



全国高等教育自学考试

旅游英语选读 同步练习册

全国高等教育自学考试指导委员会/组编
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组 编 前 言

依靠自己的力量,在有限的的时间里学习一门新学科,从不懂到懂,从不会到会,从不理解到理解,从容易遗忘到记忆深刻,从不会应用到熟练应用,从模仿到创新,把书本知识内化为自己的知识,是一个艰难的过程。在这个过程中,自学者不仅需要认真钻研考试大纲,刻苦学习教材和辅导书,还应该做适量的练习,把学和练有机地结合起来,否则,就不能达到预期的学习目标。“纸上得来终觉浅,绝知此事要躬行。”这是每一位自学者都应遵循的信条。

编写练习册,同样是不容易的事。它对编写者提出了相当高的要求:

有较深的学术造诣。

有较丰富的教学经验。

对高等教育自学考试有深刻的理解并有一定的辅导自学者的经历。

对考试大纲、教材、辅导书有深入的了解,对文中的重点、难点、相互联系等有准确的理解。

对自学者学习需要和已有的知识基础有一定的了解。

只有把这些因素融合在一起,作者才能编写出高质量的、有利于举一反三、事半功倍的练习册。

基于以上考虑,我们组织编写出版了同步练习册,使之与考试大纲、教材、自学辅导书相互补充,形成一个完整的学习媒体系统。

之所以把这些练习册称为同步练习册,是因为:

第一,它与考试大纲、教材的内容及顺序是一致的。按照考试大纲、教材的章、节、知识点的顺序编选习题,方便自学者循序渐进地学习与练习。

第二,它与自学者学习过程是一致的。自学过程大体包括初步接触、大体了解、理解、记忆、应用、创新、复习等阶段。在每一个阶段,自学者都容易找到相应的练习册。

如此学与练同步的方式,有利于激发自学的兴趣与动机,有利于

集中注意力于当前所学的内容,有利于理解、巩固、记忆、应用,尤其有利于自学者及时知道自己的学习状态与结果,以便随时调整学习计划,在难度较大处多投入精力。

基于学习目标的考虑,我们把同步练习大致分为三类:

第一,单项练习:针对一个知识点而设计的练习。其目的在于帮助自学者理解和记忆基本概念和理论。

第二,综合练习:针对几个知识点而设计的练习。这又可分为在本章综合、跨章综合、跨学科综合三级水平。其目的在于帮助自学者把相关知识联系起来,形成特定的知识结构以便灵活地应用。

第三,创造性练习:提供一些案例、事实、材料,使考生应用所学到的理论、观点、方法创造性地解决问题。这类问题可能没有统一的答案,只有一些参考性的思路。其目的很明显,就是培养自学者的创新意识和能力。

第四,综合自测练习:在整个学科范围内设计练习,尽量参照考试大纲的题型,组成类似考卷的练习。其目的在于使自学者及时检测全部学习状况,帮助自学者作好迎接统一考试的知识及心理准备。

希望应考者在使用同步练习册之前了解我们的构想,理解我们的意图,以便主动地选择适合自己学习的练习题目。

孔子说:“学而时习之,不亦乐乎。”一边学,一边练,有节奏有规律地复习,不仅提高了学习效率,也会给艰难的学习过程带来不少的快乐。圣人能够体会到这一点,我们每一位自学者同样能体会到。如果通过这样的学习过程,达到了学习目标,实现了人生理想,实现了对自我的不断超越,那么,我们说这种学习其乐无穷也毫不夸张。

全国高等教育自学考试指导委员会

2000年10月

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Lesson 1

I .Phrase translation:

1. Translate the following phrases into English:

- (1)旅游业
- (2)考察旅游
- (3)天然公园
- (4)获利
- (5)外汇收入
- (6)税收收入
- (7)国际联盟
- (8)世界旅游组织
- (9)经济合作与发展组织
- (10)联合国统计委员会

2. Translate the following phrases into Chinese:

- (1)Inbound tourism
- (2)Out bound tourism
- (3)Internal tourism
- (4)domestic tourism
- (5)national tourism
- (6)The National Travel Survey
- (7)round-trip
- (8)one-way trip
- (9)overseas Chinese
- (10)august bodies

II . Fill in the blanks with appropriate words or phrases from the list:

incentive, media, phenomenon, appreciated, Route, domestic, inter-

nal, pamphlet, origin, brochure, literature, social, tourism, international, tourism information

1. The country from which the tourist comes is called _____ country.
2. A _____ office promotes travel to the destination country.
3. A _____ is a printed pamphlet about a place, product, or company that is used for advertising.
4. Newspapers, magazines, and books are print _____ that spread information.
5. Unemployment is a common _____ in capitalist countries.
6. The travel literature has been published in _____ form.
7. _____ tourism involves travel in two or more countries, where as _____ or _____ tourism is entirely within one country.
8. The salesman gave some _____ on the new automobile.
9. _____ is subsidized travel that is especially common in the communist countries.
10. They deeply _____ his thoughtfulness.
11. We can take all the buses on the No. 11 _____.
12. If a salesman exceeds his sales quota, his company may reward him with an _____ trip.

