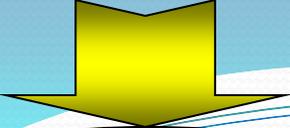


A Case Study on the Tourist Impact Perception of Chinese Residents about Beijing Olympic Games





Discussion Questions

Marketing Policies of Potential Domestic Residents for Beijing Olympic Games

Quantity Study about Chinese International/Domestic Travelers about Beijing Olympic Games

Marketing Segmentation for Chinese Tourism Market

Comparison of 2008 Beijing Olympic Games and Other Sports Games

Comparison of 2008 Beijing Olympic Games and Other MICE Events