



中国中心
CHINA CENTER
Research Colloquium
MACERATA
10 YEARS | 2013 - 2023



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l'umanesimo che innova

20th Apr | **2 pm - 4 pm**
Villa Lauri,
Viale dell'Indipendenza 99
Macerata, 62100

Reinventing tourism destinations.

The case of Chongqing: challenges and opportunities for tourism in the spiciest city of China

Abstract

Tourism in China has gone through many phases since the foundation of the People's Republic of China in 1949. Starting as a tool for creating diplomatic and political relations, it then developed over the years to become an important sector for the development of China's economy. This RC will present the case study of Chongqing, one of the four Municipalities of China, where tourism is playing an important role with a lot of potential for growth and internationalization. The economic role and new trends in tourism in China will be discussed, bringing data and showing how to dig them.

Presentation of the research structure, literature review, methodology and analysis of data, and presentation of preliminary results.

Register here



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**Marco
Bonaglia**

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Our socials



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