



China Tourism: Cross-cultural Studies

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Deriving from a special issue on "China Watching" (Journal of China Tourism Research), this book presents the readers with a collection of seven independent research reports that adopt cross-cultural communication and cultural studies approaches to China tourism. Topics covered include the authenticity in cultural diffusion, the articulation of China through tourism, cross-cultural comparison of vacation consumption interpretation, the Chinese gaze of Europe, influence of globalization and localization on the development of tourism, behavioral implications of Chinese outbound tourism, and citing behaviors of Chinese tourism researchers from foreign language sources.

The book will be of great interest to academic researchers, graduate students, policy makers, and destination managers who are interested in China tourism. The varied aspects covered, together with the engaging writing style, makes the text a pleasure to read.

This book was published as a special issue of the *Journal of China Tourism Research*.

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