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Nota di contenuto	Acknowledgements -- Preface -- Part 1: Employment -- Chapter 1: Early Years of the Sarariiman -- Chapter 2: Bubble Period -- Chapter 3: Seishain versus Keiyakushain -- Part 2: Leisure -- Chapter 4: Tokyo Olympiad -- Chapter 5: Shopping OLs -- Chapter 6: Setsuyaku Era -- Part 3: Opportunities -- Chapter 7: Understanding Today's Marketplace -- Chapter 8: Special Interest Groups -- Chapter 9: Managing Multiple Source Markets -- Chapter 10: Concluding Remarks and Future Gazing -- References -- Index.
Sommario/riassunto	This book reviews employment and leisure trends in Japan from the post-war era to the present. In addition, it also examines how these trends will affect tourism destinations and businesses that rely heavily on Japanese overseas tourism. Topics that are of particular interest to readers include the most current Japanese employment and leisure data

and how the data compares with the earlier, postwar era that made up the boom-years of Japanese overseas travel. The latest data provides insight into how today's working and living conditions in Japan impact overseas travel expenditures today. Readers, ranging from academics to business practitioners, will benefit from the book that provides the latest information that can be used in a practical manner to assist tourism-related businesses and organizations meet the current and future needs of the Japan overseas travel market.
