

Measuring Attractiveness of Tourism Resources by Focusing on Kansei Value Structure: Possibility of Inviting Visitors Using the Japanese Heritage “Ako Salt.”

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Abstract— In this study, we measured and categorized the tourism motivations of foreigners who wish to visit Japan to attract inbound visitors and illustrate that the willingness to experience tourism resources differs depending on the type of tourism motivation. We first collected domestic and international scales related to tourism motivations and analyzed the results of rating the importance of each item to create a new tourism motivation scale consisting of comprehensive and representative items. Using this scale, an online questionnaire was administered to 1157 people living in eight countries and regions (the United States, the United Kingdom, France, Germany, Italy, China, Taiwan, and Hong Kong), and six factors were extracted. As a result of cluster analysis based on the scores of these six factors, we found that the participants could be classified into eight tourism motivation types and that the evaluation of local tourism resources differed depending on the tourism motivation type.

I. INTRODUCTION

Now that the number of foreign tourists visiting Japan has plummeted due to the COVID-19 epidemic, tourist destinations, especially in rural areas, need practical and effective ways to attract them back. Although each tourist destination has made various efforts in the past, it is difficult to provide tourist resources that match the demands of foreign tourists, and even if there are attractive resources, they might not be fully utilized [1]. In addition, although it is empirically known that sensory aspects such as emotions and impressions of the region brought about by local experiences enhance the region’s attractiveness, it is difficult to objectively capture what stimulates tourists’ senses.

The “psychological factors that motivate people to go sightseeing”[2] are collectively called tourism motivations, but the measurement methods are not unified. For example, previous studies have classified tourism motivations into push factors and pull factors and adopted a model in which the former determines whether to go on a trip and the latter determines where to go, but the interaction between the two cannot be ignored [3]. For this reason, researchers have

developed their own tourism motivation scales [2], [5]-[10]. Because these scales were developed according to individual theories and research objectives, they have biases and deficiencies. Therefore, we sought to create a new tourism motivation scale that has fewer problems by comprehensively integrating and reconstructing several existing scales.

Although tourism motivations can be measured, it is difficult to satisfy them individually, so it is important to classify participants’ motivation types based on the measurement results. Classification based on sensitivity information, such as individual preferences and emotions, is useful for intuitively overlooking individual differences [11]. In this study, we classify tourists not by demographic attributes such as country, age, and gender, but by their tourism motives. This allows us to understand the more general tourism motives. To conduct such a classification, it is necessary to recruit participants from many countries and regions.

If the method of measuring tourism motivations and suggesting stories accordingly is useful, we expect that the method will be able to enhance the attractiveness of the region and strengthen individuals’ desire to visit it, even in tourist areas with few resources.

II. METHOD

A. Tourism Motivation Scale

A preliminary survey was conducted to develop a tourism motivation scale. First, a total of 186 items related to tourism motivations were collected from domestic and international studies[2],[7]-[11] that involved different participants and regions. Of these, 160 items were obtained by excluding complete duplicates. The participants of the preliminary survey were 50 Japanese individuals (24 males and 26 females; mean age 38.9 years) with different occupations and interests, as well as different tourism motivations. Participants were asked to think of a trip they would take and to rate the

Table1. Tourism Motivation Scale and Results of Factor Analysis.

