

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”

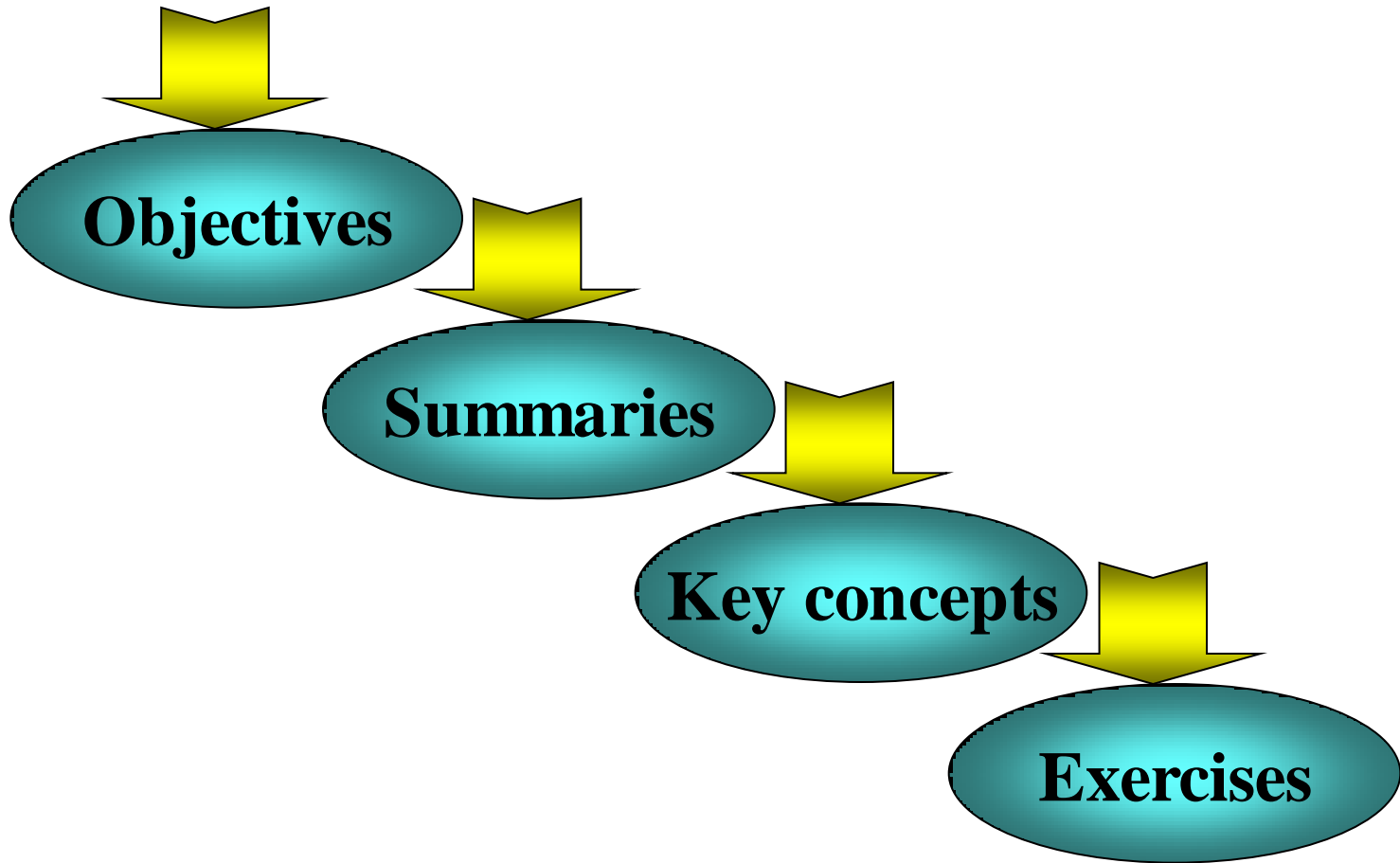
Chapter 9 “Channels of Tourism Distribution”

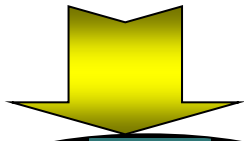
Chapter 10 “Policies of Tourism Marketing”

Chapter 11 “Management of Tourism Marketing”

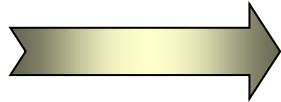


Chapter 5: Tourist Behavior Modes and Decision-Making Evaluation





Objectives



To understand tourist modes, decision, process



To master how to evaluate post-behavior



*To recognize the tourist buying behavior of
tourist institutes and organization*



Section 1 Tourist Behavior Modes

**Section 2 Researches on decision-making
Process of tourist behaviors**

Section 3 Evaluations on post-tourism behaviors

Section 4 Purchasing behaviors of tourism organizations

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