THE ROLE OF THE IMAGES OF JAPAN AND ITS PREFECTURES IN THE ATTRACTIVENESS OF JAPAN AS A TOURIST DESTINATION
THE ROLE OF THE IMAGES OF JAPAN AND ITS PREFECTURES IN THE ATTRACTIVENESS OF JAPAN AS A TOURIST DESTINATION

Alexandra S. Stegnienko, Irina S. Tikhotskaya, Shizuko Kato

https://doi.org/10.24057/2071-9388-2018-11-2-5-16

Abstract

The article deals with the analysis of the tourist destination images of Japan and its prefectures and contains the results of the research carried out both based on examination of official Japanese statistics and tourist literature in Japanese, English and Russian and social polls in Russia and field studies in Japan. In this paper we present the results of the research conducted by the specially created for this work original method of tourist literature review that allowed us to select prefectures most rich in different tourist images and to develop a typology of Japanese prefectures. To present day the research of such kind is a unique one not only about Japan but on the whole as well.

Keywords

images of Japan, tourist destination image, place image, attractiveness as a tourist destination, tourism industry, typology of Japanese prefectures

For citation:


https://doi.org/10.24057/2071-9388-2018-11-2-5-16

Views: 153

This work is licensed under a Creative Commons Attribution 4.0 License.

ISSN 2071-9388 (Print)
ISSN 2542-1565 (Online)
POPULAR ARTICLES

THE CHINESE INITIATIVE "THE BELT AND ROAD": A GEOGRAPHICAL PERSPECTIVE
Vol 10, No 1 (2017)

THE EURASIA CANAL AS A FACTOR OF ECONOMIC PROSPERITY FOR THE CASPIAN REGION
Vol 10, No 1 (2017)

GREEN DEVELOPMENT MODES OF THE BELT AND ROAD
Vol 10, No 1 (2017)

STRUCTURE AND DYNAMICS OF BOREAL ECOSYSTEMS: ANOTHER APPROACH TO LANDSAT IMAGERY CLASSIFICATION
Vol 10, No 3 (2017)

INTEGRATED ASSESSMENT OF INVESTMENT ENVIRONMENT AND ACTIONS FOR THE "BELT AND ROAD" COUNTRIES
Vol 10, No 1 (2017)

STABLE ISOTOPE GEOCHEMISTRY OF MASSIVE ICE
Vol 9, No 3 (2016)

EDITOR-IN-CHIEF
Kasimov Nikolay S.
The tourists spots mentioned above reveal several qualities of tourism in Japan. They include the diversity of tourist sites, the emphasis on cultural and educational purposes of their tourist attractions, and the fusion of tourism into everyday lives. 1. Diversity of...
tourist attractions From the brief description of the tourist spots that we have visited in Japan (listed above), we can see that Japan has a great diversity of tourist attractions. In fact, museums and memorials play an important role in tourism of Japan, the Hiroshima Peace Memorial Museum, for example, is one of the favorite place for visitors who love history and would like to reflect upon the incidents happened during WWII. Tourism is becoming increasingly important to China as both a source of revenue and a means to enhance its international image. China is currently the fourth most popular tourist destination behind France, the United States, and Spain. In 2016, over 141 million non-residents visited China. In the past decade, Sino-Japanese relations have been periodically tense, and the number of tourists visiting China from Japan decreased annually by almost 19 percent between 2004 and 2015. In 2016, however, inbound tourists from Japan increased by 4 percent. Conversely, the Philippines and Vietnam have both been embroiled in contentious territorial disputes with China, yet between 2012 and 2016, inbound Filipino and Vietnamese tourists rose by 18 percent and 27 percent, respectively.