

China Online: Game and Tourism

ZHANG Yanling
and
SHAO Lei

OPTIMUS

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available on the Internet at <http://dnb.d-nb.de>.

Zhang Yanling; Shao Lei:

China Online: Game and Tourism

ISBN 978-3-86376-056-4

All Rights Reserved

1. Edition 2013, Göttingen

© Optimus Verlag

URL: www.optimus-verlag.de

Printed in Germany

Paper is FSC certified (wood-free, chlorine free and acid-free,
and resistant to aging ANSI 3948 and ISO 9706)

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, scanning, or otherwise without the prior written permission of the publisher. Request to the publisher for permission should be addressed to info@optimus-verlag.de

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.

Dr. ZHANG, Yanling, who went to Germany and started her study in the International Management of Resources and Environment (IMRE) program in 1999. IMRE is a MBA program provided by the TU Bergakademie Freiberg. After finishing her MBA study, she went for a Ph. D program in economics offered by CERGE-EI in Prague. In 2002, Zhang went back to Freiberg, Germany and began to pursue a PHD program under the supervision of one of the top researcher in Industrial Ecology and Environmental Policy, i.e. Udo, E. Simonis and Professor Jan C. Bongaerts. During the period of her PHD research, Zhang initiated and complete a project supported by DAAD “A Research on the Chinese Environmental Market and Environmental Industry”. Meanwhile, she used to work as a lecturer on the strategic management for the MBA program. In 2005, Zhang got her PHD degree in Management from TU Freiberg and published her first book: *From Theory to Practice – Environmental Management in China*.

In September 2005, Zhang went back to China. At present she worked as an associate professor and the deputy director of the tourism department, business school from Tianjin University of Finance and Economics. Up to date, Zhang published around 40 papers associated with corporate, tourism and MICE management. In 2007, her second book: “A Research on the Chinese Economy-SGP and Tourism”, was published. After one year, her third book: “MICE Management in China”, and the fourth book: “The Chinese MICE economy”, were published in sequence. In addition, she edited a series of Proceedings for the Euro-Asia Conference on SCR and Corporate Environmental management.

All conference proceeding was accepted by ISSHP/ISTP from ISI Web of Science. By the end of 2006, Zhang set up the Euro-Asia Association for Responsible Tourism. In 2012, she set up the “Journal of Environmental Governance and Corporate Social Responsibility” with Professor Dr. Udo. E. Simonis and Professor Dr. Jan C. Bongaerts. At present, she is deeply engaged in the promotion of responsible tourism and MICE management under the framework of sustainable tourism and MICE development in China.



ZHANG, Yanling Ph.D., MBA, Graduated from the TU Bergakademie Freiberg, Germany

Associate Professor and the Deputy Director of Tourism Department from Business School in Tianjin University of Finance and Economics, China

E-mail: zhangful@yahoo.com

Dr. Shaolei went to Korea and started his study in the Information Management program in 2005. Information Management is a MBA program provided by the Daebul University. After finishing his MBA study, in 2009 Shao went back to Soongsil. He went for a Ph. D program in Culture Contents offered by Soongsil University in Seoul and began to pursue a PHD program under the supervision of one of the top researchers in Culture Contents, Professor Joonsung Yoon. During the period of his PHD research, Shao initiated and completed a project supported by BK21 “To Explore the Direction of Development of China’s Online Game Industry –Take China Joy as an Example”. Meanwhile, he used to work as a lecturer on the Chinese Culture for the Undergraduate students. In 2012, Shao got his PHD degree in Cultural Contents from Soongsil University.

In February 2012, Shao went back to China. At present he works as an assistant professor in the tourism management department in Tianjin University of Finance and Economics. Up to now, Shao has published around 10 papers associated with corporation, tourism and management. In 2012, “Research on the Marketing Pattern of Tourist Products Based on the E-Commerce” and “Study on the Key Technology and Application of Smart Tourist Public Service System” were accepted by ISSHP/ISTP from ISI Web of Science. At present, he is deeply engaged in the promotion of information and culture tourism management under the framework of sustainable information tourism development in China.



