



National Higher Education 11th Five-Year Travel and Tourism a new planning materials: Tourism Marketing(Chinese Edition)

By LU FENG

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Language:Chinese.Paperback Pages. Number: 341 National Universities Eleventh Five-Year Travel and Tourism newly created planning materials: Tourism Marketing applications of marketing, the basic principles of service marketing, the combination of the characteristics of the tourism management. on the tourism marketing. The book is 16 chapters. Discusses the Introduction to tourism marketing, tourism marketing environment, tourism marketing research and forecasts, travel consumer purchasing beh.



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