



# **Tourism in Japan: An Ethno-Semiotic Analysis (Tourism and Cultural Change)**

*Arthur Asa Berger*

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This book deals with tourism, popular culture and everyday life in Japan. It offers some interesting statistics about Japanese life and society, discusses popular kinds of tours in Japan, considers images of Japan found in guidebooks about the country, and discusses the pleasures people get from travel in Japan. The book interprets various aspects of Japanese culture and provides an analysis of popular visitor destinations. It is written in an accessible style and thus will be of interest to tourists considering visiting Japan, Japanophiles, social scientists and humanities scholars with interests in Japan, and students taking courses in tourism, Japanese culture, cultural studies and consumer culture.



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