SHAO Lei, Ph.D,

Assistant professor in Tourism Department, Business School, Tianjin University of Finance and Economics, China.

E-mail: turkeyxn@163.com.

Table of Contents

Executive Summary	1
-------------------------	---

PART ONE – THE CHINESE ONLINE GAME INDUSTRY

1 CHAPTER ONE

Introduction	8
1.1 Introduction	8
1.2 Online Game Literature Review	8
1.2.1 The Relationship between MMORPG and Online Game	8
1.2.2 MMORPG's Common Features	9
1.3 The MMORPG Development Trend.....	12

2 CHAPTER TWO

The Current Online Game Industry	13
2.1 China's Online Game Industry.....	15
2.1.1 General Situation of Online Game Market	15
2.1.2 The Export of China's Online Games	16
2.1.3 The Overall Change of China's Network Market and the Structural Change of Inner Market Competition	17
2.2 The South Korean Online Game Industry	19
2.2.1 The Status of Online Game Industry	19
2.2.2 The Successful Experience of Online Game Industry	21
2.3 The Japanese Online Game Industry	23
2.3.1 Overview of the Industry	23
2.3.2 Analysis on the Game Development Mode	25
2.3.3 Reasons of the Slow Development of Online Games	26

2.4 The American Online Game Industry	26
2.4.1 Overview of the Game Industry	26
2.4.2 The U.S Online Game Market.....	28
2.4.3 The Flow Structure of the U.S. Online Games	30
2.4.4 Analysis on the Development Mode	31
2.5 The European Game Industry	32
2.5.1 Overviews of European Game Market	32
2.5.2 The Overall Market of European Online Games	33
2.5.3 Overview of Online Game Market inside Europe.....	33
2.5.4 Service Enterprises of Online Games in Four Major European Countries.....	34
2.6 Comparative Analyses of Major Countries' Online Game Industry.....	35
3 CHAPTER THREE	
China Joy as the Platform of Culture and Industry	38
3.1 China Joy.....	38
3.1.1 The Function of China Joy	39
3.1.2 Core Activities of China Joy	40
3.2 The Online Game User in China.....	43
3.2.1 The Using Time of a Single Online Game in China	44
3.2.2 The Constitution of Online Game Users	45
3.3 The Status of China Joy	46
3.3.1 The Absolute Number of Visitors	46
3.3.2 From the Number of International Visitors.....	47
3.3.3 From the Number and Scale of Exhibiting Enterprises	49
3.3.4 From the Number of Exhibiting Enterprises and the Quality of	

Exhibiting Products.....	49
3.4 Problems Presented in the Development Process of China Joy	53
3.4.1 The Trend of the China Joy.....	53
3.4.2 The Competing Exhibition that Departed from the Theme	54
3.5 The Significances of China Joy	56
4 CHAPTER FOUR	
Several Important Economic Problems in Online Game Industry	58
4.1 Market-based Analysis on the China's Online Game	58
4.1.1 The Development of Online Game in China	58
4.1.2 The Online Game Productions and the Enterprises	60
4.1.3 The Oligopolistic Market: Quantitative Analysis on the Online Game market in China.....	62
4.1.4 The Reason and Trend of Oligopolistic Online Game Market in China.....	65
4.2 The Vertical Integrative Study of On-line Game Industry Based on Mathematical Models.....	66
4.2.1 The Definition of Vertical Integration	67
4.2.2 The Classification of Vertical Integration	68
4.2.3 The Advantages of Vertical Integration:.....	69
4.2.4 To Use Two Mathematic Models to Illustrate Why We Need to Conduct Vertical Integration	71
4.2.5 The Micro-economic Model Promotes the Online Game Enterprise to Apply Vertical Integration.....	74
4.3 The Impact Index Research of the Annual Gross Income of Online Game Enterprises.....	79
4.3.1 Research Significance and Object.....	79

