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## Understanding the 'new tourist' of Asia: Developing a global and local perspective

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### Abstract

World tourism enjoyed its fourth consecutive year of growth in 2007. Asia has experienced increasing rates of tourism arrivals, and these travelers are demanding more from destinations than ever. Thailand, for instance, is arguably Southeast Asia's most exciting destination for regional tourists. Southeast Asia is rich with natural attraction. To prepare to satisfy this growing pool of Asian consumers, a look at the new tourist is needed.

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