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全国 2008 年 10 月高等教育自学考试  
旅游英语选读试题  
课程代码：00837  
请将答案填在答题纸相应的位置上

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.

- The World Tourism Organization is located in \_\_\_\_\_.  
A. Pairs, France  
B. Geneva, Switzerland  
C. Madrid, Spain  
D. Venice, Italy
- Since the 1990s, \_\_\_\_\_ is the first to use computer management in China's tourism industry.  
A. China International Travel Service  
B. China National Travel Service  
C. China Youth Travel Service  
D. China Comfort Travel Service
- "Souvenir-collecting" is now seen as a \_\_\_\_\_ to the ecological balance of a region.  
A. trade  
B. terror  
C. thrill  
D. threat
- In the early \_\_\_\_\_, the first commercial jet (the Comet) came into service as a result of the enormous growth of

- aviation technology.
- A. 1940s  
B. 1950s  
C. 1960s  
D. 1970s
5. The World Tourism Organization also provides technical help to developing countries, primarily through \_\_\_\_\_.
- A. the United States  
B. the United Nations  
C. the World Health Organization  
D. the World Trade Organization
6. Therefore China faces both \_\_\_\_\_ and \_\_\_\_\_ in developing its tourism to a higher level.
- A. opportunities, challenges  
B. opportunities, chances  
C. difficulties, challenges  
D. difficulties, problems
7. One of the key characteristics of the new tourism is \_\_\_\_\_.
- A. easy to organize  
B. rigid packaging  
C. flexibility  
D. cheap price
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: \_\_\_\_\_.
- A. showing a big profit  
B. creating a satisfied guest  
C. performing a direct service  
D. providing a comfortable atmosphere
9. More tourism facilities need \_\_\_\_\_ for domestic travelers.
- A. developing  
B. developed  
C. to be developed  
D. being developing
10. In the early 1900s, the first \_\_\_\_\_ in the United States was started by Ellsworth Startler, father of the modern hotel industry.
- A. commercial hotel  
B. moderate-priced hotel  
C. motor hotel  
D. chain operation
11. \_\_\_\_\_ and \_\_\_\_\_ activities have played significant roles in making people more aware of what is available and the wide choice existing today.
- A. Promotional, marketing  
B. Promotional, publicity  
C. Sales, publicity  
D. Sales, marketing
12. Business travel is also influenced by business related attractions such as \_\_\_\_\_ and \_\_\_\_\_.
- A. exhibitions, trade fairs  
B. exhibitions, conferences  
C. lectures, trade fairs  
D. lectures, conferences
13. Travelers usually \_\_\_\_\_ those whose travels require the use of overnight accommodation and those whose trips last less than one day.
- A. classify into  
B. classifies into



transport should be improved, but also that communication between human beings should be kept smooth and polite. All over cities, it seems that people are too tired and too rushed to be polite. Shop assistants won't bother to assist, taxi drivers shout at each other as they dash dangerously round corners, bus conductors pull the bell before their desperate passengers have had time to get on or off the bus, and so on and so forth. It seems to us that it is up to the young and strong to do their small part to stop such *deterioration*.

16. According to the passage, we could expect good manners from \_\_\_\_\_.
- A. Englishmen in London                      B. a man from France  
C. men in big modern cities in England      D. men only in metropolitan cities
17. What is the writer's opinion concerning courteous manners toward women?
- A. Women have claimed equality and no longer need to be treated differently from men.  
B. It is considered old fashioned for young men to give up their seats for young women.  
C. Lady First should be universally practiced.  
D. Special consideration should be shown to women.
18. According to the writer, communication between human beings would be smoother if \_\_\_\_\_.
- A. people were more considerate to each other  
B. life were easier and more comfortable  
C. women were treated with more courtesy  
D. public transport could be improved
19. The italicized word "deterioration" in the last paragraph probably means "\_\_\_\_\_".
- A. worsening of the general situation      B. lowering of the moral standards  
C. declining of the courtesy to women      D. spreading of evil conduct
20. It could be inferred that the best remedy for the hard travel conditions in city would be \_\_\_\_\_.
- A. to attach significance to the moral education of young people  
B. to treat people, be they young or old, with courtesy and sympathy  
C. to demand everyone do his part not to be impolite to each other  
D. to improve the means of transportation and the public morality

## (2)

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

man is losing. Thousands of people the world over are killed or horribly killed each year and we are quietly sitting back and letting it happen.

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

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

It is high time that a world code were created to reduce this senseless waste of human life. With regard to driving, the laws of some countries are notoriously lax and even the strictest are not strict enough. A code which was universally accepted could only have a dramatically beneficial effect on the accident rate. Here are a few examples of some of the things that might be done. The driving test should be standardized and made far more difficult than it is; all the drivers should be made to take a test every three years or so; the age at which young people are allowed to drive any vehicle should be raised to at least 21; all vehicles should be put through stringent annual tests for safety. Even the smallest amount of alcohol in the blood can impair a person's driving ability. Present drinking and driving laws (where they exist) should be made much stricter. Maximum and minimum speed limits should be imposed on all roads. Governments should lay down safety specification for manufactures. All advertising stressing power and performance should be banned. These measures may sound inordinately harsh. But surely nothing should be considered as too severe if it results in reducing the annual toll of human life. After all, the world is for human beings, not motor-cars.

21. What is the main idea of this passage?

- A. Traffic accidents are mainly caused by motorists.
- B. Thousands of people the world over are killed each year.
- C. The laws of some countries about driving are too lax.
- D. Only stricter traffic laws can prevent accidents.

22. The italicized word "condone" (Para. 3) probably means "\_\_\_\_\_".

- A. dislike
- B. conduct
- C. forgive
- D. forbid

23. The sentence "his car becomes the extension of his personality" (Para. 2) probably means "\_\_\_\_\_".

- A. driving can show his real self
- B. driving can show the other part of his personality





- |            |          |
|------------|----------|
| 53. 远洋定期客轮 | 54. 保险范围 |
| 55. 半食宿    | 56. 旅游淡季 |
| 57. 重新安置   | 58. 过境手续 |
| 59. 购买力    | 60. 空架滑车 |

## Part Two

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

- |                              |                                     |
|------------------------------|-------------------------------------|
| 61. load factor              | 62. transportation mode             |
| 63. caravan routes           | 64. managing director               |
| 65. destination economy      | 66. instant culture                 |
| 67. an area of scenic beauty | 68. terra cotta warriors and horses |
| 69. make end meet            | 70. diversity of landscapes         |

## VI. Passage translation: (10×2=20)

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

71. However, in theory, bringing together people of different countries and backgrounds does have political and educational significance as well as the economic and social aspects. The degree achieved depends on the host countries and the ability to converse in the relevant languages.

Through travel, people are finding friends in every corner of the earth: finding common bonds with the rest of humanity and spreading messages of hope for a peaceful world.

Tourism, properly designed and developed, has the potential to help bridge the psychological and cultural distances that separate people of diverse races, colors, religions and stages of social and economic development.

72. In the past decades, international hotel companies concentrated on building luxury and upscale hotels and resorts around the world to serve tourists from the developed Western countries. Since the early 1990s, international hotel companies have noticed that growth at the high end of the hotel segment slowed down worldwide, but demand for two-star and three-star midscale hotels has been on the rise in many countries with emerging economies. For instance, the rush to build luxury hotels in Bangkok, Thailand, in the 1980s and early 1990s has pushed the hotel market to a glut. The average room rate of a five-star hotel in Bangkok in 1993 was only \$79 per night. However, there has been a shortage of two-star and three-star hotels in Bangkok to accommodate the increased number of tourists from South Korea, and China.