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**全国 2010 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.

- Business people see tourism as an opportunity to make _____ by supplying the goods and services.

A. a promise	B. an advance
C. a profit	D. a friend
- Tourist expenditures have direct, indirect and induced effects on a/an _____ economy.

A. accommodation	B. destination
C. transportation	D. national
- The WTO has suggested several _____ for domestic tourism definitions.

A. guidelines	B. principles
C. policies	D. facilities
- 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.

- A. education
B. policies
C. facilities
D. markets
5. The tour operator's brochure is a/an _____ tool, being the main influence on the customer's decision to buy.
- A. informing
B. communicating
C. managing
D. marketing
6. The removal of coral, either for souvenirs collected by the public or for commercial sale by tourist enterprises, _____ some coastal regions of Australia and elsewhere.
- A. develops
B. threatens
C. promotes
D. improves
7. Charter services do not operate according to _____.
- A. middleman's orders
B. chartered routes
C. agreed practices
D. published timetables
8. With the invention of _____ in 1853, hotels began to expand upward.
- A. telephone
B. electricity
C. elevators
D. cars
9. As in any business, there must be one person responsible for the _____. That person is the general manager.
- A. managing direction
B. overall operation
C. marketing operation
D. hotel direction
10. The resort or _____ chosen will depend on the form of relaxation required.
- A. destination
B. scenic spot
C. hotel
D. transportation
11. The entire tourism industry rests on a base of _____.
- A. national economy
B. natural resources
C. hotel and transportation
D. government policy
12. Tourism has the _____ to help bridge the psychological and cultural distances that separate people.
- A. potential
B. profit
C. benefit
D. energy
13. Standardization and rigidity are very clear characteristics of _____ tours offered on a large scale.
- A. international
B. in-bound
C. package
D. business
14. The realization of one's desire to travel depends on many complex social and political factors, including the social _____ of the destination.

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

15. There is great potential in China for specialized tourism, focusing on ethnic groups and _____ adventure.

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

II. Reading comprehension: (2×10=20)

Directions: Read the following passages and make your proper choices.

(1)

Some seven or eight hundred years ago, Hangzhou, known as Ling'an then, was the capital of the Southern Song Dynasty. At that time, watching the tidal bore was already a grand occasion in town when the whole population would turn out for the spectacle. The best time to do this was from the 15th to the 18th of the eighth month of each year. But beginning from about the tenth day of the month, that part of the river bank that offered the best vantage point for ride watching would already be a busy gathering place for little open-air booths and stalls where vendors piled colourful wares on their carts or boxes. There would be all kinds of snacks and cooked meats in shining pots and pans. The taverns and restaurants would put up multi-coloured lanterns and flags or pennants, displaying meanwhile an attractive array of meat and vegetable dishes with a lot more exotic delicacies on the menu. In the tea-houses would be hung painting scrolls and calligraphy scrolls by famous artists while the antique vases would be filled with flesh flowers. In addition, there would be vendors displaying plasters and medicinal herbs for sale on the ground, roving artists with their monkeys for variety, shows or folk artists ready to entertain the crowds. Even before the days of the tidal bore, these people would be gathered on the river bank doing whatever they could to attract pleasure-seekers. Meanwhile, tens of thousands of people, visitors from other towns as well as local residents of Ling'an, would be hustling and bustling about, clogging up the way and making traffic impossible. In the large riverside mansions that lined the banks, there would be opulently dressed men and women, some leaning against the windows or the balconies looking into the distance and some looking down gazing fixedly at something going on down below.

16. In the Southern Song Dynasty, people _____ to watch the tidal bore.

- A. were used
B. used
C. were anxious
D. were extremely eager

17. At that time people came to watch the tidal bore _____ of the eighth month of each year.

- A. from 15th to the 18th
B. starting around 10th
C. from 15th to the end
D. at the middle

18. The vendors were selling their wares _____.

- A. along the bank
B. at the best vantage point

- C. in piles
D. using pots and pans
19. The crowds coming to watch the tidal bore were also entertained by _____.
A. painting scrolls
B. displaying plasters
C. folk artists
D. pleasure-seekers
20. The best vantage point for tide watching was _____.
A. large riverside mansions
B. distant balconies
C. taverns and restaurants
D. the tea houses

(2)

Vacation travel, a pleasant travel, is one of the faster-growing segments of the tourism industry. These travelers seek enjoyment and pleasure for their travel.

Vacation travel is typically price-sensitive and often concerned with the particular time of day or day of week schedules. Vacation travel has been heavily promoted by the airlines for Saturday and Sunday travel when their transport capacity is not heavily used by business travelers. Further, the vacation travel market is where the airlines often offer lower fares. These tickets often have many restrictions designed to prevent regular business travelers from switching to the lower fares. For example, the super-saver fare requires the passenger to stay at the destination over a Saturday night. Such fares are not good during certain heavy holiday periods or Monday to Friday flights, or they constitute only a small number of seats on flights that normally would not be filled by full-fare business passengers.

The vacation market is an important one to Florida, the Caribbean, Colorado, and Vermont during the winter months for sun and ski vacations. The United States to Europe and the United States coast to coast are strong vacation markets in the summer. Travel agents and tour operators are heavily involved in the vacation market. Charter bus trips and tours are also major parts of the vacation market.

