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DEVELOPMENT OF TOURISM IN BEIJING

Beijing's tourism sector is central to China's efforts to become a leading global travel destination. Combining its rich cultural heritage, modern infrastructure, and strategic planning, the city has seen remarkable growth in visitor numbers and revenue. Post-pandemic recovery has been marked by new policies and initiatives, transforming Beijing into a more accessible and diverse destination. The purpose of this article is to demonstrate the main trends in the development of tourism in Beijing.

The city has made substantial investments in infrastructure. Two major airports Capital International and Daxing International connect Beijing to 49 countries, with international flight capacity tripling in 2024 [1]. Public transportation, including an extensive metro network and high-speed rail links, facilitates convenient access to popular attractions like the Forbidden City and the Summer Palace. Visa-free transit policies for citizens of over 50 countries have further boosted international arrivals, which saw a year-on-year increase of over 200 % [2].

To cater to a wide range of tourist interests, Beijing has diversified its offerings. Cultural tourism remains a strong focus, with attractions such as the Great Wall, Temple of Heaven, and Hutong neighborhoods drawing millions. Rural and ecological tourism has gained traction, particularly in Yanqing District, where hiking trails and Olympic legacy sites appeal to nature enthusiasts. Modern entertainment options, including Beijing Universal Studios and large-scale events like the Chaoyang International Light Festival attract visitors. Festivals such as the Spring Festival and Mid-Autumn Festival provide immersive experiences of traditional Chinese customs. Food tourism is thriving, with markets offering local delicacies and high-end restaurants serving innovative cuisine. Shopping districts like Wangfujing balance luxury retail with traditional craftsmanship, offering something for every traveler [3].

The city has embraced digital transformation to improve visitor experiences. Smart tourism initiatives include digital ticketing, multilingual guide apps, and AI-powered assistance. Social media campaigns target international travelers, showcasing Beijing's unique blend of tradition and modernity. Integration of globally recognized payment systems, such

as Alipay and WeChat Pay, ensures smooth transactions for foreign visitors [1].

Economically, tourism has become a cornerstone of Beijing's growth. In 2024, the industry generated \$3.41 billion in foreign exchange revenue, a 168 % increase from 2023. Tourism has also created significant employment opportunities in hospitality, transportation, and rural development [3].

Despite its success, Beijing faces challenges, including competition from regional destinations like Bangkok and Tokyo and global economic uncertainties. However, the city's focus on sustainable practices and eco-friendly tourism projects strengthens its long-term appeal [2].

Thus, Beijing exemplifies a city that has effectively combined historical preservation with modern innovation. Its comprehensive strategies, focused on accessibility, diversification, and sustainability, position it as a premier global destination. Continued investment in infrastructure and cultural initiatives will ensure Beijing's status as a vibrant hub for international tourism.

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THE ROLE OF EDUCATION IN SHAPING THE FUTURE OF TRADE AND TOURISM

This article explores the essential nature of education as a human right and its transformative impact on the trade and tourism sectors. The aim is to demonstrate how access to quality education equips individuals with the skills necessary to succeed in these dynamic industries, fostering innovation, enhancing workforce productivity, and contributing to sustainable economic growth at national and global levels [3].