4.3.2 The Choice of Research Index	79
4.3.3 Data Collection and Analysis.....	86

5 CHAPTER FIVE

The Study into the Aesthetic Features of the Online Games 89

5.1 The Status Quo and Significance of Studying of the Aesthetics of Online Games.....	89
5.1.1 The Status Quo of the Aesthetics of Online Games	89
5.1.2 The Significance of Studying the Aesthetics of Online Games ..	90
5.2 Analyses of the Aesthetic Features of Online Games.....	90
5.2.1 The Construction of A Model World for Players' Entertainment Experiences	92
5.2.2 The Dual Structure with Double Time, Space and Identities	93
5.2.2.1 Double Time.....	94
5.2.2.2 Double Space.....	94
5.2.2.3 Double Identities	95
5.2.3 The Interaction and Openness of Role-playing in Story-telling .	95
5.2.3.1 Interaction.....	95
5.2.3.2 The Openness of the Story-telling.....	96
5.3 The Immersion Aesthetic Experiences.....	97
5.4 Conclusion.....	99

PART TWO – TOURISM ONLINE

6 CHAPTER SIX

E-Tourism 102

6.1 The E-Marketing Pattern of Tourism Products	102
6.1.1 The Competition of the Chinese E-tourism Market	103
6.1.2 The Business Pattern of E-tourism in China	104

6.1.2.1 Pattern 1: Tourist Website Platform	105
6.1.2.2 Pattern 3: Vertical Search Engine.....	107
6.1.2.3 Pattern 4: Direct Sales and Booking	108
6.1.2.4 Pattern 5: the Attempt of Combing Travel Group Buying and BBS.....	109
6.1.3 Problems in the Development of the Chinese Online Tourism Industry	110
6.1.4 Future Development Trend	110
6.2 Consumer Perceived Risk and Trust in E-tourism Operation.....	111
6.2.1 Literature Review.....	112
6.2.1.1 Trust.....	112
6.2.1.2 Perceived Risk.....	113
6.2.2 Risk and Trust	114
6.2.2.1 Two Kinds of Risk.....	114
6.2.2.2 Perceived Risk and Trust.....	115
6.2.3 The Case of “Groupon” and its Enlightenment for E-tourism .	116
7 CHAPTER SEVEN	
Tourism Online Marketing	119
7.1 Factors Affecting Word-of-Mouth Based Online Tourism Marketing....	119
7.1.1 Motivational Factorings Affecting Tourism IWOM	120
7.1.2 Experience Factors Affecting Tourism IWOM.....	122
7.1.3 Medium Factors Affecting Tourism IWOM.....	123
7.2 Empirical Research	123
7.2.1 Questionnaire Design and Survey	123
7.2.2 Factor Analysis	126
7.2.3 Regression Analysis	129

7.2.4 Findings.....	130
7.3 IWOM Communication Based on Customer Online Reviews	132
7.3.1 The IWOM Communication Mechanism-A Case Study on Hotels.....	134
7.3.1.1 Influences of IWOM Communicators on IWOM Communication	134
7.3.1.2 Influences of IWOM Communication Channels on IWOM Communication	134
7.3.1.3 Influences of IWOM Receivers on IWOM Communication	135
7.3.2 Grounded Analysis Based on Customer Reviews of Hotels ...	135
7.3.2.1 Data Acquisition.....	135
7.3.2.2 The Open Coding	135
7.3.2.3 The Axial Coding	135
7.3.2.3.1 The Main Category I-Emotional Stimulated Communication	138
7.3.2.3.2 The Main Category II-Complaint Remediation Communication	138
7.3.2.3.3 The Main Category III-Satisfaction Introduction Communication	139
7.3.3 Conclusion.....	141
7.4 Online Travelogues Based Tourism Destination Marketing.....	144
7.4.1 Literature Review.....	144
7.4.2 Research Samples and Methods	145
7.4.3 Destination Image Analyses	145
7.4.3.1 Analyses on the Cognitive Image	145
7.4.3.2 Analyses on the Cognitive Image	148

