

2023 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. Many definitions of “tourism” and “tourist” are based on the following **EXCEPT** _____.
A. distance traveled
B. the destination of the trip
C. the length of time spent
D. the purpose of the trip
2. The only responsibility of the _____ is to staff the hotel.
A. general manager
B. engineering director
C. personnel director
D. sales manager
3. ICAO has the following specific objectives **EXCEPT** _____.
A. to ensure the safe and orderly growth of international civil aviation throughout the world
B. to encourage the arts of aircraft design and operations for peaceful purposes
C. to avoid discrimination between contracting countries
D. to act as an international agency of coordination and cooperation to spread tourism
4. A domestic excursionist is a visitor traveling in his country of residence for any of the reasons given for tourists, but who stays _____ at the destination.
A. less than 12 hours
B. more than 12 hours
C. less than 24 hours
D. more than 24 hours

5. Most firms have a(n) _____ approach to accommodation.
A. objective B. hierarchical C. positive D. negative
6. Only in the case of _____ did individual airlines establish city center offices to deal direct with the public.
A. South America B. North America C. Europe D. Asia
7. Methods to encourage passengers to use airlines' services include the following **EXCEPT** _____.
A. "frequent flyer" programmes B. Air Miles scheme
C. "stand-by" fares D. charter service
8. Travelers select the train as a transportation mode for the following reasons **EXCEPT** _____.
A. safety B. flexibility C. comfort D. cost
9. The 73-room _____ was the first establishment specifically designed as a hotel in the United States.
A. Tremont House B. City Hotel
C. San Francisco's Palace Hotel D. Brown Palace Hotel
10. Which of the following statements about the relationship of tourism growth and economic development is correct?
A. There is no clear link between them.
B. Economic development leads to tourism growth.
C. Tourism growth leads to economic development.
D. There is a cause-and-effect relationship between them.
11. The example of Morris dancing in English rural communities illustrates _____.
A. the positive effect of tourism on culture
B. the educational significance of tourism
C. "staged authenticity" of the local culture
D. the freezing of art styles
12. Psychological capacity of a site is influenced by _____.
A. the location of the site and the activities it provides
B. the location and the nature of the site
C. the nature of the site and the market it attracts
D. the activities the site provides and the market it attracts
13. The Grand Canal was first built in the 6th century between _____.
A. Hangzhou and Tianjin B. Yangzhou and Beijing
C. Yangzhou and Tianjin D. Hangzhou and Beijing
14. To improve the national economy, the governments of many developing nations tend to give priority to the development of _____ tourism.
A. domestic B. outbound C. international D. border

15. According to the textbook, the core of China's tourism development should always be _____.
- A. the unique cultural and natural attractions
 - B. the colorful cultures of different regions
 - C. the well-developed tourism infrastructure
 - D. the Han Chinese culture and the many spectacular natural attractions

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)

When families gather for Christmas dinner, some will stick to formal traditions dating back to Grandma's generation. Their tables will be set with the good dishes and silver, and the dress code will be Sunday-best.

But in many other homes, this china-and-silver elegance has given way to stoneware-and-stainless informality, with dresses assuming an equally casual-Friday look. For hosts and guests, the change means greater simplicity and comfort. For makers of fine china in Britain, it spells economic hard times.

Last week, Royal Doulton, the largest employer in Stoke-on-Trent, announced that it is eliminating 1,000 jobs – one-fifth of its total workforce. That brings to more than 4,000 positions lost in 18 months in the pottery region. Wedgwood and other pottery factories made cuts earlier.

Although a strong pound and weak markets in Asia play a role in the downsizing, the layoffs in Stoke have their roots in earthshaking social shifts. A spokesman for Royal Doulton admitted that the company “has been somewhat slow in catching up with the trend” toward casual dining. Families eat together less often, he explained, and more people eat alone, either because they are single or they eat in front of television.

Even dinner parties, if they happen at all, have gone casual. In a time of long work hours and demanding family schedules, busy hosts insist, rightly, that it's better to share a takeout pizza on paper plates in the family room than to wait for the perfect moment or a “real” dinner party. Too often, the perfect moment never comes. Iron a fine-patterned tablecloth? Forget it. Polish the silver? Who has time?

Yet the loss of formality has its down side. The fine points of etiquette (礼节) that children might once have learned at the table by observation or instruction from parents and grandparents (“Chew with your mouth closed.” “Keep your elbows off the table.”) must be picked up elsewhere. Some companies now offer etiquette seminars for employees who may be competent professionally but clueless socially.

