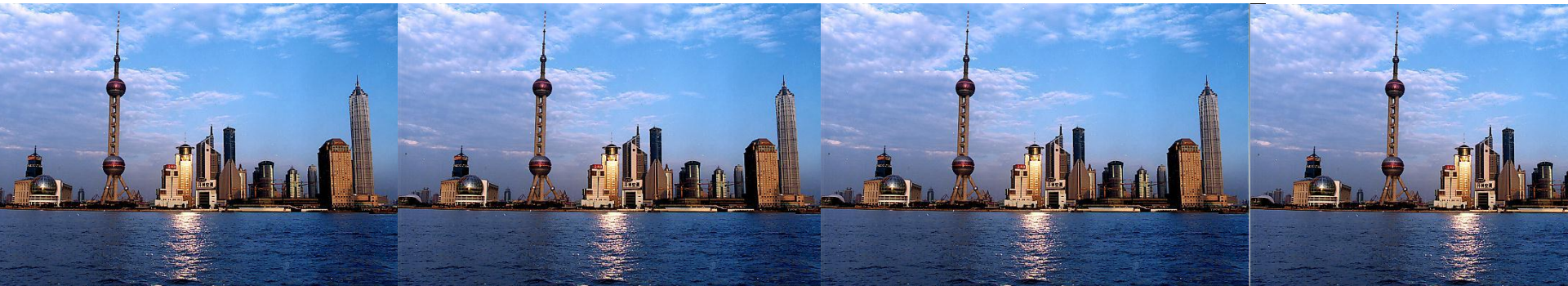


Accessing the China Tourism Outbound Market



Accessing the China Outbound Tourism Market

of. Dr. Yingzhi Guo, Department of Tourism, Fudan University, Shanghai, China

1. Discussions

- (1). What are the motivations of Chinese outbound travelers 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 different tourist motivations on the base the tourism marketing theories you had learned before ?**