



# Bali Tourism

*Arthur Asa Berger*

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## **Bali Tourism** Arthur Asa Berger

The island of Bali has long been characterized in the West as the last “paradise” on earth, but there is far more to this small Indonesian province. *Bali Tourism* presents an enlightening ethnographic study of some of the most important icons—for tourists and locals alike—in Balinese culture and society and explores the growth of this island as an “exotic” vacation destination. In addition, it offers a firsthand look at many aspects of daily life, a semiotic analysis of its dominant cultural symbols, and insights into tourists’ perceptions of Bali. A thirty page photo section offers a unique glimpse at this remarkable island.

Through a distinctive use of cultural analysis and psychoanalytic modes of interpretation, *Bali Tourism* offers an in-depth study of Balinese tourism, society, and character. This handy, easy-to-read text is an essential overview of what the island has to offer tourists and looks at the exciting possibilities—and the potential pitfalls—of visiting this extraordinary land. The book paints a vivid portrait of this country’s hidden gems and popular tourist destinations, exploring the ways visitors see Bali—and how the Balinese see visitors—as well as the promise and problems Bali faces in developing its tourism industry.

*Bali Tourism* is an ideal book to read before visiting Bali yourself—or recommending/planning a trip for others. The fresh insights it presents will help make any trip to the region more rewarding for the traveler. It is also a unique scholarly resource, complete with informative tables, references, and a bibliography, for academics and students at all levels of tourism studies.

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