

2022 年 4 月高等教育自学考试全国统一命题考试

旅游英语选读(B)

(课程代码 00837)

注意事项:

1. 本试卷分为两部分, 第一部分为选择题, 第二部分为非选择题。
2. 应考者必须按试题顺序在答题卡(纸)指定位置上作答, 答在试卷上无效。
3. 涂写部分、画图部分必须使用 2B 铅笔, 书写部分必须使用黑色字迹签字笔。

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. Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for _____ one consecutive year for leisure, business and other purposes.
A. no less than B. more than C. not less than D. not more than
2. New tourism is a phenomenon of large scale packaging of nonstandardized leisure services at _____ prices to suit the demands of tourists as well as the economic and socioenvironmental needs of destinations.
A. fixed B. fair C. floating D. competitive
3. _____ is a regional international organization.
A. PATA B. IATA C. WTO D. ICAO
4. There has been less progress towards consensus on definitions of _____ than for _____.
A. international visitors; international tourists
B. international tourists; international visitors
C. domestic travel; international travel
D. international travel; domestic travel

5. Visiting friends and relatives can be interpreted as a way of attempting to satisfy the need of _____.
A. safety B. esteem
C. self-actualization D. belonging and love
6. If visitors raft along the Amazon River, they will _____.
A. try to find the good hotels when they spend nights ashore
B. prefer good facilities on the raft
C. not spend any night on the raft
D. be happy to accept primitive facilities
7. The travel agents' role is dissimilar to that of most other retailers because travel agents _____.
A. purchase a product for resale to their customers
B. do not purchase a product for resale to their customers
C. approach their principal to make a purchase
D. do not approach their principal to make a purchase
8. A(n) _____ can be produced in order to allow a travel agent to become, effectively, a package holiday organizer.
A. shell folder B. umbrella brochure
C. regular brochure D. centerfold brochure
9. Airlines operating from smaller, often rural airports into "hub" airports are referred to as _____.
A. national flag-carriers B. trunk route airlines
C. "feeder" airlines D. air taxis
10. It was not until the mid-nineteenth century that travel by _____ began to show its greatest prominence.
A. ship B. ocean liner C. automobile D. coach
11. _____ inns and taverns gained a reputation for cleanliness and set the standard for accommodations in other parts of Europe.
A. English B. French C. Italian D. German
12. Among subdepartment heads, the _____ has the smallest staff.
A. director of sales B. personnel director
C. resident manager D. chief accountant
13. Which of the following belongs to the direct effect of tourist expenditures on a destination economy?
A. Sales by food vendors to restaurants. B. Sales of gasoline dealers.
C. Sales of restaurants. D. Sales by linen vendors to hotels.

14. The subject of congestion can be considered in the following way **EXCEPT** _____.
 A. the physical capacity B. the ecological capacity
 C. the economic capacity D. the psychological capacity
15. The Chinese government gave special priority to the development of international tourism in the _____.
 A. 1960s B. 1970s C. 1980s D. 1990s

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)

Imagine you went to a restaurant with a date; had a burger, paid with a credit card, and left. The next time you go there, the waiter or waitress, armed with your profile data, greets you with, "Hey Joe, how are you? Mary is over there in the seat you sat in last time. Would you like to join her for dinner again?" Then you find out that your burger has been cooked and your drink is on the table. Forget the fact that you are with another date and are on a diet that doesn't include burgers. Sound a little bizarre? To some, this is restaurant equivalent of the Internet. The Net's ability to profile you through your visits to and interactions at websites provides marketers with an enormous amount of data on you—some of which you may not want them to have.

Are you aware that almost every time you access a website you get a "cookie"? Unfortunately, it's not the Mrs. Reid's type. A cookie on the Internet is a computer code sent by the site to your computer—usually without your knowledge. During the entire period of time that you are at the site, the cookie is collecting information about your interaction, including where you visit, how long you stay there, how frequently you return to certain pages, and even your electronic address. Fill out a survey to collect free information or samples, and marketers know even more about you—like your name, address, and any other information you provide. While this may sound scary enough, cookies aren't even the latest in technology. A new system called I-librarian Alexa—named for the legendary third century B.C. library in Alexandria, Egypt—does even more. While cookies track what you are doing at one site, Alexa collects data on all your Web activities, such as which sites you visit next, how long you stay there, whether you click on ads, etc. All this information is available to marketers, who use it to market more effectively to you. Not only do you not get paid for providing the information, you probably don't even know that you are giving it.

