WHAT IS CLAIMED IS:

1. A light emitting device comprising:

a light source;

a fixing part on which the light source is mounted; and

a rotary light emitting part continuously rotatably supported by the fixing part around a rotational axis and provided such that a light axis of the light source is aligned with the rotational axis, wherein

the rotary light emitting part includes:

a rod-shaped light guide having an incidence surface from which light from the light source enters and an exit surface from which the light guided inside exits, the rod-shaped light guide being arranged along the rotational axis;

a light direction changing element that changes a direction of light emitted from the exit surface of the rod-shaped light guide; and

a light emitting body that receives light from the light direction changing element and emits light accordingly~~.~~,

wherein the light source is a plurality of LED chips arranged side by side on a plane, and

wherein a cross section of the rod-shaped light guide is shaped in a regular polygon.

2. A light emitting device comprising:

a light source;

a fixing part on which the light source is mounted; and

a rotary light emitting part continuously rotatably supported by the fixing part around a rotational axis and provided such that a light axis of the light source is aligned with the rotational axis, wherein

the rotary light emitting part includes:

a rod-shaped light guide having an incidence surface from which light from the light source enters and an exit surface from which the light guided inside exits, the rod-shaped light guide being arranged along the rotational axis;

a light direction changing element that changes a direction of light emitted from the exit surface of the rod-shaped light guide; and

a light emitting body that receives light from the light direction changing element and emits light accordingly,

wherein a cross section of the rod-shaped light guide is shaped in a regular polygon, and

wherein the light direction changing element includes a half mirror that transmits a portion of the light emitted from the exit surface of the rod-shaped light guide and reflects another portion of the light emitted from the exit surface of the rod-shaped light guide toward the light emitting body.

3. The light emitting device according to claim 1 or 2, wherein

the regular polygon is a regular triangle, regular

tetragon, or regular hexagon.

4. The light emitting device according to any one of claims 1 to 3, wherein

the exit surface of the rod-shaped light guide includes a frost finished part.