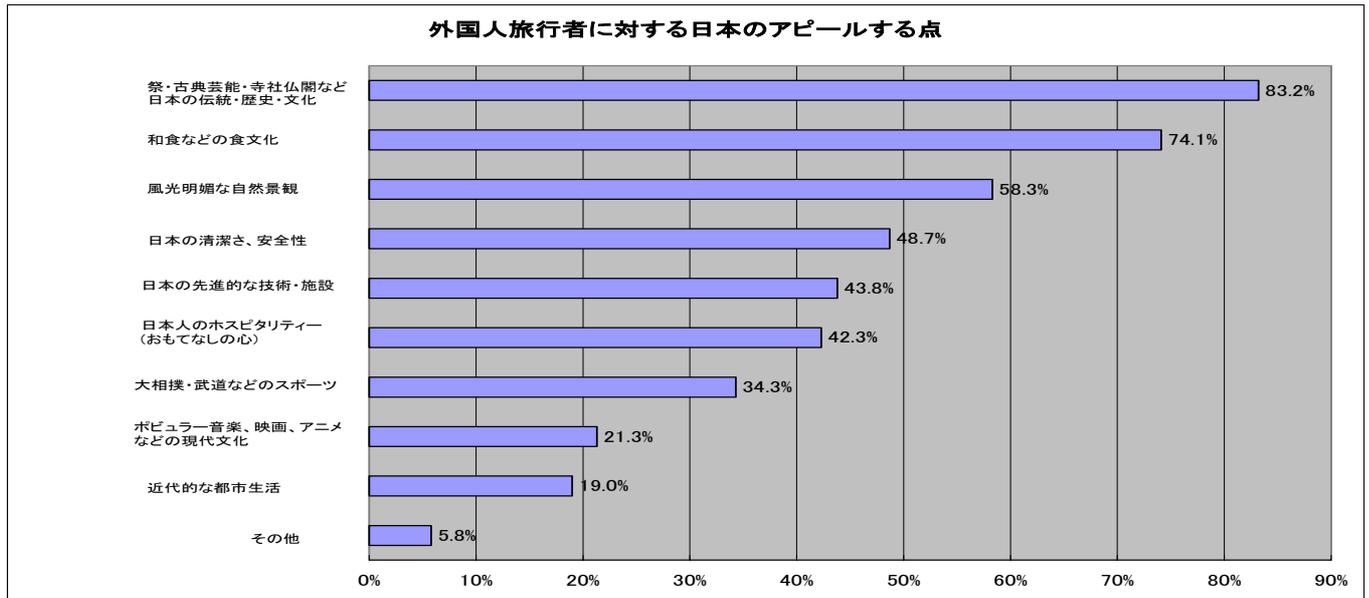


外国人旅行者には日本のどのような点をアピールすべきか(問7)



	1	6	2	9	4	8	5	7	3	10	
	祭・古典芸能・寺社仏閣など日本の伝統・歴史・文化	和食などの食文化	風光明媚な自然景観	性 日本の清潔さ、安全	術・施設 日本の先進的な技術・施設	心 日本人のホスピタリティー(おもてなしの心)	スポーツ 大相撲、武道などのスポーツ	代文化 画、アニメなどの現代文化	近代的な都市生活	その他	
年齢別											
合計	667	83.2%	74.1%	58.3%	48.7%	43.8%	42.3%	34.3%	21.3%	19.0%	5.8%
20歳代	108	86.1%	85.2%	55.6%	38.0%	36.1%	34.3%	38.9%	26.9%	25.0%	3.7%
30歳代	177	79.1%	75.7%	55.4%	42.4%	38.4%	40.1%	41.8%	23.2%	19.8%	4.0%
40歳代	173	86.7%	72.8%	61.8%	42.2%	39.3%	42.2%	35.8%	22.5%	17.9%	6.4%
50歳代	114	78.9%	61.4%	54.4%	56.1%	52.6%	45.6%	18.4%	12.3%	14.0%	6.1%
60歳代	79	86.1%	73.4%	64.6%	77.2%	55.7%	53.2%	30.4%	17.7%	19.0%	11.4%
70歳代	16	87.5%	87.5%	68.8%	68.8%	81.3%	43.8%	37.5%	31.3%	18.8%	6.3%
地域ブロック別											
合計	667	83.2%	74.1%	58.3%	48.7%	43.8%	42.3%	34.3%	21.3%	19.0%	5.8%
北海道	50	70.0%	76.0%	52.0%	58.0%	42.0%	44.0%	26.0%	24.0%	10.0%	8.0%
東北	61	90.2%	72.1%	68.9%	47.5%	39.3%	47.5%	32.8%	24.6%	16.4%	1.6%
関東	158	85.4%	74.7%	58.2%	46.2%	51.3%	40.5%	39.2%	24.1%	26.6%	8.2%
北陸	48	77.1%	62.5%	58.3%	62.5%	52.1%	43.8%	39.6%	16.7%	22.9%	2.1%
中部	81	81.5%	72.8%	59.3%	55.6%	43.2%	40.7%	29.6%	17.3%	13.6%	3.7%
近畿	92	85.9%	71.7%	57.6%	43.5%	46.7%	33.7%	30.4%	20.7%	22.8%	4.3%
中国	58	81.0%	77.6%	48.3%	39.7%	36.2%	36.2%	29.3%	20.7%	24.1%	10.3%
四国	43	86.0%	74.4%	62.8%	53.5%	30.2%	55.8%	41.9%	30.2%	9.3%	7.0%
九州	76	84.2%	81.6%	59.2%	43.4%	38.2%	48.7%	36.8%	14.5%	11.8%	5.3%
職種別											
合計	667	83.2%	74.1%	58.3%	48.7%	43.8%	42.3%	34.3%	21.3%	19.0%	5.8%
自営業主・家族従事者	75	77.3%	66.7%	57.3%	48.0%	44.0%	38.7%	29.3%	20.0%	21.3%	8.0%
管理・専門技術職	145	88.3%	79.3%	60.7%	57.2%	41.4%	48.3%	35.2%	18.6%	17.2%	8.3%
事務職	131	80.9%	69.5%	57.3%	36.6%	42.0%	38.9%	27.5%	19.8%	16.8%	3.1%
販売・サービス・労務職	80	80.0%	75.0%	47.5%	51.3%	48.8%	45.0%	40.0%	20.0%	22.5%	12.5%
主婦	147	83.7%	78.2%	57.8%	46.9%	37.4%	40.1%	37.4%	24.5%	18.4%	2.0%
無職	89	85.4%	70.8%	67.4%	53.9%	56.2%	41.6%	37.1%	24.7%	21.3%	4.5%