

2022 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. Most studies on tourism have used narrow _____ definitions to suit particular needs of researchers and government officials.
A. describable B. operational C. workable D. practical
2. Mass customization is the production and sale of large amounts of _____ services.
A. identical B. standardized C. tailor-made D. same
3. Based on the classification given by WTO, visits to a country by nonresidents are called _____.
A. inbound tourism B. outbound tourism
C. domestic tourism D. national tourism
4. The WTO defines a domestic tourist as a traveler visiting a destination in his country of residence for at least _____ hours but less than one year for different purposes.
A. 24 B. 36 C. 48 D. 72
5. _____ can be considered the end or goal of leisure.
A. Safety B. Belonging and love C. Esteem D. Self-actualization

6. Business travel tends to be all the following **EXCEPT** _____.
- A. price elastic and seasonal
 B. big-city oriented
 C. influenced by business related attractions such as exhibitions and conferences
 D. tailored to each executive's needs
7. In the past few years, negotiations between principals and travel agents have led to higher _____ being paid to travel agents who achieve target sales.
- A. charges B. fees C. rewards D. commissions
8. _____ are purpose-designed for regular package holiday series.
- A. Shell folders B. Umbrella brochures
 C. Regular tour brochures D. Tour folders
9. Boeing claims their _____ is the most fuel-efficient of all aircraft flying.
- A. 737 B. 747 C. 757 D. 767
10. The tourist court, _____, and the motor hotel were three of the new facility types that developed in the United States and Canada after World War II.
- A. golf course B. motel
 C. fast food restaurant D. budget hotel
11. Early inns in North America were established _____.
- A. along stagecoach routes B. along rivers
 C. along post roads D. in seaport towns
12. Which of the following statements about the executive housekeeper is correct?
- A. The executive housekeeper has the smallest staff.
 B. The executive housekeeper reports to the general manager.
 C. The floor housekeeper reports to the executive housekeeper.
 D. The executive housekeeper is one of the operating personals.
13. Which of the following belongs to the indirect effect of tourist expenditures on a destination economy?
- A. Sales by gasoline dealers to taxi drivers.
 B. Hotel clerks' expenditures for clothing.
 C. Airline ticket sales.
 D. Taxi fares.
14. The degree of congestion which tourists will tolerate before the site begins to lose its appeal is called _____.
- A. the physical capacity B. the ecological capacity
 C. the environment capacity D. the psychological capacity
15. Modern tourism in China began in the _____.
- A. 1910s B. 1920s C. 1930s D. 1940s

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)

Taste is such a subjective matter that we don't usually conduct preference tests for food. The most you can say about anyone's preference, is that it's one person's opinion. But because the two big cola companies Coca-Cola and Pepsi Cola are marketed aggressively, we've wondered how big a role taste preference actually plays in brand loyalty. We set up a taste test that challenged people who identified themselves as either Coca-Cola or Pepsi fans: Find your brand in a blind tasting.

We invited staff volunteers who had a strong liking for either Coca-Cola Classic or Pepsi, Diet Coke, or Diet Pepsi—These were people who thought they'd have no trouble telling their brand from the other brand.

We eventually located 19 regular cola drinkers and 27 diet cola drinkers. Then we fed them four unidentified samples of cola one at a time, regular colas for the one group, diet versions for the other. We asked them to tell us whether each sample was Coke or Pepsi; then we analyzed the records statistically to compare the participants' choices with what mere gum-work would have accomplished.

Getting all four samples right was a tough test, but not too tough, we thought, for people who believed they could recognize their brand. In the end, only 7 out of 19 regular cola drinkers correctly identified their brand of choice in all four trials. The diet-cola drinkers did a little worse—only 7 of 27 identified all four samples correctly.

While both groups did better than chance would predict, nearly half the participants in each group made the wrong choice two or more times. Two people got all four samples wrong. Overall, half the participants did about as well on the last round of tasting as on the first, so fatigue, or taste **burn out**, was not a factor. Our preference test results suggest that only a few Pepsi participants and Coke fans may really be able to tell their favorite brand by taste and price.

