

学号:

姓名:

年级、专业、班级:

学院:

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泰山学院旅游学院2023级旅游管理（专升本）  
2023~2024学年第二学期  
乡村旅游期末考试(A卷)  
(试卷共8页，答题时间120分钟)

<b>注意事项</b>	1. 请严格按照题号在相应答题区域作答，超出答题区域的答案无效；在草稿纸、试卷上答题无效。禁止填涂答题纸四角的识别区。	<b>学号(*必填项*)</b>									
	2. 答题前请先将姓名、学号填涂清楚。	[0] [0] [0] [0] [0] [0] [0] [0] [0] [0] [0]									
<b>填涂</b>	3. 客观题使用2B铅笔填涂；修改时用橡皮擦干净。	[1] [1] [1] [1] [1] [1] [1] [1] [1] [1] [1]									
	4. 保持卷面清洁，不要装订、折叠、破损。	[2] [2] [2] [2] [2] [2] [2] [2] [2] [2] [2]									
<b>考生禁填</b>	正确填涂： 错误填涂：	[3] [3] [3] [3] [3] [3] [3] [3] [3] [3] [3]									
	缺考 <input type="checkbox"/> 作弊 <input type="checkbox"/> 违纪 <input type="checkbox"/>	[4] [4] [4] [4] [4] [4] [4] [4] [4] [4] [4]									
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		[8] [8] [8] [8] [8] [8] [8] [8] [8] [8] [8]									
		[9] [9] [9] [9] [9] [9] [9] [9] [9] [9] [9]									

案例分析题（请大家结合课堂所学知识，对国内某个乡村旅游目的地进行案例分析，字数不低于2000）

教师评语，请勿在此区域作答

教师批阅区，请勿在此区域作答

1. (20分)案例地的介绍（名字、区位、乡村旅游资源）

教师批阅区，请勿在此区域作答

2. (20分)案例地目前的乡村旅游发展现状（游客数量、目前的乡村旅游产品）

教师批阅区，请勿在此区域作答

3. (30分)案例地乡村旅游发展存在的主要问题

教师批阅区，请勿在此区域作答

4. (30分)案例地乡村旅游存在问题的解决策略

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A large rectangular area with horizontal lines for writing, occupying most of the page. It is bounded by a double-line border. There are 20 horizontal lines in total, providing space for answers.

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Blank writing area for page 8, consisting of 25 horizontal lines within a rectangular border.

