Dixit

Tourism in Asian Cities

This timely and significant book explores the characteristics and complexities of Asian urban tourism, considering the extent to which Western paradigms can be transferred to Asian settings and the striking contrasts that exist within the region. In an era of unprecedented urban expansion in Asian cities, this book comes at a time of great urgency, illuminating the possible problems and opportunities that arise when a destination emerges as a tourism hotspot. Split into three parts; introducing Asian urban tourism and urbanization, the management and marketing of Asian cities, and emerging trends and issues associated with Asian urban tourism, the book offers a range of varying and vibrant perspectives from international and interdisciplinary experts in the field. Chapters include studies on a wide range of destinations such as Hong Kong, Macau, Cambodia, Phuket, Kolkata, Busan, Delhi, and Sri Lanka among many others, and explore crucial contemporary themes such as overtourism, urbanization and administrative challenges, world heritage, smart cities and the use of technologies such as VR in urban tourism experience creation. It will be a vital resource for upper-level students, researchers, and academics in tourism, city tourism, Asian studies, development studies, cultural studies, and sustainability, as well as professionals in the field of tourism management.
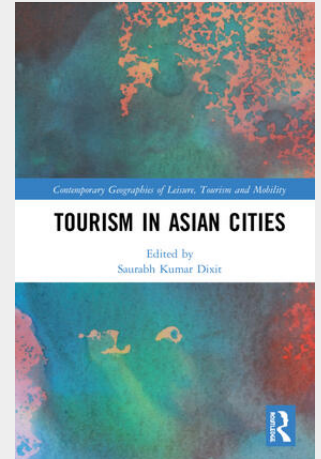
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