

泰山学院旅游学院2023级旅游管理（贯通/专升本）专业
2023~2024学年第一学期
活动策划与管理期末考试(A卷)
(试卷共8页，答题时间120分钟)

注意 事项	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。 2. 答题前请先将姓名、学号填涂清楚。 3. 客观题使用2B铅笔填涂；修改时用橡皮擦干净。 4. 保持卷面清洁，不要装订、折叠、破损。										学号(*必填项*) <table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td> </tr> <tr> <td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td> </tr> <tr> <td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td> </tr> <tr> <td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td> </tr> <tr> <td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td> </tr> <tr> <td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td> </tr> <tr> <td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td> </tr> <tr> <td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td> </tr> <tr> <td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td> </tr> <tr> <td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td> </tr> </table>																				[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]
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	考生禁填	缺考 作弊 违纪   																																																																																																																																

一、论文（100分）。山东省为促进旅游高质量恢复发展，拟以山东人游山东全年候系列活动为主线，统筹整合资源，对接市场，拉动消费合理增长。根据所学的活动策划与管理的内容，为泰安市设计一个（或一系列）旅游活动策划方案，包含活动背景、活动目的与意义、活动内容、活动过程、时间管理、财务管理、现场管理等内容，体现活动策划的前中后流程。

[illegible][illegible]

学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

Figure 1

[illegible][illegible]

答题严禁超出答题区域 第4页



学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

Figure 1



学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

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[illegible]This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

教师评语，请勿在此区域作答