Tourism Purposes	F1. City	F2. Local	F3. Stimulus	F4. Encounter	F5. Spirituality	F6. Nature
I want to go shopping.	.79	-.13	.01	-.06	.00	-.07
I want to enjoy pop culture and modern trends.	.54	.08	.15	-.01	.11	-.14
I want to speak with fellow travellers.	.53	-.06	.01	.17	.06	-.06
I want to go to an advanced region.	.44	.06	.18	.01	.00	.05
I want to see famous tourist spots.	.44	.23	-.07	-.18	.21	.07
I want to make memories with my fellow travellers.	.43	.21	.03	.02	.01	-.07
I want to enjoy my stay at my hotel accommodations.	.42	.10	.09	.03	-.13	.08
I want to enjoy my favorite sports and outdoor activities.	.34	-.27	-.12	.30	.17	.22
I want to be able to boast to friends and acquaintances.	.34	-.13	.19	.32	-.05	-.04
I want to taste food and drink unique to the location.	.12	.64	-.12	-.08	.03	-.05
I want to enjoy the history and traditional culture of the location.	-.10	.63	.01	-.04	.22	-.08
I want to experience new things in an unknown environment.	-.13	.63	.05	.21	-.02	-.09
I want to enjoy the look and feel of the local streets and townscapes.	.00	.46	.13	-.18	.18	.17
I want a change of scenery to help me refresh.	-.02	.46	-.15	.19	-.21	.32
I want to sate my curiosity.	-.02	.42	.37	.02	.04	-.09
I want a break from routine life.	.02	.42	.03	.20	-.15	.17
I want to enjoy living daily life like a local.	.12	.21	.08	.16	.08	.07
I want to experience unexpected and surprising things.	.03	-.06	.77	.06	-.04	-.01
I want to do something exciting.	.09	-.02	.71	-.01	-.05	.10
I want to wander with no real destination in mind.	.20	-.03	.52	.14	-.18	.02
I want to learn something.	-.19	.11	.31	.17	.29	.07
I want to meet new people.	.06	.12	-.02	.63	.11	-.10
I want to take it as a chance to change my values and outlook on life.	-.03	.07	.13	.59	.02	.04
I want to challenge myself with something new.	-.07	.03	.20	.55	.04	.06
I want to build relationships in my destination, and come back in future.	.17	-.07	.12	.51	.13	-.05
I want to experience the location's traditional performing arts (music, theater, dance).	-.01	.06	-.12	.14	.71	.07
I want to enjoy entertainment (musicals, concerts, shows, etc...).	.18	-.11	-.09	.27	.55	.01
I want to enjoy art (galleries, architecture, etc...).	.07	.12	.11	-.11	.50	.13
I want to take part in local festivals and events.	.13	.25	-.11	.23	.38	-.07
I want to enjoy nature.	-.15	.02	.07	-.10	.13	.76
I want to enjoy scenery in the countryside, away from cities.	-.08	-.12	.08	.10	.09	.67
I want to enjoy seasonal attractions.	.17	.02	.08	-.10	.12	.51
I just want to relax and take it easy.	.33	.24	-.22	-.02	-.19	.33

importance of 160 items on a 7-point scale. As a result of cluster analysis (ward method) of the rating values, 24 clusters were obtained, and the 24 items with the highest importance scores were selected from each cluster. The above procedure was used to select items that were impartial, inclusive, and representative. Based on this, experts from travel agencies discussed the results and supplemented the missing items to form a 33-item tourism motivation scale (Table 1).

Table2. Stories and Themes

Abbreviation	Story Theme
A: Cuisine	Savour Minimal Cuisine Seasoned with Salt from Ako
B: Salt Making	Learn the Secrets of Coexisting with Nature on a Salt Making Experience
C: Spirituality	Learn about Japanese Religious Culture and Spirituality through the Salt of Ako
D: Bushido	Learn about Bushido, the Samurai Code of Honour, in Ako
E: Inland Sea	Enjoy Japan's Largest Inland Sea, from which Ako Salt is Produced
F: Strolling	Stroll Through a Town Where the Ingenuity Born from the Salt Making Industry is Still Very Much Alive
G: Chef	Visit a Local Producer with a Chef and Enjoy Seasonal Ingredients Seasoned with Ako Salt

B. Stories

We created seven stories with the JAPAN HERITAGE “Banshu Ako, the largest salt production site in Japan” (Table 2). All of these stories focused on salt and combined multiple

A

Savour Minimal Cuisine Seasoned with Salt from Ako

The natural salt found in Ako has the perfect balance of minerals, and a sprinkle of this salt alone makes for the best seasoning. It has give rise to a minimalistic food culture in the area, since this precious salt brings out the inherent flavour of dishes without the need to add anything unnecessary.

Ako is set in a lush natural environment, and there are plenty of seafood and other regional delicacies to be enjoyed. Take the time to try the region's minimal cuisine, and you'll be able to experience these fresh ingredients elevated to another level of flavour by Ako salt.

From sea bream baked in a salt crust, to fresh oysters served with a pinch of salt, soba noodles and even sweets made with salt, there is plenty to be enjoyed at the inns and restaurants around Ako.







Sample Itinerary

Ginpasso (Hot Spring Inn)



At Ginpasso hot spring inn, you can take in a 180° panoramic view of the Seto Inland Sea as you unwind in the open-air hot spring bath.

Meals at the inn allow you to sample the local fare, including fresh sea bream from the Seto Inland Sea that has been packed in a salt crust and baked.

Umi-no-Ebi Shiosai Market (Fish Market)



At this market, you can eat fresh fish and oysters from the Seto Inland Sea, served with salt from Ako.

Confectionery stores and cafes located around Ako



A number of long-standing confectionery stores dotted around town produce salted manju buns, a specially steamed bun filled with sweet bean paste seasoned with salt from Ako.

