



## **Asian Tourism: Growth and Change (Advances in Tourism Research)**

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Tourism in Asia is growing faster than anywhere else in the world, driven by the increasing wealth of countries like Taiwan, South Korea and Malaysia, and by the huge populations of China, India and Indonesia -the first second and fourth biggest countries in the world. Despite the significance of the tourism industry in this area it is still under researched.

Asian Tourism is a unique book and the first to address this imbalance by providing a high quality edited collection of chapters which explore the domestic and intraregional tourism in Asia. Divided into three sections it explores:

- \* Policy aspects of tourism development and the role of the public sector exploring issues such as: Cross-national tourism collaboration in Asia, The growth of aviation in Asia and Economic Corridors and Ecotourism.
- \* Changing markets exploring issues such as: The role of Japanese popular culture in Asian tourism, Management Challenges for Bali's Tourism Industry and religious tourism in North India.
- \* Destination and industry responses exploring issues such as: Tourism-Generated Employment in Cambodia, sex workers and tourism in India and responsible destination development in the Philippines.

With contributions from well respected and eminent names in the field, Asian Tourism provides a ground breaking insight into topical, industry focused issues while benefiting from academic depth and rigour and an awareness of tourism history in this region.

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