

# **Air pollution and tourism demand: A case study of Beijing, China**

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## **Abstract**

This paper analyses the inter-relationship between air pollution and tourism demand in emergent economies. Beijing was selected as a case study since it represents a paradigmatic example of tourism growth in a highly urbanized and industrialized city. Methodologically, a gravity model was applied incorporating air quality variables into the tourism demand model. Results allow to compare the negative effect of air pollution on domestic and inbound tourism and reveal which published air pollution indicators are really considered by tourists in the decision to travel to Beijing.