

Perspectives on Asian Tourism

Series Editors: Catheryn Khoo-Lattimore · Paolo Mura

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Keith Kay Hin Tan

Chun Wei Choy *Editors*

Contemporary Asian Artistic Expressions and Tourism



Springer

Perspectives on Asian Tourism

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While a conspicuous body of knowledge about tourism in Asia is emerging, Western academic ontologies and epistemologies still represent the dominant voice within tourism circles. This series provides a platform to support Asian scholarly production and reveals the different aspects of Asian tourism and its intricate economic and socio-cultural trends.

The books in this series are aimed to pave the way for a more integrated and multifaceted body of knowledge about Asian tourism. By doing so, they contribute to the idea that tourism, as both phenomenon and field of studies, should be more inclusive and disentangled from dominant (mainly Western) ways of knowing.

More specifically, the series will fill gaps in knowledge with regard to:

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- specific segments of the Asian tourist population, such as Asian women, Asian backpackers, Asian young tourists, Asian gay tourists, etc;
- specific types of tourism in Asia, such as film-induced tourism, adventure tourism, beauty tourism, religious tourism, etc;
- Asian tourists' experiences, patterns of behaviour, and constraints to travel;
- Asian values that underpin operational, management, and marketing decisions in and/or on Asia (travel);
- external factors that add to the complexities of Asian tourism studies.

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ISSN 2509-4203

ISSN 2509-4211 (electronic)

Perspectives on Asian Tourism

ISBN 978-981-15-4334-0

ISBN 978-981-15-4335-7 (eBook)

<https://doi.org/10.1007/978-981-15-4335-7>

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This Springer imprint is published by the registered company Springer Nature Singapore Pte Ltd.

The registered company address is: 152 Beach Road, #21-01/04 Gateway East, Singapore 189721, Singapore

Acknowledgments

The editors – Paolo, Keith, and Choy – would like to gratefully acknowledge the following scholars for their time and effort spent to review the chapters:

Camelia Kusumo, Taylor’s University, Malaysia
Can Seng Ooi, University of Tasmania, Australia
Elise Line Mognard, Taylor’s University, Malaysia
Eunice Tan, Murdoch University, Singapore
Gan Joo Ee, Monash University, Malaysia
Keith Hollinshead, Independent Scholar, UK
Melissa Shamini Periasamy, Universiti Kebangsaan Malaysia
Sangkyun Kim, Edith Cowan University, Australia
Sivabala Naidu, Taylor’s College, Malaysia
Rokhshad Tavakoli, Taylor’s University, Malaysia
Sarah N.R. Wijesinghe, Taylor’s University, Malaysia
Sarena Binti Abdullah, Universiti Sains Malaysia
Sherry Fresia Blankenship, Taylor’s University, Malaysia
Vahideh Abaeian, Santa Clara University, USA
Zilmiyah Kamble, James Cook University, Singapore

Thanks must also be given to Taylor’s University, Malaysia, for its institutional and financial support in making some of the chapters possible via its Flagship Research Project, TUFRR/2017/001/04. The backing of the university for some of the individual chapters of this book is mentioned at the end of the chapters. This book was also supported by a Start Up Grant (R19031) awarded to Paolo Mura by Zayed University, UAE. Last, but not least, we would also like to acknowledge Ms. Sarah Abedi Binti Abdullah of Taylor’s University who assisted in the proofreading of the final submissions.

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