Tourism Marketing Management



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 1: Introduction to Tourism Marketing Management