At stores that serve Western confectionery, you can even enjoy gelato and madeleines seasoned with salt from Ako.

Figure1. An Example of Story Introduction

tourism resources in Ako City. The overarching theme of each story was introduced in combination with specific examples of stops so that readers could imagine what kind of experiences they could have in Ako City. For example, in the case of “A: Cuisine,” the theme was “Savour Minimal Cuisine Seasoned with Salt from Ako,” and documents and photographs introducing salt-making experiences and dishes using salt were presented (Figure 1).

C. Participants

One hundred and fifty-seven participants from eight countries and regions residing in their own countries participated. They were hoping to visit Japan. The breakdown of participants was as follows: 161 from the United States (81 males, 80 females; mean age 44.8 years), 160 from the United Kingdom (81 males, 79 females; mean age 43.5 years), 100 from France (52 males, 48 females; mean age 37.8 years), 127 from Germany (67 males, 60 females; mean age 41.3 years), 134 from Italy (69 males, 65 females; mean age 40.3 years), 171 from China (89 males, 82 females; mean age 35.5 years), 154 from Taiwan (71 males, 83 females; mean age 44.8 years), and 150 from Hong Kong (77 males, 73 females; mean age 44.3 years).

D. Procedure

The survey was online. The participants were recruited on Amazon Mechanical Turk by country/region (8) x gender (2) x age (20s, 30s, 40s, 50s, 60s and above) and directed to a Google Forms questionnaire corresponding to each condition. In China, Taiwan, and Hong Kong, Amazon Mechanical Turk was not able to obtain applications from participants. Hence, we recruited participants with the cooperation of a local research company. In this case, the participants were screened in advance, and the responses of participants who met the criteria were accepted on the web page of the survey company.

First, the participants rated the importance of each item of the tourism motivation scale (Table 1) on a 7-point scale from not at all important (1) to very important (7). Next, they were asked to indicate their willingness to visit Ako City on a 7-point scale from “not at all (1)” to “very much (7)” as a pre-survey. After that, they viewed the panels introducing the seven stories (Figure 1) in turn and graded each story. At this time, they responded with their willingness for experiencing each story, as well as impressions and emotion words. Finally, as a post-survey, they were asked again to provide their willingness to visit Ako City. All the questionnaires, including the tourism motivation scale and the stories, were translated into the languages of the countries and regions concerned.

III. RESULTS AND DISCUSSION

A. Type Classification

Six factors were extracted based on the factor analysis of the tourism motivation scale (table 1).

As a result of cluster analysis (ward method) of the scores of these six factors, the participants were classified into eight different types of tourism motivations. Figure 2 shows the mean scores of the items included in each factor by tourism motivation type (8). A two-way ANOVA of tourism motivation type (8) x factor (6) was applied to each participant’s score. As a result, the main effects and the interaction were found, $F(7, 1149) = 1030.2, p < .01$; $F(5, 5745) = 374.8, p < .01$; $F(35, 5745) = 62.2, p < .01$. The results of multiple comparisons using the Holm method showed that there were significant differences in the scores of each type of tourism motivation ($p < .05$). In addition, mean scores were obtained for each tourism motivation type (8) x item (33), and item z-values were calculated based on the mean and standard deviation of all items for each tourism motivation type (8). Table 3 provides a list of the z-values for each tourism motivation type. For example, in the T1 type, the z-value of “I want to go shopping” among the items in F1. City was -1.9, indicating that shopping was rated relatively low. Based on the z-values and the scores that showed significant differences, each type was interpreted as follows. In the following, the factor name is added to the z-value, such as “-1.9; F1. City.”

