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Nota di contenuto	Section 1: Overview. Introduction - Asian Destinations: Perspectives on Planning, Management and Marketing Ying Wang, Aishath Shakeela, Anna Kwek, Catheryn Khoo-Lattimore -- Section 2: Tourism Planning in Asian Destinations. Chapter 1. Power and politics in tourism policy and planning in the Philippines (Edieser Dela Santa) -- Chapter 2 Tourism Circuit Planning for Sub-national Tourism Development in the Philippines (Ramon Benedicto A. Alampay, Miguela M. Mena, and Victoria H. Villegas) -- Chapter 3 Nature-based tourism in a city destination: balancing planning with sustainability (Tony S. M. Tse, Bruce Prideaux, and Winnie K. L. Chui) -- Chapter 4 Participatory Planning and Tourism Development in the Maldives: A Prerequisite of Sustainability? (Aishath Shakeela, David Weaver) -- Section 3: Managing Asian Destinations. Chapter 5 Managing UNESCO World Heritage in Vietnam: Visitor Evaluation of Heritage Mission and Management of Trang An Landscape Complex (Huong T. Bui, Tuan-Anh Le, Phuong-

Dung Ngo) -- Chapter 6 Against the flow: Challenges in tourism development for a small border town in Thailand (C Yodsuwan, P Pianluprasidh, and K Butcher) -- Chapter 7 Temples, Tuk Tuks and Orphanages: A contemporary examination of tourism development, management and community-based tourism in Cambodia (Simon Pawson, Scott Richardson, and Paul D'Arcy) -- Chapter 8 What Tourism Can Do: The Fall of Pastoral Manali Resort in the Kulu Valley of the Indian Himalayas (Tej Vir Singh, Masood A. Naqvi and Gaitree (Vanessa) Gowreesunkar) -- Chapter 9 Refocusing sustainable tourism: Poverty alleviation in iconic World Heritage destinations in South East Asia (Robyn Bushell) -- Chapter 10 Sharing Tourism Economy among Millennials: The Case of Seoul -- Section 4: Marketing Asian Destinations and Experiences. Chapter 11 Creating the City Destination of the Future – the Case of Smart Seoul (Ulrike Gretzel, Jeyeon Ham, and Chulmo Koo) -- Chapter 12 Media discourse on big data and tourism attractions in China (Mingming Cheng) -- Chapter 13 River Tourism in China (Ralf Buckley, Travis Winn, Weiyi Li, and Peter Winn) -- Chapter 14 Factors affecting how young hosts welcome tourists; an Asian case study (Mao-Ying Wu and Philip Pearce) -- Chapter 15 Cultural Heritage Tourism through the Lens of Youth: the Case of Thai Youth Visitors to Ayutthaya Historical Park, Thailand (Siwasak Pansukkum and Jason R. Swanson).

Sommario/riassunto

This book focuses on the planning, marketing, and management of Asian tourism destinations, and evaluates current developments within Southeast-Asia and the wider Asia-Pacific region. As more Asian destinations enter the global tourism arena and more Asian travellers look to explore destinations in Asia and beyond, an understanding of how Asian destinations practice tourism is crucial to the future sustainable development of global tourism. This book provides an invaluable stock of research and knowledge based on the Asian practice and experience in destination planning, marketing, and management, offering insights into the latest development and trends in the region.
