

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”

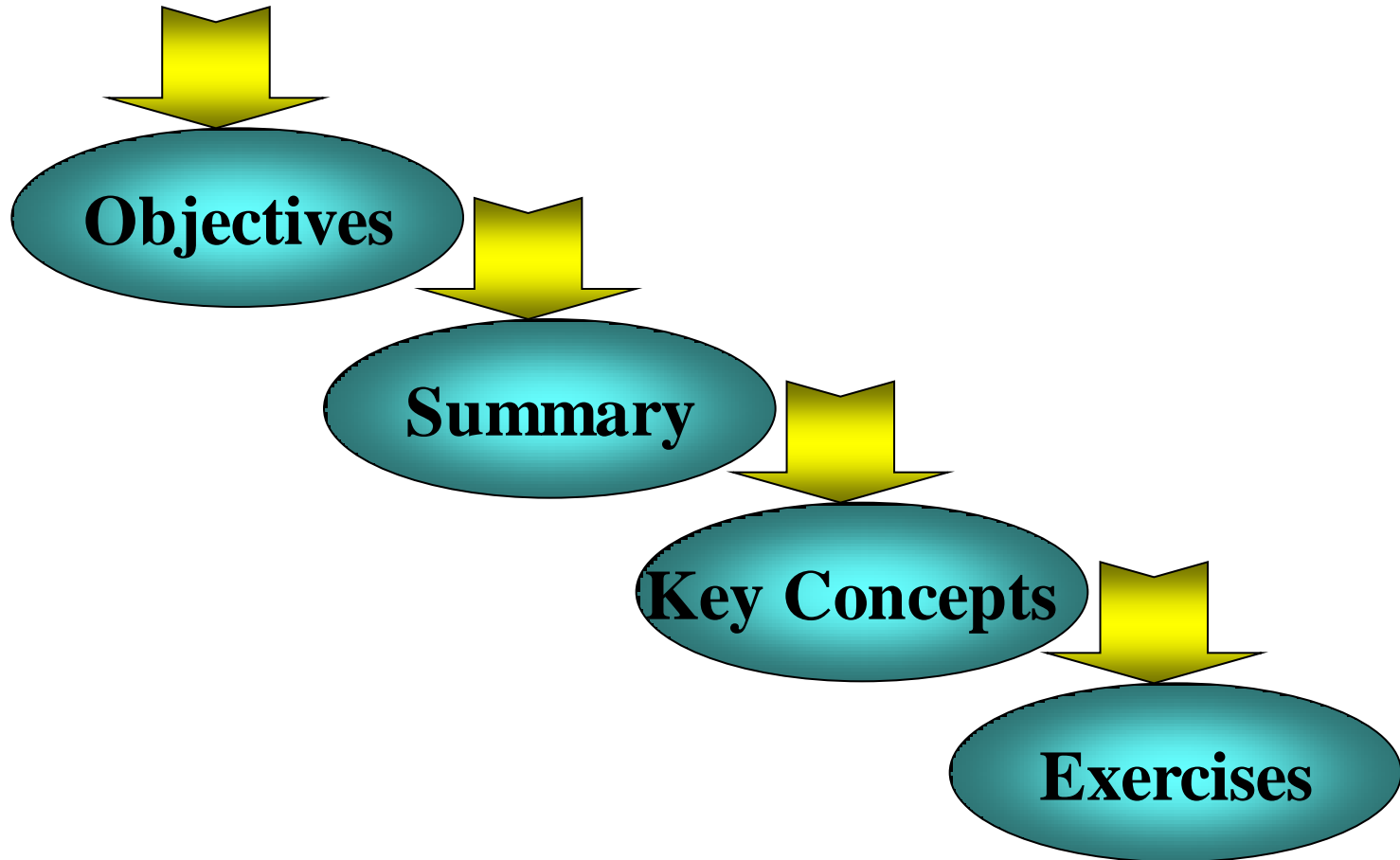
Chapter 9 “Channels of Tourism Distribution”

Chapter 10 “Policies of Tourism Marketing”

Chapter 11 “Management of Tourism Marketing”



Lecture 6: Segmentation of Tourism Market





Objectives



To understand the segmentations of tourism market



To study the choices of tourism targeting market



To grasp the positioning of tourism market



Section 1: Segmentation of Tourism Market

Section 2: Selection of Tourism Targeting Market

Section 3: Positioning of Tourism Targeting Market

