

**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”**

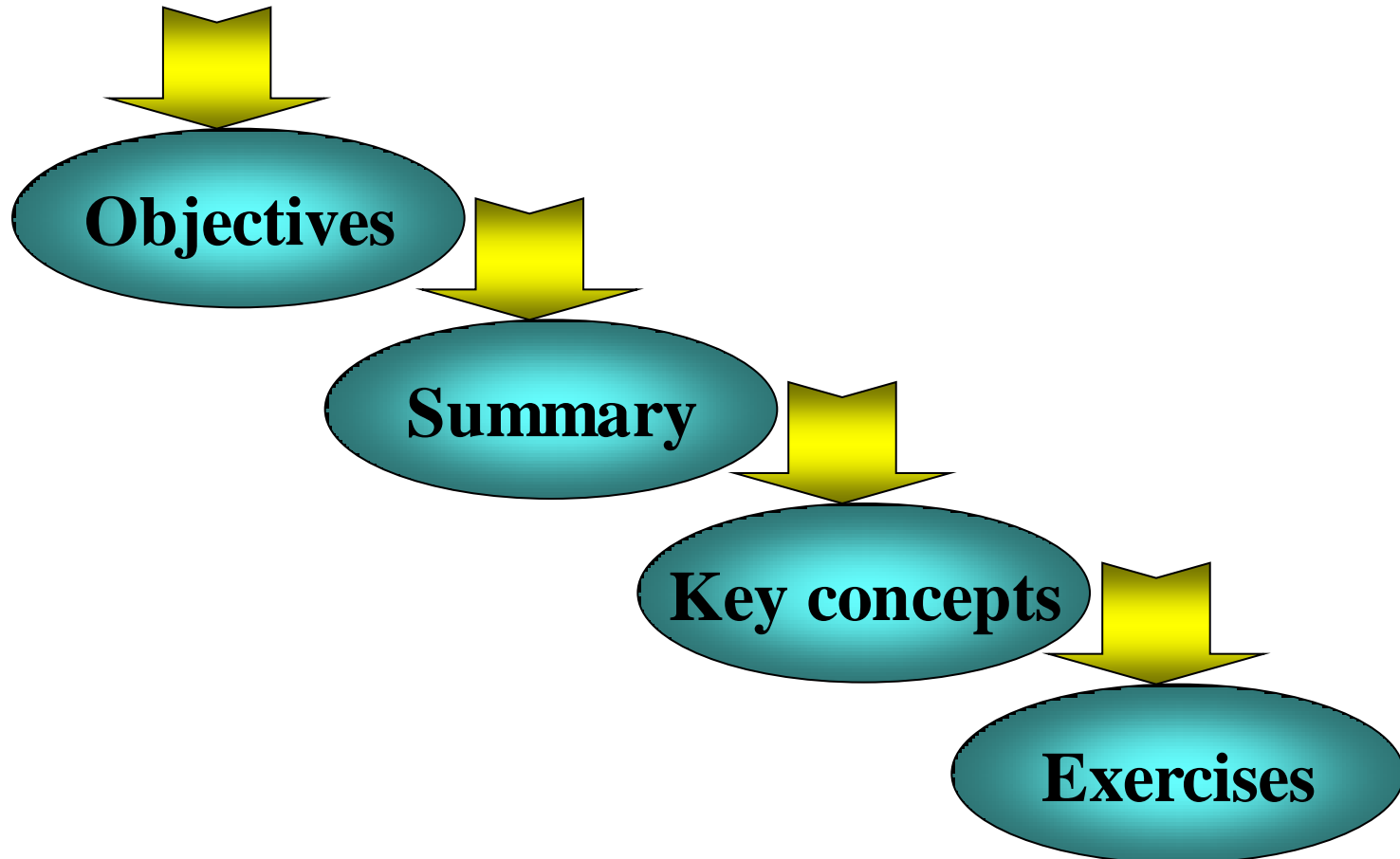
**Chapter 9 “Channels of Tourism Distribution”**

**Chapter 10 “Policies of Tourism Marketing”**

**Chapter 11 “Management of Tourism Marketing”**




# Chapter 9: Channels of Tourism Distribution






# Objectives



*To master concept, function and mode of tourist sailing channels*



*To learn to analyze tourist distribution channels and their decision factors*



*To understand types, features, meanings and check of tourist middlemen*



## **Section 1: Outline of Tourism Sailing Channels**

## **Section 2: Channels of Tourism Distribution**

## **Section 3: Tourism Middlemen**

