

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”

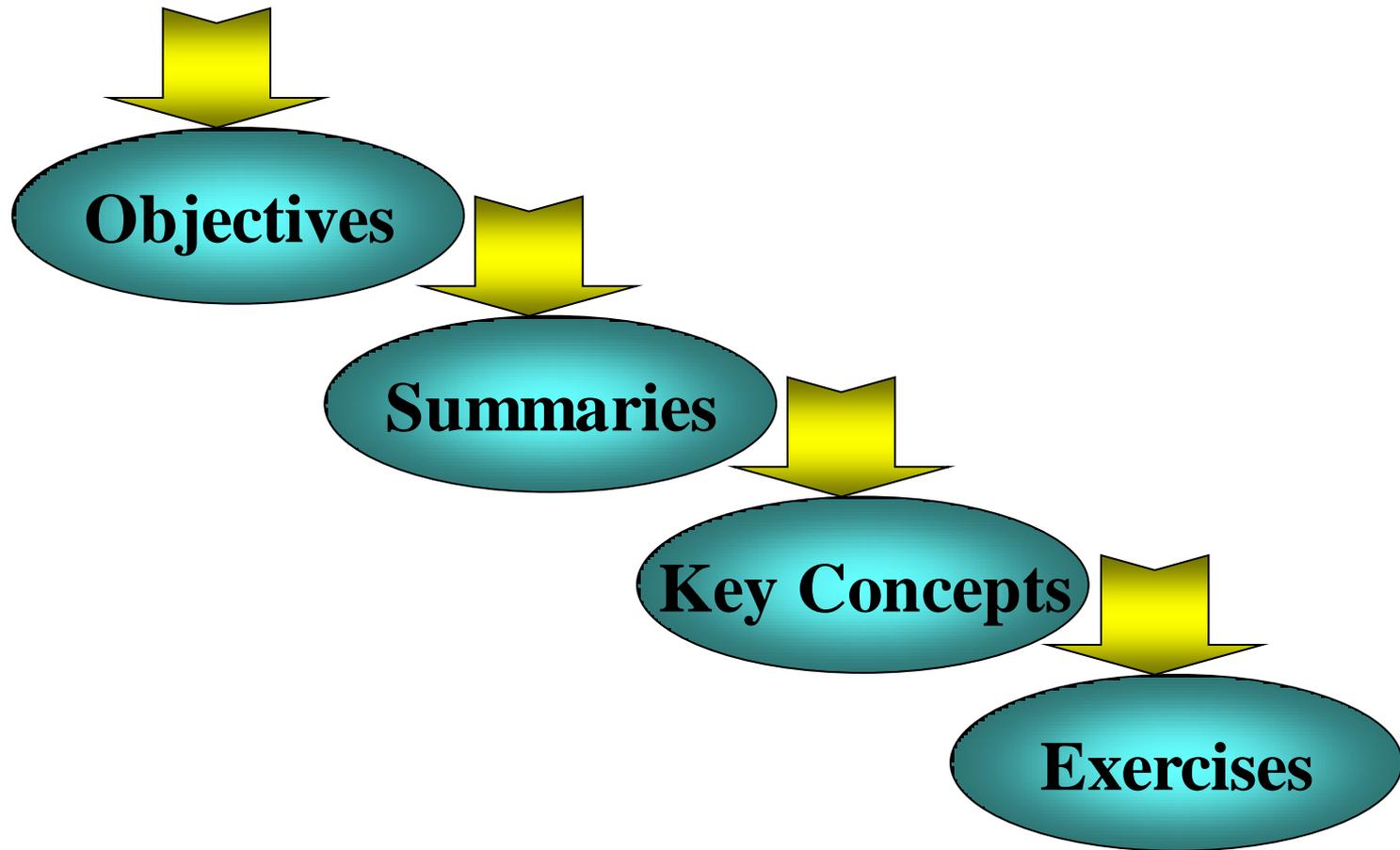
Chapter 11 “Management of Tourism Marketing”

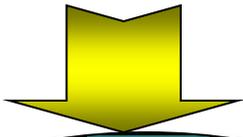


“Tourism Marketing Management”, Chapter 3: “Environment of Tourism Marketing”

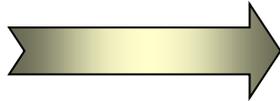
Department of Tourism, Fudan University, Shanghai, China

Chapter 3: Environment of Tourism Marketing

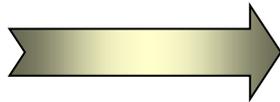




Objectives



To master the concepts and features of tourist marketing environment



To learn to analyze the micro & macro tourist marketing environment



To master the SWOT analysis of tourist marketing environment



To understand the sustainable development of tourist marketing environment



**Section 1 Introduction to the environment of
tourism marketing**

**Section 2 The macro environment of
Tourism marketing**

**Section 3 The micro environment of
Tourism marketing**

**Section 4 SWOT analysis of
the environment of tourism marketing**

**Section 5 Sustainable development of
the environment of tourism marketing**