16. According to the first paragraph, the customer may most probably think the waiter or waitress was _____.
 A. strange B. polite C. irritating D. considerate
17. The author makes up the restaurant story in order to _____.
 A. show the good service offered in some Web restaurants
 B. praise some restaurants for considerate service
 C. show the Internet's ability to collect data on you
 D. prove the incredible power of the Internet
18. What can be learned about "cookie" from the second paragraph?
 A. It was first created by Mrs. Reid.
 B. It collects information on you without your knowing it.
 C. It's some information sent to your computer about yourself.
 D. It's the latest in technology.
19. What is true about "Alexa" from the second paragraph?
 A. Alexa is named after an ancient hero in Egypt.
 B. Alexa is installed in libraries.
 C. Alexa can collect all the necessary data on you.
 D. Alexa can provide more data for marketers than a cookie.
20. Which of the following words can best tell the author's attitude to cookies and Alexa?
 A. Critical. B. Suspicious. C. Objective. D. Optimistic.

(2)

Visit Iceland and you'll enter a whole new realm of experience. You'll discover original nature as you've never seen it before, and the equally original people. Timeless nature, ancient heritage and modern lifestyle coexist in harmony here.

Reykjavik, the capital of Iceland, is just a part of the Icelandic experience with its midnight sun or the magical landscapes forged by ice and fire. Reykjavik has a population of around 110,000 and offers an interesting mix of cosmopolitan culture and local village roots.

Old accounts say the ancient gods themselves guided Iceland's first settler to make his home in Reykjavik. He named the place Reykjavik (steamy Bay) after the geothermal steam he saw, which today heats homes and outdoor swimming pools throughout the city, a pollution-free energy source that leaves the air outstanding fresh and clean.

A beautiful river runs through the city limits, and so do fine parks. In the outskirts are places for horse trekking and golf. But against this backdrop of nature, Reykjavik has a packed program of city joys too: art museums, several theaters, an opera house and symphony orchestra spanning the whole spectrum of age and taste.

One must for all visitors is dinning out on Icelandic specialties, including delicious seafood, ocean-fresh from the morning's catch, highland lamb and varieties of game. Its

purely natural food imaginatively served to delight the most discerning of diners. Reykjavik is also renowned as one of Europe's hottest nightspots, where the action on the friendly pub and nightlife scene lasts right through the night. In the evening, the downtown area teems with activities, reaching its peak on Friday or Saturday. The number of pubs, café, discos, and other night-sports in the downtown area is astonishing. There is a rich variety of places to go: nightclubs with live entertainment, dance halls for seniors, sports-theme pubs with big TV screens, coffee shops that offer over 100 types of beer, an Irish pub, a Spanish café, a French wine bar...

Walking distances are short downtown, and everything worth seeing outside the city center can be quickly and conveniently reached by bus. With its long easy-going main street and large shop too — with a bonus of tax-free shopping for visitors! Be on the lookout just for souvenirs (especially woolens and handicrafts) but also for stylish consumer goods and designer labels at competitive prices.

A full range of accommodations is available in Reykjavik, from international-standard hotels with good conference facilities, through smaller hotels and cozy guesthouses, to a campsite in the city's biggest park.

21. Reykjavik offers visitors a unique experience with the following **EXCEPT** _____.
 - A. the sun on the sky at midnight
 - B. the natural scenery combined with ice and fire
 - C. the mix of modernity and tradition
 - D. the cosmopolitan center with a large population
22. The capital was named as "Reykjavik" because _____.
 - A. the city is rich with geothermal steam
 - B. the city builds a powerful heating system
 - C. the city has a stream running through the city limits
 - D. the city has a natural bay
23. Which of the following statements is **NOT** true about tourists' activities in Reykjavik?
 - A. Tourists can stroll in the parks scattering through the city.
 - B. Tourists can have a city tour on horse backs.
 - C. Tourists can choose to play golf in the suburbs.
 - D. Tourists have multiple choices of cultural activities.
24. Which of the following activities is **NOT** mentioned in the passage?
 - A. Diners can enjoy specialties such as delicious sea food and mutton.
 - B. Diners can enjoy varieties of game.
 - C. Diners can play games while enjoying the delicious food.
 - D. Diners can enjoy highland lamb with a cup of fine wine.
25. Which of the following can be the best title for this passage?
 - A. Reykjavik: a Capital on the Iceland
 - B. Reykjavik: a Pearl on the Iceland
 - C. Reykjavik: a Metropolis on the Iceland
 - D. Reykjavik: a Natural Bay on the Iceland

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.