III. Cloze:

1

The full name of the U. S. A. is (1). But people say, for (2), the U. S. A, or the U. S. ,or (3), or the (4). There are (5) states in the U. S. A. They are united to form one country.

The U. S. A. is the middle of North America. It lies between Canada and Mexico. Canada is to the (6) and Mexico is to the

south. The U. S. A. is between the (7) ocean and the (8) ocean.

The U. S. A. is the (9) largest country in the world. All the western part of the country is high land. The middle of the U. S. A. is low land. It's good farmland. In the north, between the U. S. A. and (10), are five big lakes. They are called (11).

The capital of the U. S. A. is (12). It is in the east of the country. The biggest city in the U. S. is (13). Two (14) big cities are Los Angeles and Chicago. (15) of the two cities has over seven million people.

2

Tourism has been one of the (1) growing industries in recent years. Indeed, the growth rate of (2) has generally (3) the growth rate for the worldwide economy. Sometimes it seems as though a new (4) area springs up every day (5) there are sun and sea. (6) this rapid growth, it is not easy to (7) tourism, and accurate statistics are not (8) to obtain. Tourism necessarily involves (9); a (10) is usually defined as a (11) who is visiting some place other (12) his usual residence for more than 24 hours. A tourist is (13) by the length of his (14) from excursionist, who is away from his (15) residence for less than 24 hours, or at most a week-end.

IV. Beneath each of the following sentences, there are four choices marked A, B, C and D. Choose the one that best completes the sentence:

- Four different perspectives of tourism can be identified:
A. Tourist, transportation, accomodation, environment

- B. tourist, business suppliers, host governments host communities
 - C. transportation, accommodations, eating and drinking establishments, activity facilities.
 - D. shops, entertainment, sightseeing, hotel
2. Where was the International Conference on Travel and Tourism statistics convened by the World Tourism Organization held?
A. New York B. Boston C. Ottawa D. London
 3. What kind of tourism is internal tourism plus outbound tourism.
A. International tourism B. Internal tourism
C. Domestic tourism D. National tourism
 4. The definition of tourist "A person visiting a location at least 40km from his usual place of residence, for a period of at least 24 hours and not exceeding 12 months" is from _____.
A. the U. S. A. B. Canada C. Australia D. China
 5. The following persons who may be regarded as tourists in China are
A. Members of foreign embassies in China
B. Residents of the border area coming to China
C. Overseas Chinese who come to China to visit relatives or friends
D. Chinese who went abroad have come back

V. Reading comprehension:

Passage 1

In tourism, statistics are important tools for planning. Information is gathered from all the places where tourism trips originate. Tourism statistics also cover populations (the total number of people living in areas) and the total amount of travel done by resi-

dents of different countries.

From these and other statistics, the tourism department can project the number of people who will come to their country from other parts of the world. These statistics are used to plan advertising campaigns and promotions to attract tourists to the country.

An advertising campaign is a series of paid announcements in newspapers and in magazines, on the radio and on television. These announcements are designed to produce specific results, such as increasing the number of tourists who will come to a country because of advertising they see or hear.

A promotion is part of an advertising campaign. It is aimed at pushing a particular thing. One type of promotion might be to give away free trips to a tourism destination. These trips might be used as prizes in a contest on television in an origin country. When people hear about the prize of a trip to a destination country, they may begin thinking about trips there for themselves. The idea of advertising and promotion is to bring about specific results, such as visits by tourists to a destination area.

The money spent on advertising and promotion is listed in a budget. An advertising budget is a chart showing a plan of how much money is being spent during a specific time and how much money should be received as a result. Budgeting is very important in tourism planning.

A manager of a tourism information office explains: "Tourism brings money into our country without taking anything out. Tourists come here and spend money. Our costs are low and our profits are high. In other forms of trade, we have to sell something to get money. If we manufacture products to sell to other countries, we have to spend money on manufacturing. If we sell our natural resources, they are gone. With tourism, we keep our resources and our profits too because tourism is mostly service."

Tourism also makes jobs for many people. Many people who work in tourism are entry – level, or beginning, employees. That is, they can start on their first jobs and begin to make money in tourism positions.

Tourism creates business opportunities for our country. Tourists buy things from many small businesses and shops.

Furthermore, tourism income has a multiplier effect. That is, the income we receive from tourists is multiplied within our own economy because the money is recycled, or reused, several times within our own country. For example, suppose a tourist eats a meal in a restaurant. The money paid for the meal makes jobs for the people in the restaurant who cook, serve, wash dishes, and clean. In addition, the money makes jobs for farmers who grow the food and for the people who process or deliver the food. In turn, all these people spend the money they earn buying goods and services. So even more jobs are made for other people.