7.4.3.3 Analyses of the Overall Image.....	148
7.5 Microblog Marketing of Tourism Services	149
7.5.1 On the Current Status of Microblog Marketing	149
7.5.2 Analyses on Trend of Mobile Internet and Microblog Client ..	151
7.5.3 Pre-conditions for Effective Tourism Microblog Marketing ...	151
7.5.3.1 Well-organized Marketing Planning for Definite Target ...	151
7.5.3.2 Establishing Brand Image by Improving Microblog Contents.....	152
7.5.3.3 Sharing Emotions of Fans by Interaction.....	152
7.5.3.4 Designing Reasonable Transmitting Frequency and Time	153
7.5.3.5 Analyzing and Monitoring Microblog with Technological Tools	153
7.5.4 Problems Associated with Microblog Based Tourism Marketing	153
7.5.4.1 Limited Information Carrying Capacity	153
7.5.4.2 High Degree of Fragmentation of Information.....	154
7.5.4.3 Low Microblog Viscosity of Wealth People	154
7.5.4.4 Lack of Professional Microblog Team.....	154
7.5.5 Conclusion	155
7.6 Online Game Based Tourism Marketing	155
7.6.1 Researches on Online Tourism Games	156
7.6.1.1 Ways to Acquire Tourism Information.....	158
7.6.1.2 The Consumption Level and Tourist Motives.....	158
7.6.2 Problems in the Chinese Internet-Game Tourism Marketing ..	158
7.6.2.1 Incomplete Game Scenes	158

7.6.2.2 Unclear Target Market.....	159
7.6.2.3 Distant from Tourist Sources.....	159
7.6.3 Several Suggestions to Promote Online Game Based Tourism Marketing in China	160
7.6.3.1 The Transformation of Potential Tourists	160
7.6.3.2 The Segmentation of Online Tourism Market	160
7.6.3.3 Product Innovation	160
7.6.3.4 Brand Building	161
7.6.4 Summary and Conclusion	161
8 CHAPTER EIGHT	
Web Based Tourism Information System.....	162
8.1 The Construction of a Tourism Information System Based on GIS Components-the Case of Changchun	163
8.1.1 Analyses and Design Principles of the Tourism Information System	163
8.1.2 The Design Principles of the System	164
8.1.3 The Design of Changchun City's Tourism Information System.....	165
8.1.3.1 The Structure Model of the System	165
8.1.3.2 The Functional Design of the System	165
8.1.3.3 Data Organization and Management.....	166
8.1.4 A Brief Introduction about the System	167
8.1.4.1 Interface.....	167
8.1.4.2 Functions	168
8.1.5 Summary.....	168
8.2 The Information Management of Culture Tourism by Chinese University Libraries	168

8.2.1 The Principles of Tourism Information Acquisition	169
8.2.1.1 The Principle of the Academic Characteristics	169
8.2.1.2 The Principle of Systematization	170
8.2.1.3 The Principle of Giving Priorities to Local Society.....	170
8.2.1.4 The Principle of Giving Priorities to the Nationality.....	171
8.2.1.5 The Principle of Market Orientation Information.....	171
8.2.2 The Ways to Collect Culture Tourism Information	172
8.2.2.1 Tourism Resources in Book Stacks.....	172
8.2.2.2 The Periodical and Newspaper Reading Room	172
8.2.2.3 Reference Rooms	172
8.2.2.4 Internet	173
8.2.3 Information Development of Cultural Tourism in Chinese	
Libraries	173
8.2.3.1 The Development of Secondary Documents	173
8.2.3.2 The Development of Distinctive Culture Tourism	
Database	173
8.2.3.3 The Development of Internet	175
8.2.3.4 The Development of New Media.....	175
9 CHAPTER NINE	
Epilogue: On Online Game and Tourism Based Creative	
Economic Development	177
9.1 On the Current Status of the Cultural Creative Economy in China.....	178
9.2 The Cultural Economic Development in Tianjin.....	180
9.2.1 Lack of Key Bases, Parks and Personnel.....	180
9.2.2 With Low Input-output Ratio.....	180
9.2.3 With Less Creativity than other Cities	182

