

Chapter 1 “Introduction to Tourism Marketing”

Chapter 2 “Investigation of Tourism Marketing Survey”

Chapter 3 “Environment of Tourism Marketing”

Chapter 4 “Impacted Factors of Tourist Behaviors”

Chapter 5 “Tourist Behavior Modes and Decision-Making Evaluation”

Chapter 6 “Segmentation of Tourism Marketing”

Chapter 7 “Policies of Tourism Product”

Chapter 8 “Policies of Tourism Price”

Chapter 9 “Channels of Tourism Distribution”

Chapter 10 “Policies of Tourism Marketing”

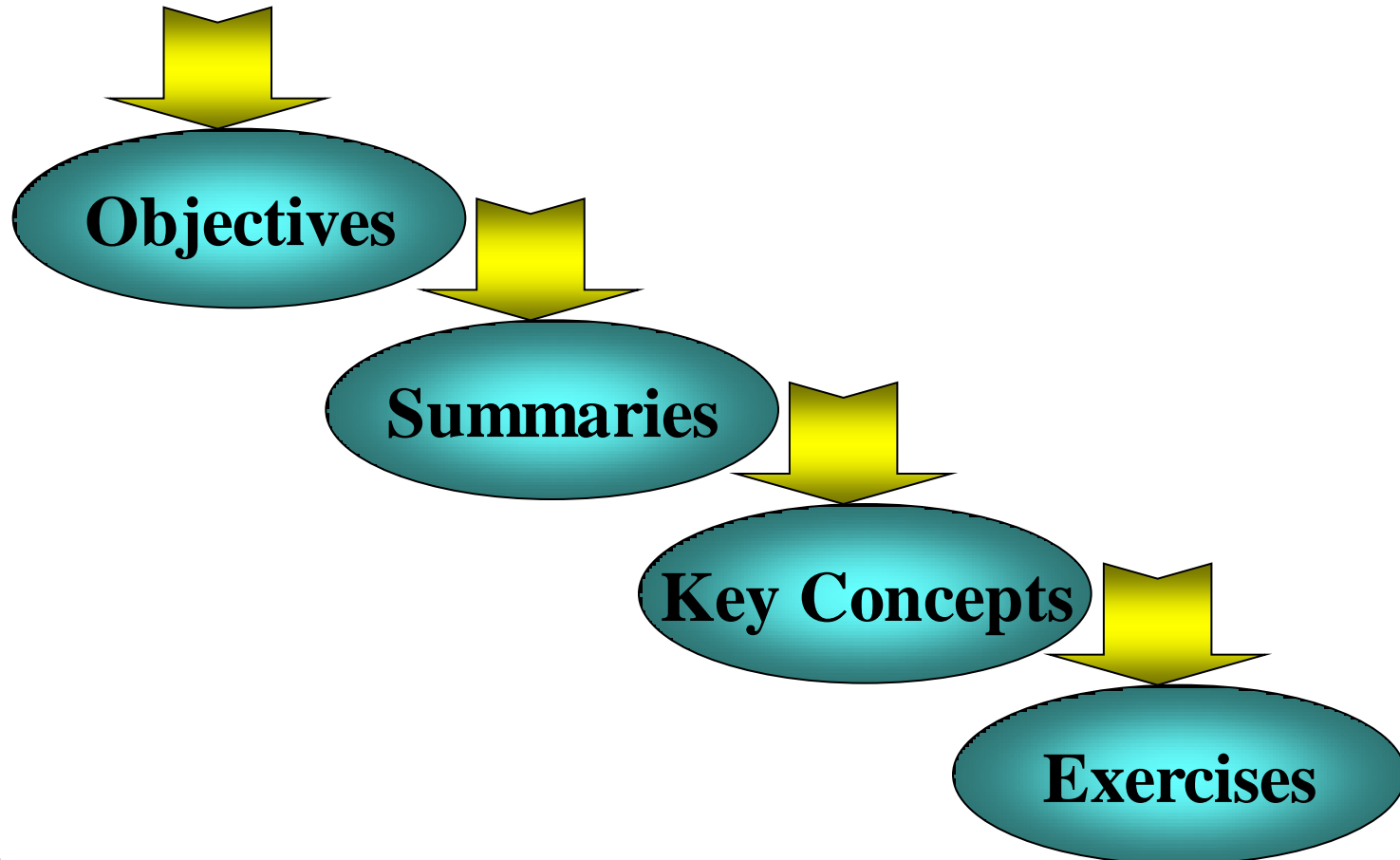
Chapter 11 “Management of Tourism Marketing”

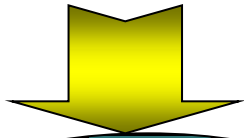


“Tourism Marketing Management”, Chapter 4 “Impacted Factors of Tourist Behaviors”

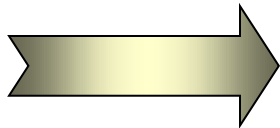
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Chapter 4: Impacted Factors of Tourist Behaviors





Objectives



To learn to analyze the cultural, social, individual and Psychological impacts of tourist behaviors

