Europe.
- A. Ships  
 B. Airlines  
 C. Coaches  
 D. Trains
11. The introduction of \_\_\_\_\_ led to the demise of the train.
- A. the ship  
 B. the airline  
 C. the automobile  
 D. the bus
12. In the large hotels, the general manager is also called \_\_\_\_\_.
- A. personnel director  
 B. managing director  
 C. resident manager  
 D. executive housekeeper
13. Tourism expenditures have direct, indirect and \_\_\_\_\_ effects on a destination economy.
- A. deduced  
 B. induced  
 C. intensive  
 D. extensive
14. Which of the following statements about “staged authenticity” is **NOT** correct?
- A. The term was coined by Dean MacCannell.  
 B. Tourists search for such experiences.  
 C. “Staged authenticity” makes culture commercialized.  
 D. Folk dances being staged for package tourists in hotels are an example of “staged authenticity”.
15. Six great ancient capitals in China include the following **EXCEPT** \_\_\_\_\_.
- A. Nanjing  
 B. Beijing  
 C. Tianjin  
 D. Hangzhou

## 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)

Throughout the nineteenth century and into the twentieth, citizens of the United States maintained a bias against big cities. Most lived on farms and in small towns and believed cities to be centers of corruption, crime, poverty and moral degradation. Their distrust was caused, in part, by a national ideology that proclaimed farming the greatest occupation and rural living superior to urban living. This attitude prevailed even as the number of urban dwellers increased and cities became an essential feature of the national landscape. Gradually, economic reality overcame ideology. Thousands abandoned the precarious life on the farm for more secure and better paying jobs in the city. But when these people migrated from the countryside, they carried their fears and suspicions with them. These new urbanites, already convinced that cities were overwhelmed with great problems, eagerly **embraced** the progressive reforms that promised to bring order out of the chaos of the city.

Some of these reforms focused on private sectors, government and public behavior. One of these reforms came in the area of public utilities. For example, the gas and electric networks were privately owned. Reformers feared that privately owned utility companies would charge exorbitant rates for these essential services. Some city and state governments responded by regulating the utility companies, but a number of cities began to supply these services themselves.

Other reforms looked at the cities as a whole. Civic leaders, convinced that physical environment influenced human behavior, argued that cities should develop master plans to guide their future growth and development. City planning was nothing new, but the rapid industrialization and urban growth of the late nineteenth century took place without any consideration for order. Urban renewal in the twentieth century followed several courses. Some cities introduced plans to completely rebuild the city core. Most other cities contented themselves with **zoning** plans for regulating future growth. Certain parts of town were restricted to residential use, while others were set aside for industrial or commercial development.

16. The first paragraph suggests that most people who lived in rural areas\_\_\_\_\_.
- A. were suspicious of their neighbors
  - B. were very proud of their lifestyle
  - C. believed city government had too much power
  - D. wanted to move to the cities

17. In the early twentieth century, many rural dwellers migrated to the city in order to \_\_\_\_\_.  
A. participate in the urban reform movement  
B. seek financial security  
C. comply with a government ordinance  
D. avoid crime and corruption
18. The word “**embraced**” in the first paragraph is closest in meaning to \_\_\_\_\_.  
A. suggested                      B. overestimated                      C. demanded                      D. welcomed
19. Which of the following statements about city reforms is **NOT** correct?  
A. City government should regulate the public utility market.  
B. Public utility companies should all be state-owned.  
C. Master plans are the consequence of the rapid industrialization and urban growth.  
D. Master plans can partly solve the order problems of the city.
20. Which can best paraphrase the word “**zoning**” in the third paragraph?  
A. Dividing the city into several areas with specified features.  
B. Restricting the area for land use.  
C. Regulating the city in future development.  
D. Developing the area according to the plans.

(2)

Greece, economically, is **in the black**. With very little to export other than such farm products as tobacco, cotton and fruit, the country earns enough from ‘invisible earnings’ to pay for its needed, growing imports. From the sending out of things, the Greeks earn only \$285 million; from tourism, shipping and the remittances of Greeks abroad, the country takes in an additional \$375 million and this washes out the almost \$400 million by which imports exceed exports.