9.2.4 With Less Impacts on Local Economy	182
9.2.5 A New Growth Pole: the Game Industry	183
9.3 Suggestions Promoting the Creative Economic Development in Tianjin	184
9.3.1 Focusing on the Game Industry	184
9.3.2 Providing Policy and Financial Supports	184
9.3.3 Improving the Construction of Key Cultural and Creative Parks	185
9.3.4 Taking Traditional Cultural Advantages	185
Bibliography.....	187

List of Figures

Figure 1.1	The Classification of Online Game	9
Figure 1.2	MMORPG, RPG and the Online Game's Relationship Chart	9
Figure 2.1	The Market Share of Online Games in the World's Major Regions in 2007 and 2012 (Estimated).....	14
Figure 2.2	The Market Scale of China's Online Games 2006-2010 (RMB hundred million Yuan)	16
Figure 2.3	The Market Scale of China's Game Export Business from 2008 to 2012 RMB hundred million Yuan.)	17
Figure 2.4	Share of the Korean Gaming Industry in the Global Gaming Market: 2007-2010.....	19
Figure 2.5	The Proportion Chart of Different Kinds of Korean Games: 2001-2007	20
Figure 2.6	Number of Online Games Registered Members: 2004-2008 Source: Online game forum 2007	25
Figure 2.7	Share of American gaming industry in the world's gaming market: 2005-2010.....	27
Figure 2.8	Share of Various Kinds of American Game in the Global Gaming Market 2005-2010.....	27
Figure 2.9	The Market Size of American Online Games: 2005-2010 (Million Dollars)	29
Figure 2.10	The Consumption Trends of American Online Computer Games 2003 to 2009.	29
Figure 2.11	The US MMO Games Market in 2010	30
Figure 2.12	The Number of Outlets owned by U.S. Online Game Distribution Companies	31
Figure 2.13	Market Size of Various Games in Europe (million dollars)	32
Figure 2.14	The Market Size and Prospects of the European Online Game market: 2006-2012 (million dollars)	33
Figure 3.1	The Mark of China Joy	39
Figure 3.2	China Joy COSPLAY.....	41

Figure 3.3	Electronic Game Competition	42
Figure 3.4	The Showgirls of Titan at the Eighth China Joy Expo	42
Figure 3.5	China's Online Game Market in 2003-2012.....	44
Figure 3.6	The Using Time of a Single Game of Large Scale Online Game in China	44
Figure 3.7	The Age Structure of Online Game User in China	45
Figure 3.8	The Number of Visitors of China Joy and TGS 2006-2010	47
Figure 3.9	The Distribution Chart of International Media.....	52
Figure 4.1	The Basic Structure of the Online Game Industry.....	68
Figure 4.2	The Structure of Vertical Integration	71
Figure 4.3	Economies of Scope the Model 1	74
Figure 4.4	Economies of Scope Model 2	76
Figure 4.5	The User Scale of Online Game Operators in China.....	80
Figure 4.6	The Product Replacing Cycle of MMOG	81
Figure 5.1	Network Games that Q3 Players Focused in 2010	91
Figure 6.1	Chinese Online tourism Market in 2012.....	103
Figure 6.2	2009-2012 The Rooms of Homeinn and Htinns Sold by Ctrip.com Unite: 10000 /night/year	109
Figure 7.1	The Conceptual Model.....	123
Figure 7.2	Ways to Acquire Tourism Information	157
Figure 7.3	The Consumption Level of Tourists	158
Figure 7.4	Tourists' Motives.....	159
Figure 8.1	The Framework of Changchun City's Tourism Information System.....	165
Figure 8.2	The Data Model Integrated by Multimedia Data and GIS	167
Figure 8.3	The Main Interface of the Tourism Information System	167