16. According to the passage, the traditions of Christmas dinner include the following **EXCEPT** _____.
- A. fine tableware and dishes B. formal table manners
C. formal dress code D. Grandma's speech
17. The trend toward casual dining has resulted in _____.
- A. bankruptcy of fine china manufacturers
B. shrinking of the pottery industry
C. restructuring of large enterprises
D. economic recession in Great Britain
18. The main cause of the layoffs in the pottery industry is _____.
- A. the increased value of the pound
B. the economic recession in Asia
C. the change in people's way of life
D. the fierce competition at home and abroad
19. Which of the following may be the best reason for casual dining?
- A. Family members need more time to relax.
B. People want to practice economy in times of scarcity.
C. Busy schedules leave people no time for formality.
D. Young people won't follow the etiquette of the older generation.
20. According to the author, refined table manners _____.
- A. are still a must on certain occasions
B. are bound to return sooner or later
C. are still being taught by parents at home
D. are helpful to improve personal relationships

(2)

Since travel is requisite for tourism activity, any factor that hinders traveling may have a profound impact on tourism industry. An international issue, such as the COVID-19 (Corona Virus Disease 2019) pandemic, is particularly a typical example. The devastation of such event reemphasizes the fragility of tourism industry. Other noticeable traveling obstacles that could impact tourism industry include Tsunami, earthquake, terrorist activity, extreme climate, health and safety concerns, and so on. There has even been a study that examined the impact of refugees on tourist decisions. In Taiwan, some of the well-known resorts are not easily accessible, such as Alishan, Sun Moon Lake, and Taroko Gorge. These places are in high-risk disaster regions and are subject to the weather-induced natural disasters, which means that slight chance of severe weather could stop tourists from reaching their destinations. For a small island that relied heavily on tourism activity to sustain its economy, such as Kinmen (or

Quemoy), something as innocuous (无害的) as the foggy season can ground flights to a halt.

For an event as significant as a pandemic, like SARS (Severe Acute Respiratory Syndrome) and COVID-19, the tourism industry suffers extensively and worldwide. Some past studies suggest that the over-reaction to pandemics is the reason for the collapse of Asian tourism and can significantly affect tourist demand. However, little has been explored by studies to understand the way to minimize the impact. Although Taiwan is relatively successful in containing the pandemic outbreak, it is not free from the accompanying economic downturn. Tourism industry is worst affected by this impact and requires a carefully planned strategy to mitigate it. As a Taiwanese tourism professor noted: "it is important to help the tourism industry to successfully hibernate through this troublesome time and have enough energy to wake up, figuratively, at the end of this period of turmoil." A pandemic, though undesirable, allowed us to form contingency to deal with a disaster. Taiwan has been able to learn from the experience of SARS to deal with it, which results in the current success in combating COVID-19. However, coping with the virus itself is only part of the dilemma. One should also be mindful of the consequences brought about by the problem, such as economic downturn. This paper attempts to examine the contingency planning for mitigating economic drawbacks caused by pandemics, specifically in tourism industry. Through the interviews with some experts and policymakers of tourism industry, the research result can help document some of the more effective steps taken for future reference. Specifically, this study attempts to figure out the sectors of tourism industry that are worst affected by the pandemic and the best strategies to revive the industry.

21. What is the feature of tourism industry according to the passage?
A. Uncertainty. B. Instability. C. Inferiority. D. Vulnerability.
22. Tourism industry of a destination could be influenced by many factors **EXCEPT** _____.
A. natural disasters such as Tsunami B. terrorist activities in the destination
C. health conditions of tourists D. refugee issues of the region
23. The author cites Kinmen as an example to illustrate _____.
A. the importance of accessibility
B. the impact of bad weather
C. the importance of economic sustainability
D. the harmless influence of foggy season
24. In writing the passage, the author aims to _____.
A. tell the readers the severe impact of pandemic such as COVID-19 on tourism industry
B. study the ways of not to overreact to the pandemics during the economic downturn
C. find the ways to recover tourism industry during the pandemic
D. examine the planning strategies of tourism industry in Taiwan

25. It can be inferred from the passage that the article is _____ .
- A. a government report B. an academic writing
C. a commercial report D. an economic analysis

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.

People like adventure in their lives. Research shows that a chance to 26 from the normal rhythms of daily life reduces stress and improves health and well-being. And studies show that play is as important in adult lives 27 it is during childhood.

The number of international tourists had been 28 growing since the 2009 global economic crisis, according to the United Nations. Before the coronavirus pandemic virtually 29 travel altogether, the travel and tourism industry was estimated to 30 \$8.8 trillion to the global economy, or roughly 10% of global gross domestic product, according to the World Travel & Tourism Council. The industry 31 about 1 out of every 10 jobs worldwide. And while travel during the global coronavirus pandemic nearly stopped altogether, it is expected to return.

