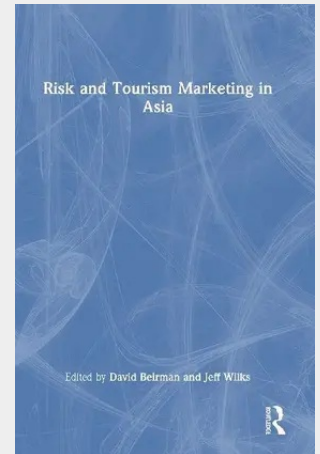


Risk and Tourism Marketing in Asia

This book looks at the destination marketing and risk management strategies of 18 Asian countries, showcasing how they deliver their unique products and services. With its diverse cultures, stunning landscapes and historical sites, Asia draws tourists from all across the world. This book looks at the development of the countries' tourism branding and strategies over the decades. It also discusses the common challenges they face, including climate change, overtourism, natural disasters and geopolitical unrest. Particular attention is given to how Asian countries have incorporated resilience and recovery strategies into their marketing plans after the COVID-19 pandemic. Written by leading tourism scholars and industry leaders, this book showcases how Asian destinations are entering a new normal – creating and marketing experiences that surprise and delight, while proactively managing the risks of a complex operating environment. A book of vital interest to students and scholars of tourism marketing, as well as policy makers, government agencies and tourism industry professionals.



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