List of Tables

Table 2.1	The Rank according to Sale Value in Major Countries and Regions of the Game Market in the World	13
Table 2.2	The List of Online Games with Highest Incomes in 2009 (hundred million dollars)	15
Table 2.3	2006-2010 The Market Scale of the South Korean Game Industry (Hundred million Korean won)	20
Table 2.4	The Share of Japanese Game Market in the World: 2005-2010 (Million dollars)	23
Table 2.5	The Market Share of Different Kinds of Japanese Games (Million Dollars)	23
Table 2.6	The Market Size of Various Types of Games in the U.S. Market: 2005-2010 (Million Dollars)	28
Table 2.7	The Number of MMOG Players in Major European Countries: 2004-2011 (thousand Euro)	34
Table 2.8	2006-2010 Compare the Market Scale of the Game Industry in Major Countries (Million Dollars)	36
Table 3.1	Data of the First and the Eighth China Joy (Billion Yuan)	46
Table 3.2	The Visitor's Nationality of 2009 TGS	48
Table 3.3	Number of media in TOKYO GAME SHOW 2009	53
Table 4.1	All Kinds of Indexes of the Development of Online Game in China	59
Table 4.2	The Chart of Online Game in China in 2009 (TOP 10)	61
Table 4.3	Bain's Industrial Concentration Classification Schemes	63
Table 4.4	The Market Share and the Ranking of Online Game Market in China	64
Table 4.5	The Application Process of Vertical Integration	70
Table 4.6	Description on the Initiated Team of Tencent	77
Table 4.7	The MMORPG of Major Online Game Companies in 2009	82
Table 4.8	The Sales Revenue of Online Game Companies in 2009 (the	

	Research Variable)	83
Table 4.9	Statistical Data Collection.....	84
Table 4.10	A Statistical Regression Analysis of Data based on EXCEL	85
Table 6.1	Major Enterprises in the Chinese Online Tourism Industry	104
Table 6.2	The Annual Income of Three Major Business of Ctrip.com and ELong.com.....	106
Table 6.3	The Costs of Different Sales Pattern.....	107
Table 7.1	The Rotation Component Matrix	124
Table 7.2	The Stepwise Regression Coefficients and Significant Coefficients	127
Table 7.3	Examples of Open Coding	136
Table 7.4	Typical Mode of the Main Category I	138
Table 7.5	Typical Mode of the Main Category II	139
Table 7.6	Typical Mode of the Main Category III.....	140
Table 7.7	Typical Mode of the Main Category IV.....	141
Table 7.8	The Example and Statistics of Frequency of the Emotional Expression of Vocabulary	148
Table 9.1	Top Ten Most Influential National Cultural Industry Bases in 2011	178
Table 9.2	Top Ten Events.....	179
Table 9.3	Top Ten Parks.....	180
Table 9.4	Top Ten VIP	181
Table 9.5	Top Ten Cities Ranked by the Industry Development Index (2011)	182
Table 9.6	Economic Impacts of Cultural and Creative Industry in Beijing, Shanghai and Tianjin in 2010	183

Executive Summary

It has only been more than a decade since the online games and tourism began to be popular in Europe and America and embarked on the path of industrialization in the 1990s. So far, this industry is flourishing at an alarming rate. However, this is mostly attributed to spontaneous explorations of enterprises rather than the academia, which remains basically blank in this field. Even though there are sporadic research fruits, they are just academic papers. A fairly unified theoretical framework is still wanted.

As the online game and tourism industry in China was born only more than a decade ago, a complete system for relevant theoretical research in this field has not yet formed presently. This industry develops mostly via spontaneous exploration of the market by different links of the industrial chain, while theories about it have been far behind the practice. Since 2001, China's online game and tourism industry formally ushered in the high-speed growth period.

With a unique research perspective on multiple aspects, this book seeks to establish a relatively complete system of theoretical research framework. It adopts economics, management science, sociology, communication science and other related theories, applies relevant research tools of statistics on the basis of collecting and arranging large numbers of relevant data, and conducts systematic and in-depth research about China's online game and tourism industry both qualitatively and quantitatively. It takes a deep look into the status quo of China's online game and tourism industry, the position of China's online game and tourism industry in the whole industry of the world, as well as the type of the market structure of China's online game and tourism industry; it analyzes the influence of China's game and tourism industry on the international arena from the unique research perspective of China joy, and the spirit of Eastern and Western cultures embodied in online games of different types, which are developed by different regions and countries; it also raises new theoretical points on issues such as the social responsibility for the country, society, and enterprises on the part of the online game industry.