16. According to the passage the preference test was conducted in order to _____.
A. find out the role taste preference plays in a person's drinking
B. reveal which cola is more to the liking of the drinkers
C. show that a person's opinion about taste is mere guess-work
D. compare the ability of the participants in choosing their drinks
17. The statistics recorded in the preference tests show _____.
A. Coca-Cola and Pepsi are people's two most favorite drinks
B. there is not much difference in taste between Coca-Cola and Pepsi
C. few people had trouble telling Coca-Cola from Pepsi
D. people's tastes differ from one another

18. It is implied in the first paragraph that _____.
A. the purpose of taste tests is to promote the sale of colas
B. the improvement of quality is the chief concern of the two cola companies
C. the competition between the two colas is very strong
D. blind tasting is necessary for identifying fans
19. The word "**burn out**"(Line 4, Para. 5) here refers to the state of _____.
A. being seriously burnt in the skin
B. being unable to burn for lack of fuel
C. being badly damaged by fire
D. being unable to function because of excessive use
20. The author's purpose in writing this passage is to _____.
A. show that taste preference is highly subjective
B. argue that taste testing is an important marketing strategy
C. emphasize that taste and price are closely related to each other
D. recommend that blind tasting be introduced in the quality control of colas

(2)

Scotland is a unique and austere place, laden with history, where you can find aristocratic palaces and castles, as well as the traditional parade in national costumes. It has some of the most beautiful cities in Europe, a living testimony of a proud and splendid past.

In order to see the true soul of Scotland today, what forged the character of this splendid region, we have to go towards the northern regions, to the Grampian Mountains. Beautiful and unspoiled, it was difficult to farm. The Scots subdued the environment with simple spades and strong arms.

The history of this ancient struggle, and its people's ancient love affair with the hard land, is enclosed within the walls of the Angus Folk Museum. You are able to get a feel of the typical rural atmosphere of times past from the everyday artifacts displayed here.

From coastal Aberdeen in towards the interior of the Grampian Mountains there runs the Castle Trail, a road that touches on many fortresses, which are witness of continual revolts against the dominion of neighboring England in Scottish history.

Perhaps the most uplifting moment for Scottish autonomy is the one experienced inside this ancient abbey of Arbroath, where, in 1320, the Declaration of Independence was celebrated, at the instigation of King Robert the Bruce. He carried out the plan for autonomy drawn up by the great popular hero William Wallace, to whom cinema has dedicated the wonderful film "Brave Heart", the winner of five Oscars.

Glamis Castle is often remembered for being the residence of King Macbeth and Queen Elizabeth II in her childhood. Among the most **assiduous** guests here are the inevitable ghosts, created by ancient popular beliefs.

The true flag of Scotland is tartan, its brightly colored plaid patterns which are used

to distinguish the various clans. Over the last few decades this fabric has made a comeback and is part of the daily life of this country.

21. Scotland is a unique place for the following reason **EXCEPT** _____.
A. the splendid history
B. the special national costume
C. the palaces and castles
D. the most beautiful city in Europe
22. If tourists want to find out the genuine character of Scotland, they can go to _____.
A. the Grampian Mountains
B. the Angus Folk Museum
C. the Castle Trail
D. the ancient Arbroath
23. The film “Brave Heart” was made to memorize _____.
A. William Wallace
B. King Robert
C. King Macbeth
D. the Bruce
24. The word “**assiduous**” (Line 2, Para. 6) most probably means _____.
A. intelligent
B. diligent
C. persistent
D. attentive
25. The tartan of Scotland _____.
A. is the national flag of Scotland
B. has different patterns used to tell differences between ethnic groups
C. has colorful patterns woven with pure cotton
D. had once totally disappeared in the past decades

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.

In spring, chickens start laying again, bringing a welcome 26 of protein at winter’s end. So it’s no surprise that cultures around the world celebrate spring by honoring the egg.

Some traditions are simple, like the red eggs that get baked into Greek Easter breads. Others 27 the egg into a fancy art, like the heavily jewel-covered “eggs” that were favored by the Russians 28 in the 19th century. One 29 form of egg art comes to us from Ukraine. For centuries, Ukrainians have been drawing 30 patterns on eggs. Contemporary artists have followed this tradition to create eggs that speak to the 31 of our age: Life is precious, and delicate. Eggs are, too.