It has a balanced budget. Although more than one drachma(希腊货币) out of four goes for defense, the government ended a recent year with a slight surplus—\$66 million. Greece has a decent reserve of almost a third of a billion dollars in gold and foreign exchange. It has a government not dependent on coalescing(联合) incompatible parties to obtain parliamentary majorities.

In thus summarizing a few happy highlights, I don’t mean to minimize the vast extent of Greece’s problems. It is the poorest country by a wide margin in Free Europe, and poverty is widespread. At best an annual income of \$60 to \$70 is the lot of many a peasant, and substantial unemployment plagues the countryside, cities, and towns of Greece. There are few natural resources on which to build any substantial industrial base.

Yet, great strides have been made. As far back as 1956, expanding tourism seemed a logical way to bring needed foreign currencies and additional jobs to Greece. At that

time I talked with the Hilton Hotel people, who had been examining hotel possibilities, and to the Greek government division responsible for this area of the economy. They were hopelessly deadlocked in almost total differences of opinion and outlook.

Today most of the incredibly varied, beautiful, historical sights of Greece have new, if in many cases modest, tourist facilities. Tourism itself has jumped from approximately \$31 million to over \$90 million. There is both a magnificent new Hilton Hotel in Athens and a completely modernized, greatly expanded Grande Bretagne, as well as other first-rate new hotels. And the advent of jets has made Athens as accessible as Paris or Rome – without the sky-high prices of traffic-choked streets of either.

21. “**In the black**” in the first paragraph most probably means \_\_\_\_\_.  
A. in debt                      B. in profit                      C. in the darkness                      D. in the difficulties
22. According to the passage, Greece \_\_\_\_\_.  
A. exports agricultural products such as tobacco and cotton  
B. earns \$90 million from exporting industry  
C. earns \$375 million from its importing industry  
D. exports more things than it imports things
23. The following statements tell the problem of Greece **EXCEPT** that \_\_\_\_\_.  
A. poverty is a serious problem in Greece  
B. Greece has a wide difference from other European countries  
C. unemployment is a widespread problem in all parts of Greece  
D. Greece is short of natural resources to build industries
24. Which of the following **CANNOT** be inferred from today’s tourism development in Greek ?  
A. Tourist facilities have been improved.  
B. Hotels have been newly built or expanded.  
C. Great job opportunities have been created.  
D. The revenue of tourism has been greatly increased.
25. Which title below best expresses the ideas of this passage?  
A. Greek Import and Export  
B. The Improving Economic Situation in Greece  
C. The Value of Tourism  
D. Greek Income and Expenditures

### 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.

Every week seems to bring new confirmation we’ve officially entered the era of too much tourism. There’s been sand pilfering (偷窃) in Sardinia and Venice visitors threatened with 26 for sitting down. In Madrid, 27 rules have been put in

place to handle Airbnb as locals fear 28 the city. And most recently, Thailand announced that Maya Bay, the popular destination 29 famous in the 2000 movie “The Beach” would be closed indefinitely to 30 its ecosystem.

None of this 31 by the travel industry itself and some within it are now trying to come up with solutions 32 others continue to debate whether there is a problem. That’s 33 the Center for Responsible Travel (CREST) and George Washington University’s International Institute of Tourism Studies come in – they 34 to organize the World Tourism Day Forum on September 27 in Washington DC, 35 experts to scratch their heads about it. So is there a long-term solution?

All the speakers agree that government, locals and tourism companies working together is the best 36 for success. Creating long-term, 37 solutions for the future is the aim of the governments in Barcelona and Iceland. In Barcelona, the speaker, Arias Sans says his team is trying to ensure responsible tourism 38 the broader city plan. In Iceland, the tourism rate is slowly down, giving the country more flexibility to adapt and plan for the future. Now with the foreign exchange inflow from tourism, 39 Iceland has become a very expensive destination. That’s the main reason why we see this slow down, most would agree that the growth slowed down is a good thing. A 25% increase year 40 year is not a sustainable development for the long term. This allows the government to “breathe and plan”.

