

Directions: In this section, there is a passage with ten blanks. You are required to select one word for each blank from a list of choices given in a word bank following the passage. Read the passage through carefully before making your choices. Each choice in the bank is identified by a letter. Please mark the corresponding letter for each item on **Answer Sheet 2** with a single line through the centre. You may not use any of the words in the bank more than once.

Travel websites have been around since the 1990s, when Expedia, Travelocity, and other holiday booking sites were launched, allowing travelers to compare flight and hotel prices with the click of a mouse. With information no longer 26 by travel agents or hidden in business networks, the travel industry was revolutionized, as greater transparency helped 27 prices.

Today, the industry is going through a new revolution—this time transforming service quality. Online rating platforms— 28 in hotels, restaurants, apartments, and taxis—allow travelers to exchange reviews and experiences for all to see.

Hospitality businesses are now ranked, analyzed, and compared not by industry 29 , but by the very people for whom the service is intended—the customer. This has 30 a new relationship between buyer and seller. Customers have always voted with their feet; they can now explain their decision to anyone who is interested. As a result, businesses are much more 31 , often in very specific ways, which creates powerful 32 to improve service.

Although some readers might not care for gossip reports of unfriendly bellboys(行李员) in Berlin or malfunctioning hotel hairdryers in Houston, the true power of online reviews lies not just in the individual stories, but in the websites' 33 to aggregate a large volume of ratings.

The impact cannot be 34 . Businesses that attract top ratings can enjoy rapid growth, as new customers are attracted by good reviews and 35 provide yet more positive feedback. So great is the influence of online ratings that many companies now hire digital reputation managers to ensure a favorable online identity.

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| A) accountable | I) persisting |
| B) capacity | J) pessimistic |
| C) controlled | K) professionals |
| D) entail | L) slash |
| E) forged | M) specializing |
| F) incentives | N) spectators |
| G) occasionally | O) subsequently |
| H) overstated | |