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## WHY ARE EU TRAVEL FIRMS OFFERING HOLIDAYS TO UYGHUR REGION?

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12.02.2024

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EU Observer (12 February 2024)

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The Chinese authorities are currently having their 'Mission Accomplished' moment in the Uyghur region. One of the key outlets for that messaging is tourism. Tourism signals that spaces are open for business and that everything is normal. From record numbers of visitors to the regional capital in 2023 to Wang Wenbin's exhortations for "more friends from all countries to visit Xinjiang," Chinese state media cannot get enough of tourism.

The problem is that crimes against humanity targeted at Uyghurs and other Turkic people are ongoing. Another problem is that international travel companies, including those from Europe, are complicit in the cleansing of atrocities that multiple entities have labeled a genocide.

It's quite simple, the travel industry needs to wake up and end its cooperation with genocidaires.

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