Ships are often sunk in order to create underwater reefs (暗礁) perfect for scuba diving (水肺式潜水) and preserving marine ____26____. Turkish authorities have just sunk something a little different than a ship, and it wouldn't ____27____ ever touch water, an Airbus A300. The hollowed-out A300 was stripped of everything potentially ____28____ to the environment and sunk off the Aegean coast today. Not only will the sunken plane create the perfect skeleton for ____29____ reef growth, but authorities hope this new underwater ____30____ will bring tourists to the area.

The plane ____31____ a total length of 54 meters, where experienced scuba divers will eventually be able to venture ____32____ the cabin and around the plane's exterior. Aydin Municipality bought the plane ____33____ a private company for just under US\$100,000, but they hope to see a ____34____ on that investment through the tourism industry. Tourism throughout Turkey ____35____ fall this year as the country has been the ____36____ of several deadly terrorist attacks. As far as sunken planes go, this Airbus A300 is the largest ____37____ sunk aircraft ever.

Taking a trip underwater and exploring the inside of a sunken A300 would be ____38____ an adventure, and that is ____39____ what Turkish authorities are hoping this attraction will make people think. ____40____ adventure seekers and experienced divers, this new artificial Airbus reef will be a scuba diver's paradise (天堂).

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|-----------------------|-----------------|-------------------|-----------------|
| 26. A. dwellings | B. habitats | C. plantations | D. residences |
| 27. A. normally | B. usually | C. frequently | D. mainly |
| 28. A. constructive | B. conserved | C. harmful | D. beneficial |
| 29. A. beautiful | B. fake | C. artificial | D. real |
| 30. A. relics | B. attraction | C. invention | D. creation |
| 31. A. makes | B. lies | C. expands | D. stretches |
| 32. A. through | B. around | C. over | D. under |
| 33. A. with | B. for | C. to | D. from |
| 34. A. profit | B. return | C. receipt | D. bonus |
| 35. A. is thought to | B. is said to | C. is expected to | D. is hoped to |
| 36. A. survivor | B. agent | C. victim | D. scapegoat |
| 37. A. intentionally | B. accidentally | C. eventually | D. delicately |
| 38. A. quite | B. such | C. much | D. rather |
| 39. A. merely | B. exactly | C. accurately | D. necessarily |
| 40. A. Bringing about | B. Drawing in | C. Catching up | D. Depending on |

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 on the ANSWER SHEET. Make some changes if necessary.

vary in	keep to
bring about	distribute to
coupled with	assign to
take into	hark back to
attribute to	adjust to

41. Working hard, _____ lack of sleep, made him weak.
42. He stopped to try to _____ his vision _____ the faint starlight.
43. Thousands of soldiers are working to _____ food and blankets _____ the refugees.
44. Some people think certain perfumes can _____ profound psychological changes.
45. When I taught, I would _____ some interesting topics _____ children.
46. Nobody knows much about this boy who _____ himself most of the time.
47. His family _____ the 10th century.
48. These predictions _____ us _____ the realms of science-fiction.
49. Hotels _____ size and comfort.
50. Teachers always _____ their students' poor comprehension _____ a lack of intelligence.

V. Phrase translation: (1%×20=20%)

Part One

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

51. tour brochure
52. back office
53. European Community
54. low-income group
55. full-length mirror
56. executive housekeeper
57. baggage checks
58. mass tourism
59. cottage industries
60. radical breakthrough

Part Two

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

61. 电脑预订系统
62. 烹调艺术
63. 口碑宣传
64. 国务院
65. 横穿边境的旅行
66. 低地国家
67. 海外市场
68. 生命周期
69. 国内游客
70. 总经理

VI. Passage translation: (10%×2=20%)

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

71. China has great potential for the development of its domestic tourism industry. As China's economy shifts to a more market system, the domestic travel industry will face increasing challenges in a more highly competitive environment. This will require domestic travel services to constantly study their market conditions, design travel products according to the needs and wants of tourists, and sell their travel products effectively to the potential market. A successful domestic industry in China relies on two levels of coordination and operation. China can develop a successful domestic tourism industry only if there is a well-coordinated effort between the government and the private travel industry.
72. With Tokyo gearing up to host the 2020 Summer Olympic Games, Japan has been hard at work preparing for the influx of tourists, improving its already top-notch infrastructure. Although the main focus will be on Tokyo, take some time to explore subtropical Kyushu (九州岛), which offers more than 36,000 square kilometers of stunning scenery, top eats and plenty of cultural attractions. The third largest of Japan's five main islands, it lies southwest of the main island of Honshu (本州岛). No ferries are required, since several bridges and underwater tunnels connect the two islands, ensuring a seamless five-hour journey from Tokyo on one of Japan's famed Shinkansen bullet trains.