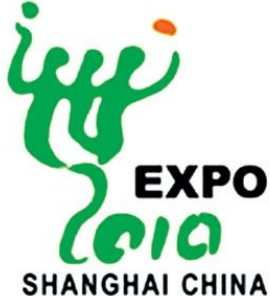




The Regional Cooperation of MICE, Tourism and Culture: A Case Study of 2010 Shanghai World Expo in China

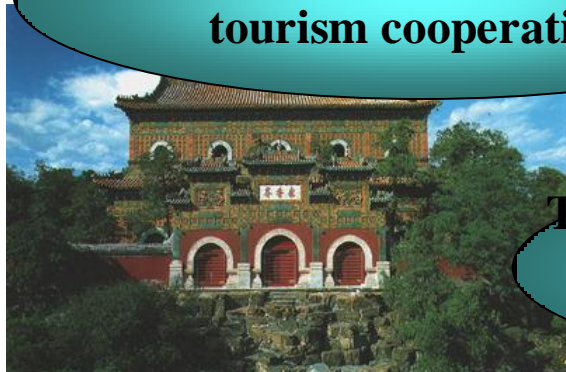


Prof. Dr. Yingzhi Guo, Department of Tourism, Fudan University, Shanghai, China

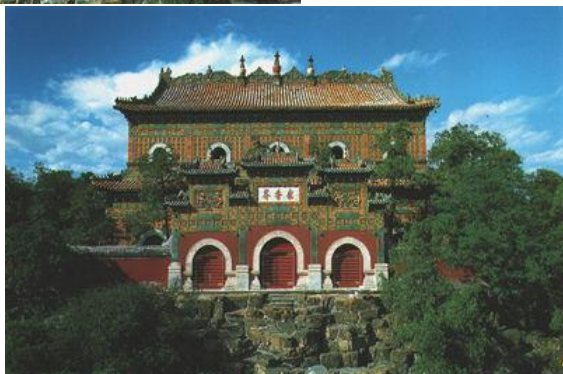


China 2010 Shanghai World Expo

Market analysis of regional tourism cooperation



Tourist source expansion of regional tourism cooperation



Development strategy of regional tourism cooperation

