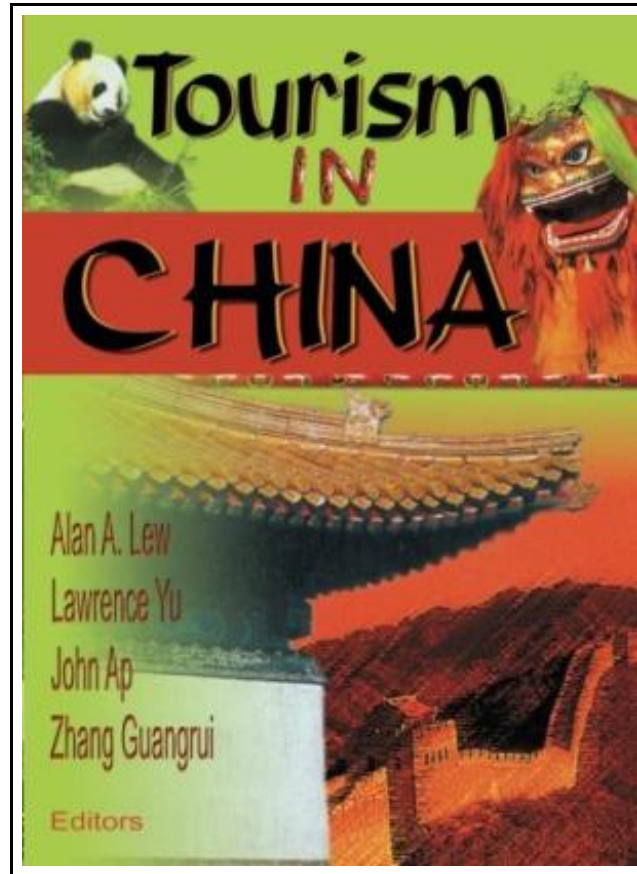


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Taylor Francis Inc, United States, 2002. Paperback. Book Condition: New. 211 x 150 mm. Language: English . Brand New Book. Examine China s impact on the world tourism market! Tourism in China is a comprehensive study of tourism and the travel industry in China--past, present, and future. Since joining many of its Asia-Pacific neighbors in identifying tourism as a vehicle for socioeconomic growth and poverty alleviation, China has become the leader in the Asian travel industry, surpassing all forecasts with high and constant growth in international and domestic tourism activity. In fact, the World Trade Organization predicts that by 2020, China will become the world s leading tourism destination, receiving 145 million visitors. This timely book examines the diverse opportunities and challenges the country s tourism industry faces in meeting those projections. A unique, interdisciplinary guide that appeals to practitioners and academics, Tourism in China has been called probably the most in-depth analysis of China s tourism industry by the World Trade Organization s Dr. Harsh Varma. The book presents a collection of articles--scholarly in nature, comprehensive in scope--that serves as a significant (and much-needed) reference on Chinese tourism, though not including minority or border tourism, or the Hong Kong or Taiwan markets. The industry s historical development, its impact on the Chinese economy and ecology, and its current and future markets are examined extensively. Tourism in China also examines: \* the impressions of Western travelers in China during the 19th century \* the tourism boom and its development since 1978 \* the development of ecotourism in China s nature reserves \* the effect of the tourism boom on the hotel industry \* the development of theme parks in China. With two-thirds of China s provincial governments committed to making tourism one of their pillar industries, it is essential that tourism...



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