

BASIC ANALYSIS OF TOURIST BEHAVIOR CHARACTERISTICS : CASE STUDY OF ISHIKAWA PREFECTURE, JAPAN

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1. INTRODUCTION

In 2015, the number of visitors to Ishikawa Prefecture increased significantly due to factors such as the starting operation of Hokuriku Shinkansen in Kanazawa. The number of visitors to Ishikawa Prefecture has remained above the level before the opening of Hokuriku Shinkansen since then. However, the worldwide spread of the new coronavirus in 2020 led to a significant decrease in the number of tourists. Following the worldwide spread of the new coronavirus the number of tourist arrivals declined significantly. [1] On the other hand, according to a survey by Japan Travel Bureau Foundation, a recovery in travel demand is expected of the new coronavirus infection is contained. [2]

The above results indicate that increasing the number of new and repeat tourists to Ishikawa Prefecture by improving tourist satisfaction is important for the recovery of travel demand and the continuation of the effect of the start of Hokuriku Shinkansen after the outbreak of the novel coronavirus is under control. The enhancement and reinforcement of secondary transportation is necessary to improve tourist satisfaction.

This study aims to understand the tourist behavior in Ishikawa Prefecture to improve the satisfaction level of tourists by utilizing the results in the transportation policy in Ishikawa Prefecture.

2. QUESTIONNAIRE SURVEY TO EXAMINE TOURISTS' BEHAVIOR

In this study, questionnaire survey was conducted at Kanazawa Station to examine the tourist behavior around Ishikawa Prefecture. As a result, the ratio of respondents who visited only Ishikawa Prefecture to those who also visited other prefectures was 7:3. Table 1 shows the percentage of tourists who stayed overnight in Ishikawa Prefecture. As a result, about 90% of the tourists to Ishikawa Prefecture stayed overnight in the prefecture. The results of the survey on satisfaction with transportation, meals, lodging, and sightseeing showed that satisfaction with transportation was lower than with other aspects of the tour. Figure 1 shows the results of the cross-tabulation with the main means of transportation used for sightseeing in the prefecture. Figure 1 shows only the main means of transportation in the prefecture with more than 10 responses. Approximately 50% of the respondents answered that they mainly used "local buses and excursion buses" as their main means of transportation within the prefecture. Only 18.9% of the

Table 1. Number of guests staying in the prefecture

	Day trip	1 night	2 night	3 night	4 nights or more
Visit only within Ishikawa Prefecture (N=156)	9.0%	46.2%	36.5%	5.8%	2.6%
Visit other prefectures (N=64)	20.3%	35.9%	34.4%	9.4%	0.0%
Total	12.3%	43.2%	35.9%	6.8%	1.8%

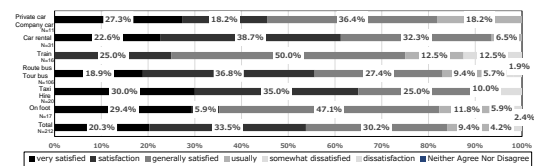


Figure 1. Degree of satisfaction by main means of transportation

respondents were "very satisfied" with local buses and excursion buses. In addition, "train" and "taxi/hire" had "somewhat dissatisfied" and "dissatisfied" responses totaling more than 10% of the total respondents. The main reasons given were that the bus route maps were difficult to understand and that cabs were hard to catch. In addition, "train" and "taxi/hire service" had "somewhat dissatisfied" and "dissatisfied" responses totaling more than 10% of the total respondents. The main dissatisfaction points cited were that the bus route maps were difficult to understand and that cabs were difficult to catch.

3. CONCLUSIONS

In this study, questionnaire survey was conducted and analyzed to examine the characteristics of tourist behavior around Ishikawa Prefecture. The results revealed that most visitors to Ishikawa Prefecture visit only Ishikawa Prefecture, with overnight stays. Satisfaction with transportation was low in Ishikawa Prefecture. Many respondents were dissatisfied with bus route maps. The future task is to develop a model of sightseeing tour behavior in Ishikawa Prefecture that considers the touring behavior of each attribute, and to apply this model to transportation policies in Ishikawa Prefecture to improve tourist satisfaction.

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