

Values and New Models for Space Exploration (10)
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EXPLORATION AND RESEARCH IN THE DEVELOPMENT OF SPACE TOURISM
COMMERCIALIZATION

Abstract

Nowadays, countries around the world attach great importance to the economic purpose of space activities, namely the commercial issues. China has been in the forefront of the world in the field of aerospace technology. Commercial aspect in China, although relatively backward, is highly valued and paid more and more attention by international communities. Under the background of civil-military integration in China and with the aid of space technology in the development of reusable launch vehicles, space travel will become the breakthrough point and one of the best practices in developing commercial space and promoting new growth in world space. That how Chinese space tourism commercialization operates, however, has not been studied systematically. This paper attempts to research this question. Concretely, this paper tries to innovatively analyze Chinese space tourism market, market positioning, business model design, platform selection, capital operation mode, risk assessment etc. These commercial model questions are of great significance to boost new commercial space industry in the world, to form complete industry chain, and to increase the world's new economic growth point.