

China Online: Game and Tourism

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and
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About the Authors

This book presents results of the research project focused on Chinese Digital Information and Culture Tourism Management, sponsored by the Tianjin University of Finance and Economics. The book was jointly composed by Dr. Zhang Yanling and Dr. Shao, Lei. Part One, which incorporates the first five chapters are composed by Shao Lei based on his doctor thesis with the name **“A Comparative Study on the Culture in the MMORPG: In the View of China’s Online Game Market and Culture Industry”**. Part Two, which incorporate the last four chapters were composed and edited by Dr. Zhang Yanling based on a series of proceeding papers published in the Proceedings of Euro-Asia Conference on CSR and Environmental management.

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