

# TABLE OF CONTENTS

## 目 录

旅游目的地品牌延伸对游客行为意向的影响

**The Influence of Tourist Destination Brand Extension on Tourist Behavior Intention**

支子旭, 王玲.....1

浅谈卷烟市场营销中市场信息的采集分析与运用

**Discussion on Collection, Analysis and Application of Marketing Information in Cigarette Marketing**

罗婷婷.....9