“There’s something about their delicate nature that appeals 32 me,” says New Yorker cartoonist Roz Chast. Several years ago, she became interested in eggs and learned the traditional Ukrainian technique to draw her very modern characters. “I’ve broken eggs at every stage of the process—from the very beginning to the very, very end.” But there’s an appeal in that 33. “There’s part of this sickening horror of knowing you’re walking on the edge with this, that I kind of like, knowing that it could all 34 at any

second”. Chast’s designs, such as a worried man alone in a tiny rowboat, reflect that delicateness. Traditional Ukrainian decorated eggs also spoke to those fears. The elaborate patterns were believed to offer protection 35 evil. “There’s an ancient legend 36 as long as these eggs are made, evil will not prevail in the world,” says Joan Brander, a Canadian egg-painter who has been painting eggs for over 60 years, 37 the art from her Ukrainian relatives.

The tradition, dating back to 300 B. C., was later 38 into the Christian church. The old symbols, however, still 39. A decorated egg with a bird on it, given to a young married couple, is a wish for children. A decorated egg thrown into the field would be a wish for a good 40.

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|---------------------|-------------------|------------------|------------------|
| 26. A. resource | B. source | C. sign | D. produce |
| 27. A. transfer | B. rise | C. exchange | D. elevate |
| 28. A. start | B. started | C. starting | D. starts |
| 29. A. ancient | B. antique | C. established | D. historic |
| 30. A. contemporary | B. complicated | C. compulsory | D. complementary |
| 31. A. anxieties | B. simplicities | C. happiness | D. affluence |
| 32. A. about | B. for | C. to | D. with |
| 33. A. possibility | B. feasibility | C. vulnerability | D. complexity |
| 34. A. fall down | B. fall back | C. fall behind | D. fall apart |
| 35. A. for | B. to | C. against | D. with |
| 36. A. that | B. as that | C. for that | D. in that |
| 37. A. have learned | B. having learned | C. learned | D. learning |
| 38. A. incorporated | B. combined | C. removed | D. sorted |
| 39. A. insist | B. survive | C. endure | D. retain |
| 40. A. year | B. crop | C. yield | D. harvest |

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.

take on	indulge in
awake to	adjacent to
see to it that	account for
take hold	afford to
come into contact with	bring ...into full play

41. A bad habit will be difficult to get rid of once it has _____.
42. Don't _____ rich sauces and fried food as these are high in fat.
43. No other organization was able to or will be able to _____ the job.
44. The minority nationalities in China _____ less than 9% of the population.
45. Students can not _____ stay in the luxury hotels.
46. We must _____ nothing goes wrong on that day.
47. It took him some time to _____ the dangers of his situation.
48. When he was a tour guide, he _____ many foreigners.
49. Now the reforms provide us with every opportunity to _____ our talents _____.
50. The house _____ ours has been sold, so we have a new neighbor.

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

Part One

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

51. extra free travel
52. the idea of prepotency
53. ground services
54. convention hotel
55. arts and crafts
56. national income
57. a net deficit
58. airline oligopolies
59. the foreign exchange receipts
60. developed country

Part Two

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

61. 外在压力
62. 旅游组织
63. 保险范围
64. 中央政府
65. 潜在市场
66. 价格全包旅游
67. 大运河
68. 总工程师
69. 酒店业
70. 大众旅游

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

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

71. Opportunities for further tourism development in China are widespread. An incredible diversity of landscapes and cultures stretches across the vastness of China. There is something for every type of tourist: densely crowded cities with modern skylines and hotels, agricultural villages nestled in lush tropical vegetation, nomadic horse-riders galloping across open grasslands and deserts and snow-covered mountains offering challenging adventures. Most of the cultures are very old and very traditional. There is great potential in China for specialized tourism, focusing on ethnic groups and environmental adventure.
72. London, the capital of the United Kingdom, has a population of about 7 million and an area of 1580 sq. km. Although it no longer ranks among the world's most populous cities, London is still one of the world's great centers for classical and popular culture. London boasts many world-famous tourist attractions. The most impressive sight-seeing places include the Big Ben, the Oxford Street, and of course the Buckingham Palace, where thousands of tourists come to watch the pageantry, the Changing of Guards. London itself is a living museum, with more than 2000 years of history and culture. The jewel in this cultural crown is the British Museum, with more than 4 million exhibits.

