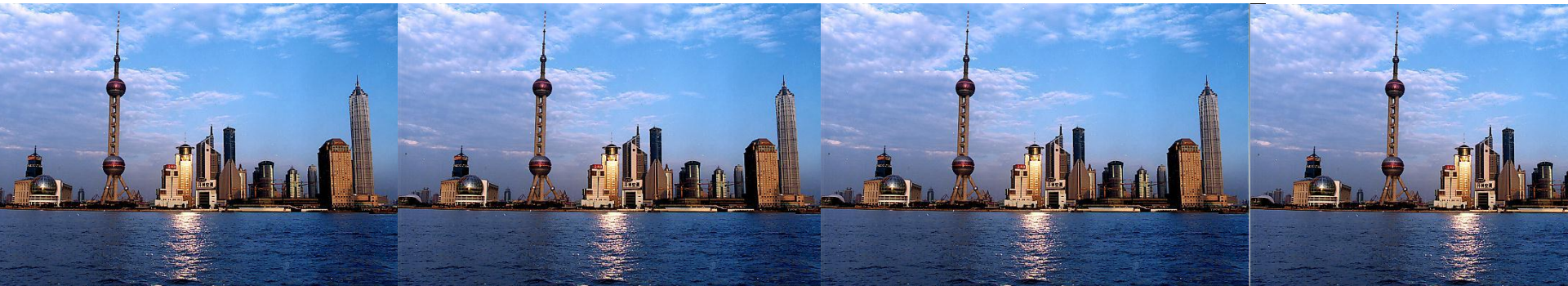


# Features of China Tourism Outbound Consumption Behavior



*Features of China Outbound Consumption Behavior*

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# Discussion Questions

- **1. What are your top three most preferring outbound destination countries in the world? Why?**

**If you are a president of a Chinese travel agency for managing Chinese outbound travelers, how to have marketing policies in order to have more Chinese travelers to go abroad?**

- **2. What are the reasons that the market share of senior Chinese outbound travelers is much fewer than those of other countries ?**
- **3. What are the reasons that Chinese outbound travelers do much more shopping than those of other countries ?**

**If you are a CEO of a foreign travel agency, how to make marketing strategies for it ?**