- |                           |                        |                        |                   |
|---------------------------|------------------------|------------------------|-------------------|
| 26. A. penalty            | B. imprisonment        | C. tax                 | D. fines          |
| 27. A. strict             | B. mandatory           | C. cruel               | D. compulsory     |
| 28. A. priced out of      | B. being priced out of | C. to be priced out of | D. pricing out of |
| 29. A. making             | B. being made          | C. made                | D. to make        |
| 30. A. resume             | B. recall              | C. revive              | D. retreat        |
| 31. A. is going unnoticed | B. is unnoticed        | C. is going noticed    | D. is noticed     |
| 32. A. for fear that      | B. even as             | C. given that          | D. as long as     |
| 33. A. how                | B. what                | C. when                | D. where          |
| 34. A. compiled           | B. collaborated        | C. contributed         | D. coordinated    |
| 35. A. to gather          | B. gather              | C. gathering           | D. gathered       |
| 36. A. recipe             | B. secret              | C. ingredient          | D. miracle        |
| 37. A. favorable          | B. acceptable          | C. advisable           | D. adaptable      |
| 38. A. burn into          | B. fit into            | C. integrated into     | D. flow into      |
| 39. A. ironically         | B. interestingly       | C. eventually          | D. unexpectedly   |
| 40. A. from               | B. for                 | C. on                  | D. of             |

## 非选择题部分

注意事项:

用黑色字迹的签字笔或钢笔将答案写在答题纸上,不能答在试题卷上。

### IV. Phrasal verbs: (1%×10=10%)

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

give way to	associate with
consist of	give rise to
concentrate on	contribute to
be known for	be identical to
dwell on	categorize into

41. Let's \_\_\_\_\_ marketing research now and talk about sales next time.
42. Mary's skirt \_\_\_\_\_ Jane's.
43. When I was a little girl, I often \_\_\_\_\_ doctors \_\_\_\_\_ injections.
44. Hard work and a certain amount of good luck \_\_\_\_\_ his success.
45. Small roadside inns gradually \_\_\_\_\_ large city hotels.
46. There is very little need to \_\_\_\_\_ the importance of a good sales department.
47. The removal of plants \_\_\_\_\_ concern on many areas of the world.
48. We can generally \_\_\_\_\_ the economic effects of tourism \_\_\_\_\_ four groups.
49. China \_\_\_\_\_ its social heritage and ethnic diversity.
50. The Nobel Prize \_\_\_\_\_ three parts: a gold medal, a diploma and a large amount of money.

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

#### Part One

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

51. front office
52. return on sales
53. value added tax
54. impenetrable barrier
55. frontier formalities
56. air taxi services
57. purchasing agent
58. motor hotel
59. diplomatic relations
60. the Eurasian Continent

## Part Two

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

61. 出发时间
62. 社会主义市场经济
63. 中世纪
64. 通货膨胀率
65. 布草间
66. 教育水平
67. 往返旅行
68. 定制服务
69. 修学旅游
70. 涂写污染

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

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

71. Festivals and public celebrations, together with a variety of other special events are increasingly seen as unique tourist attractions and as destination image makers. For most Chinese, the spectacular, week-long celebrations of the traditional Chinese New Year have always been the most important event of the year. Chinese who live in Hong Kong, Taiwan, and Macao of our country, flood into the mainland during the time. Many overseas Chinese take this opportunity to have family reunions and hold various kinds of celebrations. There are also other major festivals such as the Zhongqiu Festival (known as the Mooncake Festival in the West), and the Qingming Festival when the dead are mourned.
72. The Hawaiian Islands are one of the most beautiful places on earth. The weather is friendly. The temperature ranges from 60-90 degrees Fahrenheit all year long. It's a little warmer in summer, and a little cooler in winter, but every day is a beach day. The environment is friendly. The physical beauty of Hawaii is almost unparalleled. Majestic mountains were created millions of years ago by volcanic activity. Wave action created coral reefs, and then battered and broke them to create miles of white sand beach. Our position at the center of the Pacific ensured that almost every plant and animal would find a home here. There are no strangers in Paradise. Perhaps the most beautiful part of Hawaii is the genuine warmth of our people. We call it the spirit of Aloha (爱的精神) .