

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”

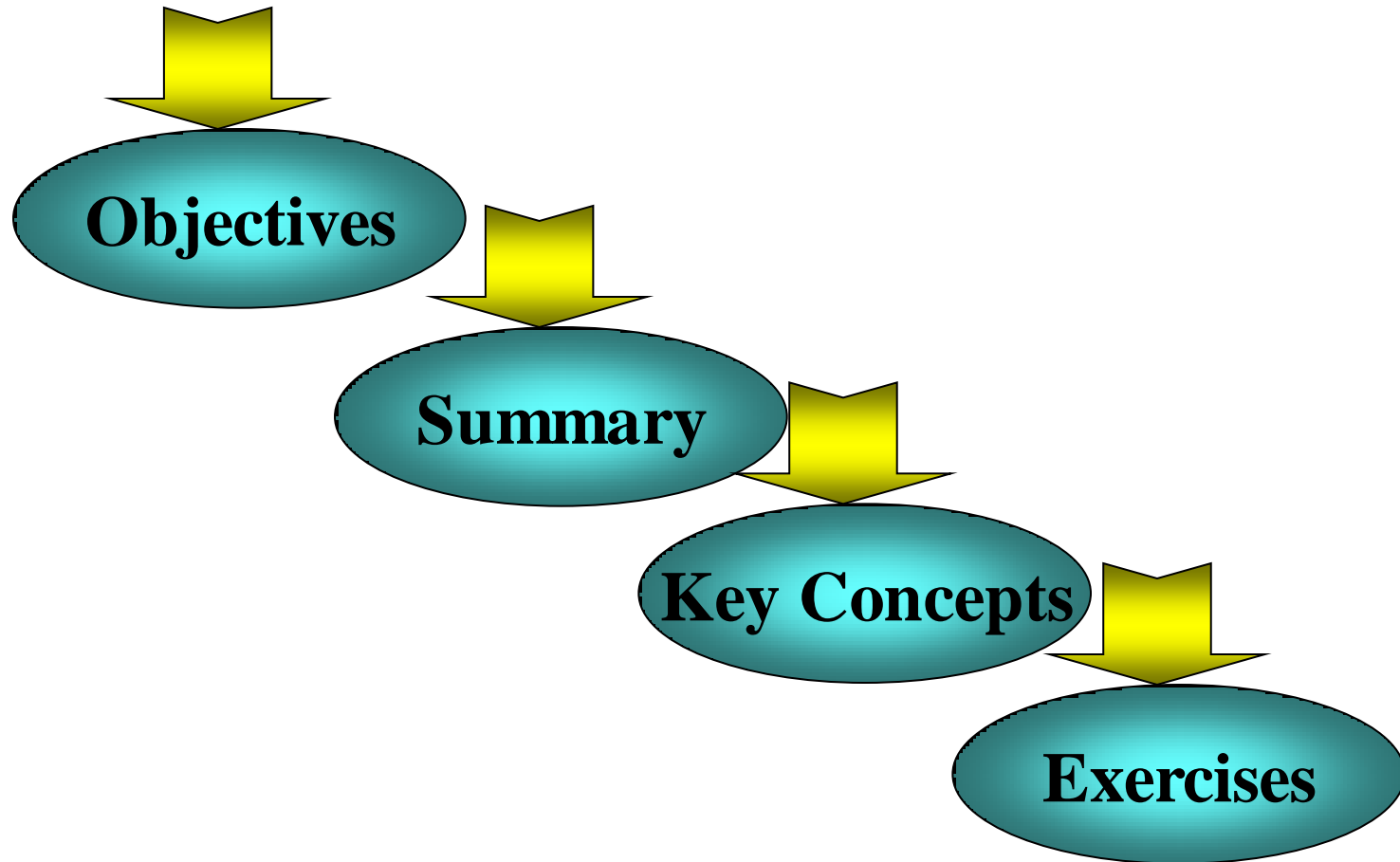
Chapter 11 “Management of Tourism Marketing”

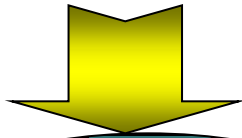


“Tourism Marketing Management”, Chapter 10 “Policies of Tourism Marketing”

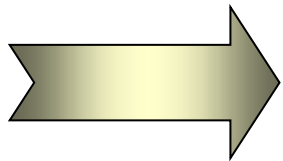
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Chapter 10: Policies of Tourism Marketing





Objectives



*To learn to make up advertisement policies,
marketing policies, sales-promotion policies,
combination policies of tourism market*



Section 1: Tourism advertising policies

Section 2: Tourism marketing policies

Section 3: Sales-promotion policies of tourism market

Section 4: Combination policies of tourism market