True or False questions:

- () 1. In tourism, information is collected from all the places where tourism trips begin.
- () 2. From statistics, the tourism department can make guesses in advance about the number of people who will come to their country from other parts of the world.
- () 3. An advertising campaign is a series of announcements paid by newspapers and magazines, radios and television.
- () 4. A promotion aims to develop a particular thing.
- () 5. An advertising budget can show a plan of how much money is being spent by tourists during a specific time and how much money they should receive as a result, so budgeting is very important in tourism planning.
- () 6. Advertising and promotion can increase the number of

tourists who will come to a country and to bring about specific results, such as visits by tourists to a destination area.

- () 7. Tourists come and spend money. Costs are low and profits are high. With tourism, the country keeps its resources, and profits too, because tourism is mostly service.
- () 8. Income received from tourists is multiplied within an economy because the money is recycled several times.
- () 9. Tourism can help all the unemployed workers find jobs.
- () 10. According to the writer, tourism can provide people numerous chances to make money.

Passage 2

A weather map is an important tool for geographers. A succession of three or four maps presents a continuous picture of weather changes. Weather forecasters are able to determine the speed of air masses and fronts; to determine whether an individual pressure area is deepening or becoming shallow and whether a front is increasing or decreasing in intensity. They are also able to determine whether an air mass is retaining its original characteristics or taking on those of the surface over which it is moving. Thus a most significant function of the map is to reveal a synoptic picture of conditions in the atmosphere at a given time.

All students of geography should be able to interpret a weather map accurately. Weather maps contain an enormous amount of information about weather conditions existing at the time of observation over a large geographical area. They reveal in a few minutes what otherwise would take hours to describe. The United States Weather Bureau issues information about approaching storms, floods, frosts, droughts, and all climatic conditions in general.

Twice a month it issues a 30-day "outlook" which is a rough guide to weather conditions likely to occur over broad areas of the United States. These 30-day outlooks are based upon an analysis of the upper air levels which often set the stage for the development of air masses, fronts, and storms.

Considerable efforts is being exerted today to achieve more accurate weather predictions. With use of electronic instruments and earth satellites, enormous gains have taken place recently in identifying and tracking storms over regions which have but few meteorological stations. Extensive experiments are also in progress for weather modification studies.

11. One characteristic of weather maps not mentioned by the author in this passage is _____.
 - A. wind speed
 - B. thermal changes
 - C. fronts
 - D. frost
12. The thirty - day forecast is determined by examining _____.
 - A. daily weather maps
 - B. satellite reports
 - C. upper air levels
 - D. synoptic pictures
13. The observation of weather conditions by satellites is advantageous because it _____.
 - A. gives the scientist information not obtained readily otherwise
 - B. used electronic instruments
 - C. enables man to alter the weather
 - D. makes weather prediction easier
14. A weather map is synoptic because it _____.
 - A. summarizes a great deal of information
 - B. appears daily
 - C. shows changing fronts
 - D. can be interpreted accurately
15. At the present time, effort is exerted to _____.
 - A. manipulate weather

- B. control storms
- C. determine density of pressure groups
- D. achieve accurate weather prediction

VI. Translate the following passage into Chinese:

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depended on modern means of rapid and inexpensive transportation. Tourism as we know it today began with the building of the railroads in the 19th century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry. Steamships also increased tourism, especially across the North Atlantic, the major route of modern tourism. The automobile and the airplane in still more recent times have also become major modes of transportation for recreational purposes. The greatest growth in international tourism has taken place only since the end of World War II in 1945, and it has paralleled the growth of air transportation.

The tourist industry is not a single entity. It consists of many different kinds of enterprises that offer different services to the traveler, such as transportation, accommodations, catering, tour operators, travel agents, and so on.

The tourism department operates tourism information offices in many origin countries. A tourism information office promotes, or builds travel to a destination country through advertising and special promotional activities. For example, representatives of the information office give brochures about vacations, the destination country, and special tours to travel agents in the origin country.

Lesson 2

I .Phrase translation:

1. Translate the following phrases into English:

- (1)现代旅游
- (2)大众旅游
- (3)大旅游
- (4)包价旅游
- (5)带薪假日
- (6)购买力
- (7)包机航班
- (8)特别服务项目
- (9)按要求提供的服务项目
- (10)增长率

2. Translate the following phrases into Chinese:

- (1)the leaps and bounds
- (2)water transportation
- (3)package holiday business
- (4)airline oligopolies
- (5)market segmentation
- (6)more green
- (7)scale economies
- (8)scope economies
- (9)be geared to
- (10)hold for old and new tourism

II .Fill in the blanks with the proper words or phrases given below:

clientele, confirmation, access to, illustrated, view, retail, travel-