Based on a large number of empirical analysis, this book selects eight representative Chinese online game companies that are listed in the U.S. and Hong Kong as the main study samples, including the US-listed Shanda (GAME), Giants (GA), Changyou (CYOU), Ninetowns (NCTY), Netease (NTES), Perfect

World (PWRD) and the Hong Kong-listed Tencent (0700.HK), Kingsoft (3888.HK) NetDragon (0777.HK), and some unlisted enterprises that are influential in China's online game industry, such as Tiancity, Linekong, 70yx, Guangyu Huaxia, etc.. A comprehensive analysis of these companies also exposes from the side some common problems existing in China's online game industry.

This book is expected to make some theoretical breakthroughs in the study of the online game and tourism industry. However, being a new research field, this industry has few materials for reference. Furthermore, problems involved in online games have gone beyond the scope of Economic Studies itself. These problems call for the application of relevant analytical methods of the management science, sociology, communications and even aesthetics, statistics and many other disciplines. As a result, difficulties abound in conducting in-depth analyses. This fact not only brings immense challenges for the author in his future research, but also provides an enormously broad space for development. There are nine chapters in this book, which can be divided into the following aspects according to the organizational structure.

Chapter One Introduction is based on a large number of detailed and authoritative statistics. It analyzes one by one the online game industries in the world's major powers and developed areas of online games, including major European countries, and the status quo and successful experiences of the online game industries in such major countries as the United States, Japan, South Korea and China; it also describes in detail the four most basic schools of the online game works in the Chinese online game market: Chinese stream, South Korean stream, Japanese stream, European and American stream.

From the perspective of China joy, Chapter II comprehensively analyzes the international status and international influence of China joy, and takes a comparative analysis of data about the development process of China joy and the world's other two related exhibitions E3 and TGS, with six key indicators selected for evaluating China joy's influence, namely 1) the absolute number of the audience in the exhibition 2) the number of international visitors 3) another important indicator is the number of participating companies and whether the corporate types are comprehensive 4) the number of exhibitors and the quality of their products 5) the contents of meetings during the exhibition 6) the international influence of China joy also matters in the end if China Joy is counted as the world's largest integrated game exhibition. From this perspective,

the status of the Chinese online game industry in the world's online game industry and the problems confronted with the Chinese online game industry are to be found.

Chapter Three is based on economic models with the tool of statistics. On the grounds of large quantities of data, this chapter takes an in-depth study of the intensity of competition in the market of the Chinese online game industry. It introduces the latest development of the Chinese online game market and conditions of related enterprises. By means of Economic Principles, it not only quantitatively verifies that the Chinese online game market is an oligopolistic market from the economic point of view, but also calculates the extent of oligopoly. In addition, it analyzes the causes of the oligopolistic market, and the impact of this oligopolistic market on the development of the online game industry.

In Chapter Four, it is believed that the development of the online game, which is the core of the game industry, is experiencing continuous competition and ongoing innovation. Particularly in MMORPG games, for the sake of innovation, many enterprises have begun to explore deep into cultures. They systematically interpret and establish the relation among the culture of myth, the culture of magic, the culture of fantasy, and the culture of metaphysics and systematically study and analyze in-depth three categories of spirit embodied in the online games that are nurtured by the Eastern culture, that is, the spirit of martial arts, the spirit of myth, and the spirit of metaphysics, and the other three categories of spirit embodied in the online games that are nurtured by the Western culture, that is, the spirit of magic, the spirit of fantasy and the spirit of science fiction. While creating greater economic value, online games need to incorporate fine Western and Eastern cultural spirit into online game products, and convey to their users the right culture and values. By adopting proactive, positive and healthy contents, they promote the values of truth, goodness, and beauty, explore and spread outstanding traditional cultures of the East and the West, and manage to marry art and entertainment in a perfect manner, so that players can obtain a beneficial spiritual experience in the process of playing games. It is the bounden duty of online game product developers to ensure that the cultural spirit embodied in game products can be disseminated to teenagers and serve as a positive guide for them.

