

**A Study on the Development Features and
Countermeasures of MICE Industry in
China: A Case of Changning Areas in
Shanghai**

Discussions Questions

- (1). What are the features of Chinese MICE tourism industry according to materials and the discussion in your group?**
- (2). If you are a CEO of Chinese MICE company how could you make marketing policies according to different features on the base the tourism marketing theories you had learned before ?**