The vacation travel market is also splintering into “boutique” travel niches as well. These are specialty vacations in which recreation and/or rest at a hotel or on a cruise ship are not the major elements of the trip. Trips in this category that have become increasingly popular in recent years include viewing rare animal life at the Galapagos islands, whale watching in Baja California, hiking in Nepal, photographic expeditions in the wilds of Alaska or the Northwest Territories, safaris in Africa, and nature cruises up the Amazon River. These trips typically are educational; they often employ naturalists who give speeches and show films relating to the site on the trip

21. Business travelers usually take _____ airplanes.
A. weekend
B. weekday
C. holiday
D. particular time
22. Vacation travelers always seek _____ offerings.
A. restricted
B. meal-included

- C. weekend
D. low-price
23. "Boutique" travel niches in this passage means _____.
A. specialized purpose travel
B. photographic expeditions
C. traveling for shopping purpose
D. nature loving experience
24. Vacation travel is a very important segment in _____.
A. vacation market
B. charter tourism
C. tourism market
D. specialized market
25. During educational travel the tourists usually see _____ and wildlife.
A. rare animals
B. safaris
C. Amazon River
D. naturalists

III. Cloze: (1×15=15)

Directions: Choose the one from the given A, B, C and D to complete the passage properly.

Good environment starts with location. We have heard some of the most successful operators say 26 is probably 50% of the reason for success. Location 27 that an establishment has to be easily 28. It has to be located in or near a community 29 near important intersections.

Environment also refers to the 30 of the restaurant. Many successful operators believe that the 31 environmental theme must be complete 32 the guest will perceive a total experience as part of the meal. This completeness 33 to a coordination of the decorations, the 34 and menu covers, food server uniforms, silver, china, glassware, linens, and the 35 of food and service that is 36.

Studies consistently show that guests are very 37 about the cleanliness of the restaurant, the restrooms, and the outside environs (附近的地方) of the property. These are important 38 that help create repeat business 39 the food and beverage operation and for the hotel 40.

26. A. position B. location C. place D. status
27. A. means B. is C. has D. hints
28. A. acceptable B. reliable C. accessible D. available
29. A. also B. but C. or D. still
30. A. purpose B. slogan C. title D. theme
31. A. entire B. all C. whole D. same
32. A. lest B. so that C. that D. otherwise
33. A. amounts B. debates C. contributes D. relates
34. A. menus B. dishes C. food D. furniture

35. A. rest B. season C. type D. appearance
36. A. given B. give C. gave D. giving
37. A. anxious B. nervous C. worried D. concerned
38. A. reasons B. factors C. ways D. facts
39. A. on B. to C. for D. with
40. A. either B. as well C. yet D. else

IV. Phrasal verbs: (1×10=10)

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

account for	link with
depend on	remove...from
dispense with	stem from
interest in	transfer to
invest in	view as

41. This is easily accomplished by _____ the banquet section _____ the control of the food and beverage department.
42. That entrepreneur _____ a large amount of money _____ a luxurious hotel last year.
43. Most nations _____ further _____ developing tourism as an export industry.
44. The local government _____ tourism _____ a wealth factor in the economy of its jurisdictions.
45. He _____ the housekeeping department.
46. The well-known Silk Road _____ China _____ the central and western Asia and the ancient Greek and Roman civilizations.
47. The tourism products _____ the choice of markets or types of potential customers.
48. The social significance _____ the greater appreciation of other cultures.
49. Some people see advances in technology _____ the need for much of today's business travel.
50. In 2005, an earning in tourism turnovers _____ 5% of the country's total export revenue of the year.

V. Phrase translation: (1×20=20)

Part One

Directions: Translate the following into Chinese.

51. intangible tourism products
52. ambitious plan
53. the visitor's initial expenditure
54. short take-off and landing aircraft

55. with lots of local color
56. in accordance with international obligations
57. encourage word of mouth recommendation
58. improved educational standards
59. an international excursionist
60. spread messages of hope for a peaceful world

Part Two

Directions: Translate the following into English.

61. 平均工资水平
62. 包机服务
63. 在不同的停靠港
64. 四分之三的人口
65. 饭店特许经营的概念
66. 心理承受力
67. 美食
68. 在世界范围内
69. 可随意支配的净收入
70. 与旅游业有关

VI. Passage translation: (10×2=20)

Directions: Translate the following passages into Chinese.

71. China is truly one of the few countries in the world with such a vast territory, huge population, long-standing history, brilliant ancient civilization, stunning natural beauty, and multiethnic culture. This uniquely combined natural and cultural resource base has become a major asset for China in its effort to develop tourism. Located in the southeastern part of Eurasian Continent on the western shores of the Pacific Ocean, China is the third largest country in the world with a total land area of 9.6 million square kilometers. Its geographic environment and physical landscape are enormously diverse due to the north-south differences in latitudes and the east-west variations in landform and moisture. China is a mountainous country. Hills, mountains, and plateaus cover two-thirds of the total area. The general topography descends from the high plateaus in the west to the lower-lying plains in the east.
72. Professional travelers are similar to business travelers in many ways, although this type of travel is more elastic than business travel. Professional travel is built around the meeting and convention markets. These markets have grown as transportation, especially by air, has become more available and affordable. As professional travel continues to grow, new and expanded meeting and convention facilities have been developed to satisfy this increasing demand. Along with this growth, new management challenges have arisen to serve this specialized market. Some of the key market segments for meeting participants or attendees are associations, businesses, exhibitions and trade shows, religious organizations, political parties, and governments.