Chapter Five Conclusion and Future Prospects of the first part not only sums up some fresh theoretical points of view that are put forward in the paper, but also

summarizes the theoretical research fruits made in the study of this paper. Due to the fact that problems involved in online games are a multi-disciplinary and comprehensive subject, and that the current academic studies are just at the beginning with few materials for reference, academic and theoretical researches are blessed with great potentials, and social and economic values cannot be overlooked. This not only brings immense challenges for more in-depth and comprehensive study in the future, but also provides an enormously broad space for the development at the same time.

Chapter Six introduces the e-tourism development in China. The authors stress that the online tourism enterprises have made continuous innovations in terms of business patterns, while efforts have been taken in improving the e-commerce environment and reduce perceived risk of customers. No matter what kind of e-tourism pattern an enterprise adopts, the aim is to create more profits for itself and bring better value to clients. At present, the authors explore five business patterns of e-tourism in China currently, i.e. the tourism website platform, flight ticket + hotel booking network distribution; vertical engine search; direct sales and booking; and the combination of tourist group-buying and BBS. By means of analyzing the difficulties in the development of online tourism industry in China, the authors propose the future business patterns of e-tourism. Since consumer trust plays important part for the development of E-tourism. The authors discuss the relationship between consumer trust and perceived risk in e-tourism based on literature study. The definitions of consumer perceived risk and the differences between subjective and objective risk were thoroughly discussed; while the relationship between consumers' perceived risk and trust behind consumers' risk-handling behavior was investigated. At the end, several suggestions in terms of e-tourism marketing strategies were provided to facilitate sustainable development of Chinese e-tourism.

In Chapter Seven, the authors discuss factors, which influence the Word-Of-Mouth (WOM) based online marketing of tourism products and services; and point out that the motivation of self-improvement and interest, tourist identity, motivation of information and experience exchange, tourist image perception and motivation of emotion expression have positive impacts on internet word-of-mouth marketing. Thus, tourism enterprises and destinations marketing should focus on these factors in order to promote the effects of WOM. In the second part of this chapter, the authors discuss how the word of WOM communication influences purchasing attitudes, intentions, decisions and

behaviors of tourists based on the compilation and collation of customer online reviews. By taking hotels as examples, we conduct qualitative researches based on the grounded theory and find out that the WOM communication mechanism can be categorized into four different groups, each of which displays in types of emotional motivation, complaint remediation, satisfaction introduction and customer recommendation. This implies that the WOM communication posted by customers is useful and trustworthy which contribute to promote the image of tourism enterprises and destinations.

In Chapter Eight, the authors stress that effective tourism development relies largely on a large number of information which needs to be gathered, either before, during or after tourism activities. In the first part, the authors present their researches on constructing a tourism information system for Changchun city in China through embedding GIS components – the MapObject 2.3 control and a geographic model. The SQL Server 2000 is used for background database in the programming environment of VB6.0. In addition to most of GIS mapping functions, the system adds the best path choice function which is more convenient for tourists to arrange their tours. With the assistance of multimedia players, the system can provide users with accurate comprehensive, complete, and detailed information. In the second part, the authors explain the principles of the information management of culture tourism in Chinese university libraries. By taking Ji Lin Business and Technology College as an example, the authors point out how a university library set up the database of the resource of culture tourism, which contribute largely to promote local tourism development.

Chapter Nine is the epilogue of this book. In this chapter, the authors point out that both online-game and tourism can be regarded as sub-sectors of the creative cultural economy to a certain extent. At present, the municipal governments of many Chinese regions and cities attach great importance to the cultural creative industries because it becomes a new economic growth point which contributes largely to improve the regional GDP growth. By taking Tianjin as an example, the authors conduct comparative study on the local tourism based cultural creative industrial development in order to find problems and propose several suggestions to promote regional tourism based cultural creative development in China.