

**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”**

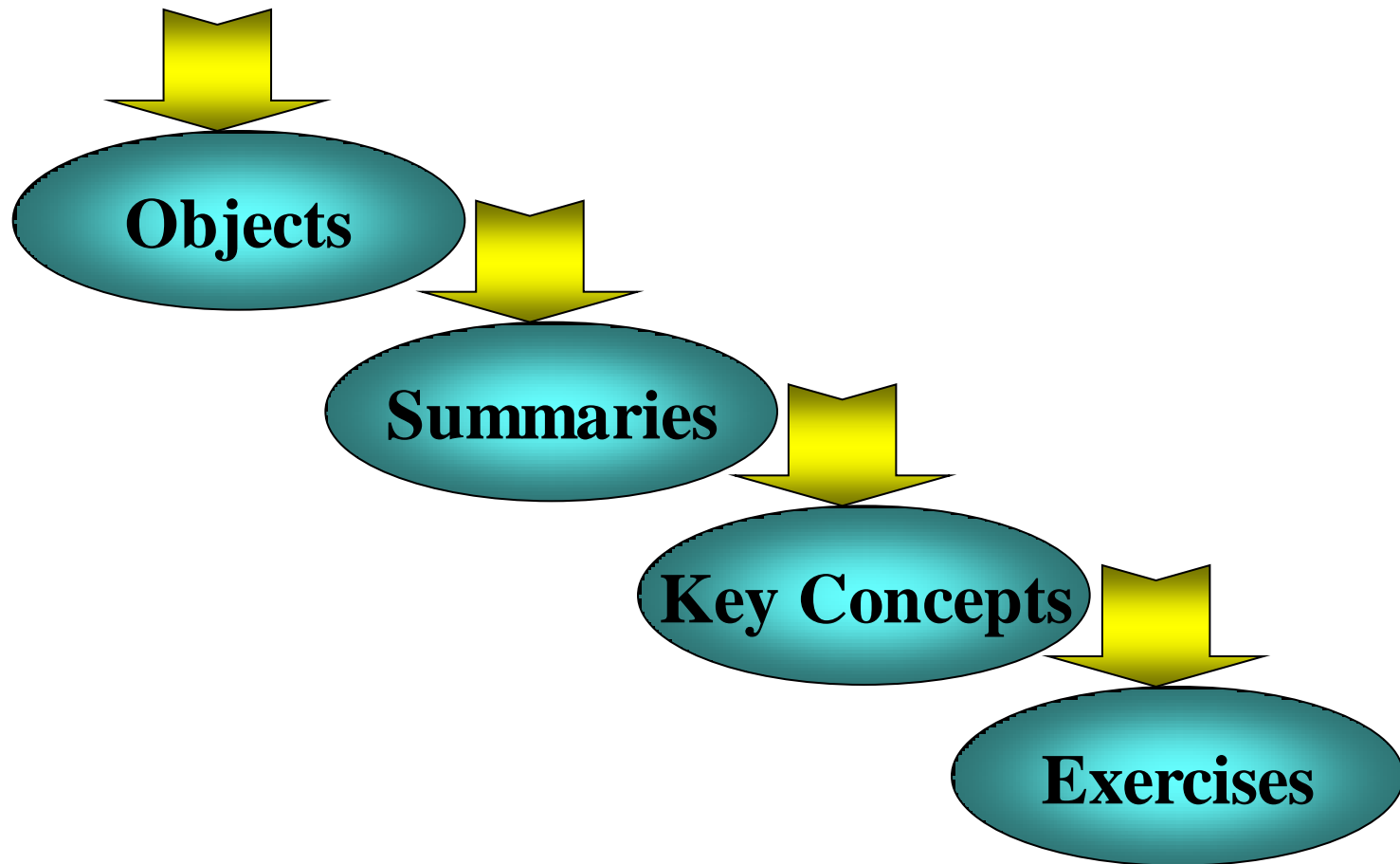
**Chapter 9 “Channels of Tourism Distribution”**

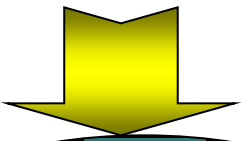
**Chapter 10 “Policies of Tourism Marketing”**

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



# Chapter 2: Investigation of Tourism Marketing Survey





## Objects



*To master the meaning and contents of tourism marketing survey*



*To study the process, step, method and types of tourism marketing survey*



*To understand basic concepts and function of tourism marketing information system*



*To learn the forecast of tourism marketing survey*





**Purposes of  
Tourism Marketing  
Research**



*To inform and hence improve  
decision making at all levels*



*To minimize the degree of uncertainty when making  
risk-laden decisions such as an evaluation of the potential  
of a multimillion pound holiday complex*



*To allow an organization to develop a market  
forecasting system based on market intelligence*



*To establish closer contact with  
customers in a formal way*



*To focus attention on specific but  
crucial issues which require resource commitment.*



## **Section 1**

### **Introduction to Tourism Marketing Investigation**

## **Section 2**

### **Techniques of Tourism Marketing Investigation**

## **Section 3**

### **Information System for Tourism Marketing Investigation**

## **Section 4**

### **Forecasts by Tourism Marketing Investigation**

