



Tourism in China

By Franziska Pfund

Grin Verlag Mrz 2011, 2011. Taschenbuch. Book Condition: Neu. 218x151x13 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2002 in the subject Tourism, printed single-sided, grade: 1,0, University of Applied Sciences Hof, 7 entries in the bibliography, language: English, abstract: Since the adoption of the policies of reform and the opening to the outside world, China's tourism has entered a stage of rapid development. Being a country rich in tourism resources, it has become a demanded destination in Asia for tourists from all over the world, but also domestic tourism is growing vigorously. This paper is divided in four parts. Chapter one will give an insight into important factors concerning China's tourism industry and explain its economical and political situation. Besides, investments in tourism will be explained. Chapter two illustrates China's tourism market, considering tourism operation and management, crucial regulations, infrastructure development but also human resources as well as media and advertising. Chapter three points out the impact of the World Tourism Organization on China's tourism industry and illustrates through which projects the organization has helped to further development of tourism. In chapter four the main...



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