## List of Figures

- Figure 1: Map of Asia showing key tourist destinations.
- Figure 2: Graph of tourism growth in the Greater Mekong Subregion.
- Figure 3: Photograph of traditional Chinese architecture.

## List of Tables

- Table 1: Comparison of tourism policies in Asia.
- Table 2: Economic indicators of the Greater Mekong Subregion.
- Table 3: Survey results on tourist satisfaction in China.

## The Politics and Policies of Asian Tourism

### Introduction

- p. 9

### Cross-National Tourism Collaboration in Asia

- p. 13

### The Asian Regional Market: Flows and Collaboration

- p. 27

### The Role of Tourism in Transition Economies of the Greater Mekong Subregion

- p. 39

### Tourism Development and Propaganda in Contemporary Lhasa Tibet Autonomous Region (TAR), China

- p. 55

### Changing Accessibility to Vietnam: The Influence of a Government in Transition

- p. 69

### Responses to Continuing Crisis in Sri Lanka

- p. 79

### Twinning Cities between the Andaman and Nicobar Islands and Thailand: A Case Study of Controversy

- p. 93

### Economic Corridors and Ecotourism: Whither Tourism in Laos?

- p. 105

### The Growth of Aviation in Asia and Challenges to Sustainability

- p. 117

### Market Demand and Supplier Response

- p. 131

### Chinese Tourists in ‘Elsewhereland’: Behaviour and Perceptions of Mainland Chinese Tourists at Different Destinations

- p. 135

### Fortune or Misfortune? Border Tourism and Borderland Gambling in Vietnam

- p. 145

### Are Chinese International Students in the UK Tourists?

- p. 157

### Western and Asian Backpackers in Taiwan: Behaviour Motivation and Cultural Diversity

- p. 171

### Hong Kong Young People and Cultural Pilgrimage to Japan The Role of Japanese Popular Culture in Asian Tourism

- p. 183

### Malaysian Homestays from the Perspective of Young Japanese Tourists: The Quest for Furusato

- p. 193

### Old Tourists and New Tourists: Management Challenges for Bali’s Tourism Industry

- p. 209

### The Development of Tourism in French Colonial Vietnam, 1918-1940

- p. 221

### Culture, Authenticity and Sport: A Study of Event Motivations at the Ulaanbaatar Naadam Festival, Mongolia

- p. 233

### Religious Tourism: Exploring a New Form of Sacred Journey in North India

- p. 245

### Wetland Tourism in Hong Kong: From Birdwatcher to Mass Ecotourist

- p. 259

### Destinations, Industry and the Forces of Change

- p. 269

### Tourism in the Kingdom of Bhutan: A Unique Approach

- p. 273

### Sex Workers and Tourism: A Case Study of Kovalam Beach, India

- p. 285

### Tourism-Generated Employment and Intra-Household Inequality in Cambodia

- p. 299

### Modernity and the Evolution of a Festive Tourism Tradition The Songkran Festival in Chiang Mai, Thailand

- p. 311

### Heritage Tourism in Xi’an: Constructing the Past in Contested Space

- p. 323

### Journeys to Shangri-La: The Neo-Orientalism of Tibetan Culture

- p. 335

### From China to Indonesia: Adapting to Changing Markets

- p. 345