

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”

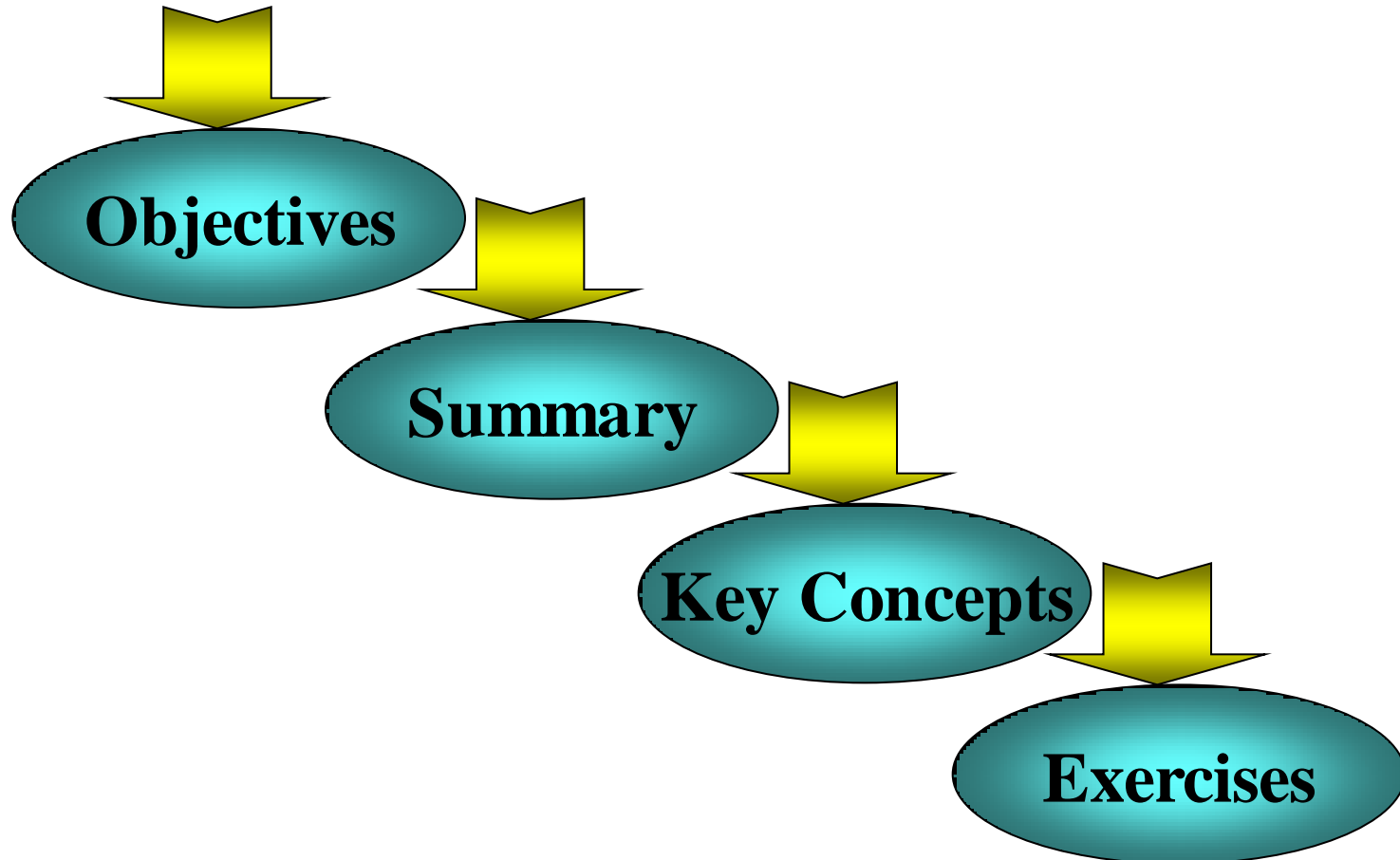
Chapter 9 “Channels of Tourism Distribution”

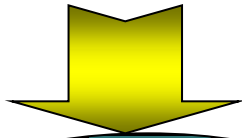
Chapter 10 “Policies of Tourism Marketing”

Chapter 11 “Management of Tourism Marketing”



Chapter 8: Policies of Tourist Price





Objectives



*To understand to set up price of
tourism product*



*To master to constitute policy of
price of tourism product*



*To know adjustment of
price of tourist product*



Section 1: Price Fixing of Tourist Product

Section 2: Pricing Policies of Tourist Product

Section 3: Pricing Adjustment Policies of Tourist Product

