

## **TABLE OF CONTENTS**

## **目 录**

### **The Analysis of the Problems and Strategies of the Hainan Festival Tourism Market (论海南省节庆旅游市场的开发问题及对策)**

F. Y. BAO.....31

### **The Design of the Marketing Teaching Model Based on Constructivism Theory and AIDAS Theory (基于建构主义和 AIDAS 理论的市场营销学教学模式的设计)**

Y. J. HE, Y. LIU, T. B. ZHENG.....36