



H1 Genuine] the Modern Tourism Marketing (University Tourism Education)(Chinese Edition)

By XU DE KUAN .

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2001-08 Pages: 2001 Publisher: the Qingdao Publishing Basic information title: Modern Tourism Marketing (University Tourism Education) List Price: 12.8 yuan Author: Xu De wide. Wang Ping Press: Qingdao Publishing House Publication Date: 2001 - 8 ISBN: 9787543616257 words: Page :2001 -01-01 Edition: Binding: Folio: Product ID: Garden Wing: 380703 Qingdao Publishing House Editor's Choice. executive summary of modern tourism marketing. the book reflects the travel system theoretical system of marketing. but also pay attention to reflect the practicality of the marketing of tourism enterprises. and to try to make the latest marketing research to be reflected in the book. The book is available as institutions of higher learning. adult education. self-examination. vocational education. teaching materials. training materials can be used for tourism marketing services workers. Contents Preface Introduction Section I market marketing produce. development and research object. sect Tourism Marketing Overview Section III Tourism Marketing research object. the second chapter of the content and methods of travel marketing environment and tourism macro environment of the marketing mix Section I Section II Section III travel of the micro-environment marketing...

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