

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”

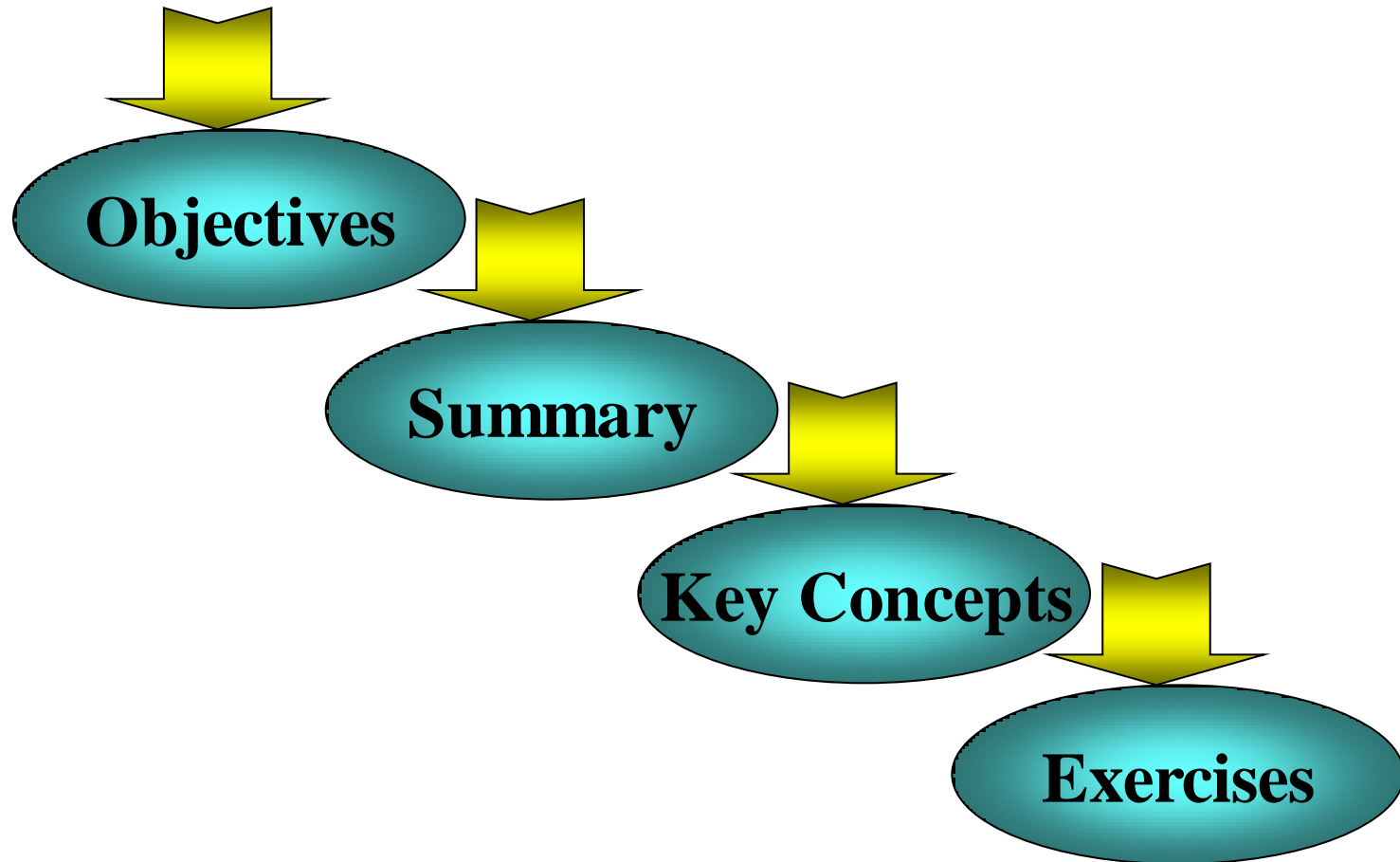
Chapter 9 “Channels of Tourism Distribution”

Chapter 10 “Policies of Tourism Marketing”

Chapter 11 “Management of Tourism Marketing”



Chapter 11: Management of Tourism Marketing



Section 1: Procedure of tourism marketing management

Section 2: Tourism marketing plan

Section 3: Tourism marketing organization

Section 4: Tourism marketing personnel management

Section 5: Tourism marketing control

