

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”

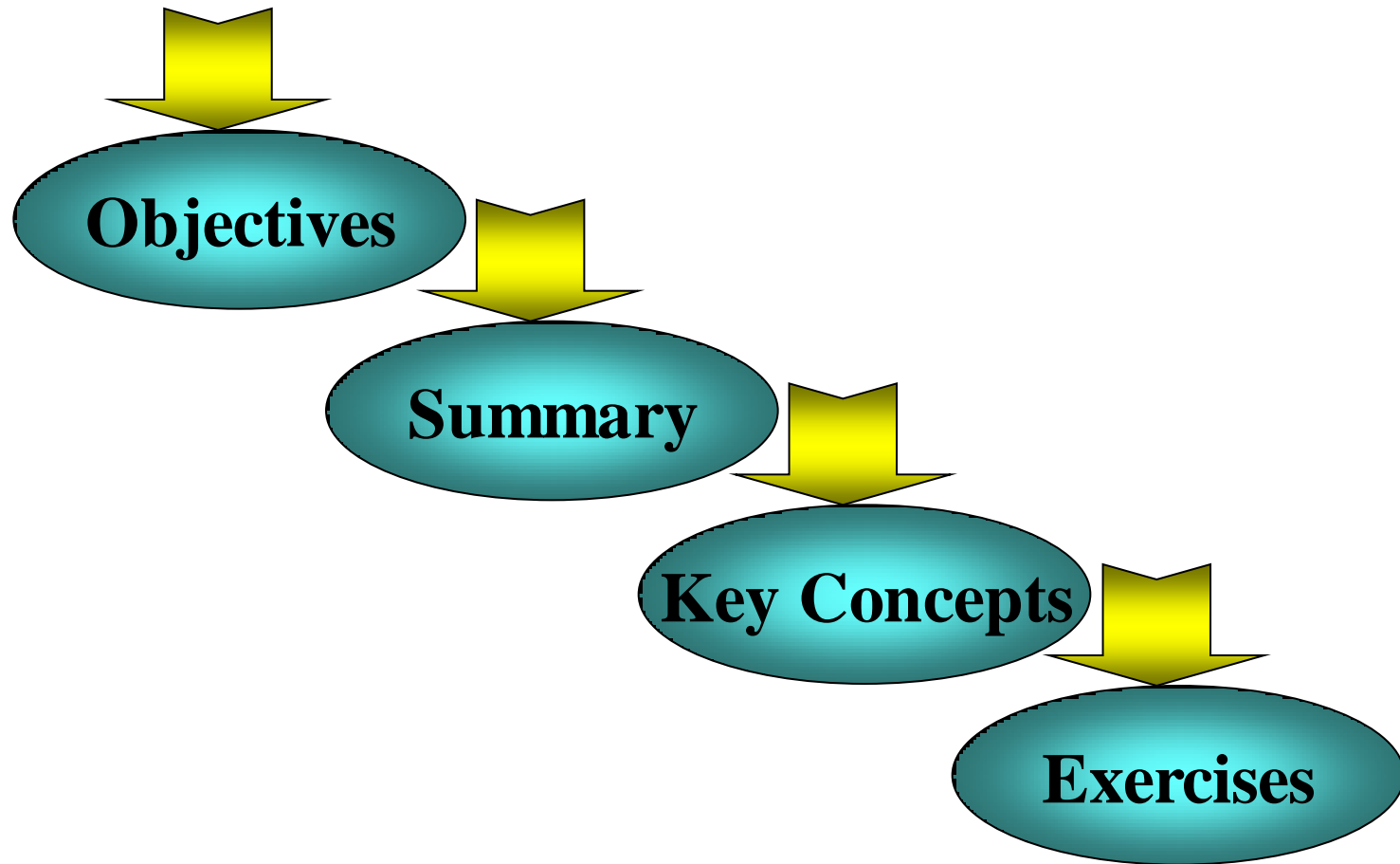
Chapter 9 “Channels of Tourism Distribution”

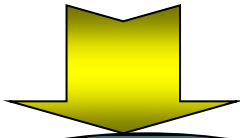
Chapter 10 “Policies of Tourism Marketing”

Chapter 11 “Management of Tourism Marketing”

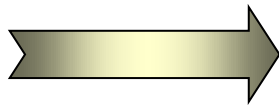


Chapter 7: Policies of Tourist Product





Objectives



*To understand the concepts
of tourist product*



*To learn to analyze tourist product's life cycle
and marketing policies of each stage*



*To learn to constitute tourist product marketing policies,
tourist product mix marketing policies,
& tourist product brand marketing policies*



Section 1: The Concept of Tourist Product

Section 2: Marketing Policies of Tourist Product's Life Cycle

**Section 3: Marketing Policies of Developing
New Tourist Product**

Section 4: Marketing Policies of Tourist Product Mix

Section 5: Market Development of Tourist Product

Section 6: Brand Marketing of Tourist Product

