

The Regional Cooperation of MICE, Tourism and Culture: A Case Study of 2010 Shanghai World Expo in China



Discussions

- (1). What are the features of tourism market of Shanghai World Expo according to materials and the discussion in your group?**
- (2). If you are CEO of a Chinese travel agency, how could you make marketing policies according to features of China MICE tourism on the base the tourism marketing theories you had learned before ?**