Adventure tourism is a small but 32 part of the industry. Although what defines an adventure can be subjective, a study by George Washington University placed adventure tourism into three categories: physical activity, cultural exchange and interaction 33 the environment.

For the sixth 34 year, Brazil ranks No. 1 overall for being a country offering the greatest adventure. The largest country in South America is one of the most 35 visited in the world by tourists. Its sprawling coastline draws local residents and tourists to beaches. The annual Carnival in Rio de Janeiro, held before Lent every year, is one of the largest festivals in the world and is the most public 36 of how deeply rooted music and dance are in the nation's culture. Among the attributes that factor into countries' rank in Adventure and Best Countries overall, Brazil was rated No.1 in being both a fun and a sexy place.

A country's financial health had little 37 on the ranking. Italy, Spain and Greece – three Southern European countries weathering economic challenges – were ranked in the top five countries for adventure. At No. 5, Thailand rounds out a top five that 38 unchanged from last year. Australia and Mexico rose in the rankings, while Portugal saw a 39 drop.

Survey respondents said Spaniards are the friendliest people among the 78 countries assessed, while Greece is 40 as having the best climate. New Zealand, with its North Island shaped by subtropical landscapes and its South Island dominated by the volcanic Southern Alps, is considered the most scenic country on the list.

- | | | | |
|--------------------|------------------|-----------------|-----------------|
| 26. A. break out | B. break through | C. break up | D. break away |
| 27. A. than | B. for | C. as | D. like |
| 28. A. drastically | B. steadily | C. slightly | D. abruptly |
| 29. A. promoted | B. hampered | C. triggered | D. reduced |
| 30. A. contribute | B. account | C. distribute | D. make |
| 31. A. composes of | B. makes up for | C. accounts for | D. takes up |
| 32. A. negligible | B. complementary | C. neglected | D. significant |
| 33. A. on | B. with | C. to | D. for |
| 34. A. consecutive | B. intermittent | C. successive | D. continuous |
| 35. A. favorably | B. widely | C. busily | D. heavily |
| 36. A. display | B. presence | C. evidence | D. congregation |
| 37. A. effect | B. power | C. impact | D. control |
| 38. A. maintains | B. holds | C. remains | D. assumes |
| 39. A. notable | B. prominent | C. explicit | D. implicit |
| 40. A. taken | B. thought | C. viewed | D. found |

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.

deter from	decide against
be related to	apply to
indulge in	impress upon
impose on	adjacent to
refer to as	entrust with

41. The materials you have collected _____ not _____ the theme of the thesis.
42. They believe that these principles can be _____ the tourism industry.
43. Only rarely will she _____ a glass of wine.
44. You have put up a good case, but I still have to _____ you.
45. This area is _____ the Bermuda Triangle.
46. She _____ me _____ the care of the child.
47. She didn't want to _____ her values _____ her family.
48. Nothing can _____ you _____ doing what you think right.
49. He ordered breakfast in Pizza Hut _____ the hotel.
50. The manager finally succeeded in _____ his employees, the importance of providing good quality guest service.

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

Part One

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

- | | |
|------------------------------|----------------------|
| 51. internal tourism | 52. scope economy |
| 53. discretionary income | 54. migrant worker |
| 55. insurance coverage | 56. self-sufficiency |
| 57. the hospitality industry | 58. neo-colonialism |
| 59. exit permit | 60. spray paint |

Part Two

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

- | | |
|-----------|--------------|
| 61. 过境游客 | 62. 社会地位 |
| 63. 石油危机 | 64. 横渡大西洋的客轮 |
| 65. 驻店经理 | 66. 外卖食物 |
| 67. 民族多样性 | 68. 发达国家 |
| 69. 战略性产业 | 70. 密西西比河 |

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

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

71. Of crucial importance to the airline's reservations system has been the introduction of the computerized reservations system, or CRS. Agents and clients clearly depend upon the availability of a fast and accurate indication of flight and booking service, together with rapid fare quotations so that the best prices for a given route combination can be secured. The new generation of airline CRSs provide exactly this. Currently, the market leaders in the US are SABRE, the system developed by American Airlines and APOLLO, the United Airlines system, which together had some 80 % of the US market.
72. Two million international tourists visit New Zealand each year: that's one tourist for every two locals. Attracted by the country's natural beauty, they also find a thriving urban culture, and a society very much in touch with global trends. When we show our country to visitors, we are reminded of just how spectacular New Zealand is. Snow-capped mountains, golden beaches, shining lakes and ancient rainforests: it really is just like the postcards. Because of our sparse population, it is always possible to find a peaceful spot to be alone with nature. Most of New Zealand's scenic highlights are found in National Parks.