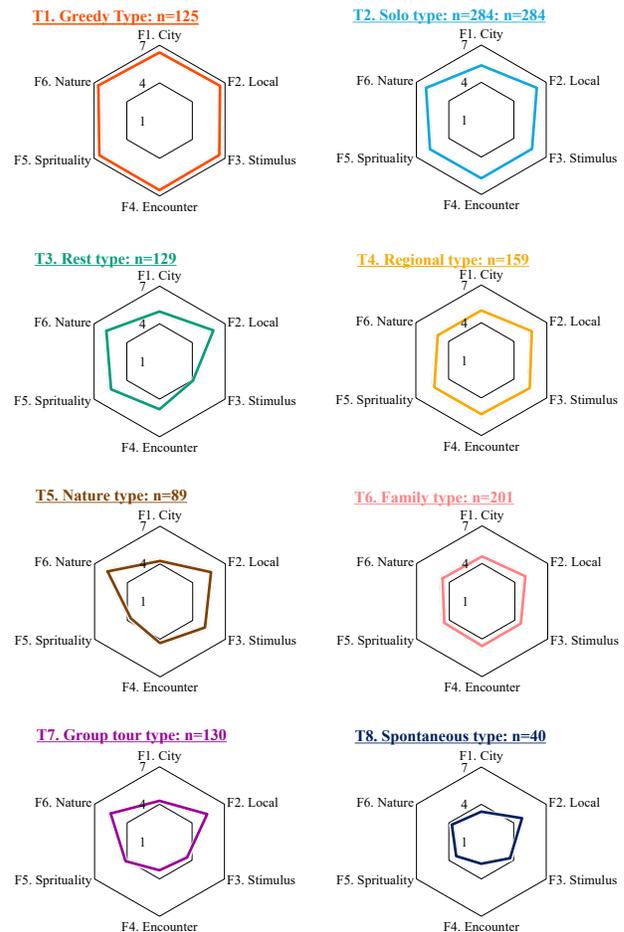


Figure2. Eight Types of Tourism Motivations

Table3. z-Values for each Tourism Motivation Type

Tourism Purposes	T1	T2	T3	T4	T5	T6	T7	T8
I want to go shopping.	-1.9	-1.5	-0.6	-1.8	-1.3	-0.8	-0.3	-0.4
I want to enjoy pop culture and modern trends.	0.4	-0.9	-0.2	-0.5	-0.9	-0.2	-0.2	-0.3
I want to speak with fellow travellers.	-1.1	-1.6	-0.8	-1.1	-1.1	-0.4	-0.5	-0.8
I want to go to an advanced region.	-0.4	-1.1	-0.5	-0.5	-0.5	-0.7	-0.1	-0.1
I want to see famous tourist spots.	1.7	0.7	0.9	0.4	0.4	1.1	1.0	0.5
I want to make memories with my fellow travellers.	0.2	-0.1	0.4	0.0	-0.1	1.0	0.4	0.3
I want to enjoy my stay at my hotel accommodations.	-1.0	-0.9	-0.1	-0.6	0.1	0.7	0.3	-0.1
I want to enjoy my favorite sports and outdoor activities.	-2.3	-1.7	-0.6	-2.2	-1.4	-1.5	-0.6	-1.4
I want to be able to boast to friends and acquaintances.	-1.6	-2.6	-1.9	-2.0	-1.4	-2.1	-1.9	-1.3
I want to taste food and drink unique to the location.	0.2	1.5	1.5	1.8	1.3	2.0	1.6	2.1
I want to enjoy the history and traditional culture of the location.	0.7	1.3	1.2	1.5	1.2	1.5	1.2	2.1
I want to experience new things in an unknown environment.	0.6	1.0	1.1	1.3	1.0	1.8	1.0	1.4
I want to enjoy the look and feel of the local streets and townscapes.	0.7	1.3	1.2	1.7	1.3	0.7	1.3	1.3
I want a change of scenery to help me refresh.	0.6	1.1	1.4	0.5	1.3	1.3	1.4	1.0
I want to sate my curiosity.	0.2	0.9	0.3	1.2	0.9	1.6	0.6	1.8
I want a break from routine life.	0.9	0.7	0.8	0.6	1.0	0.7	0.8	0.8
I want to enjoy living daily life like a local.	-1.6	-0.2	0.2	0.3	-0.1	-0.5	0.2	0.4
I want to experience unexpected and surprising things.	-0.1	-0.7	-2.4	0.6	0.4	-0.9	-1.5	-0.4
I want to do something exciting.	0.2	0.0	-1.6	0.8	0.6	-0.4	-0.9	-0.3
I want to wander with no real destination in mind.	-2.1	-0.7	-1.9	-0.2	0.1	-1.0	-1.2	0.0
I want to learn something.	0.9	0.6	-0.6	0.9	0.3	0.6	-0.5	0.4
I want to meet new people.	0.3	-0.2	-0.3	0.3	-0.6	0.1	-1.1	-1.4
I want to take it as a chance to change my values and outlook on life.	0.6	0.2	-0.6	0.6	-0.3	-0.4	-1.2	-1.2
I want to challenge myself with something new.	0.4	-0.2	-0.5	-0.1	-0.4	-0.4	-1.1	-0.7
I want to build relationships in my destination, and come back in future.	-0.5	-0.4	-1.0	-0.4	-1.1	-0.6	-1.7	-1.7
I want to experience the location's traditional performing arts (music, theater, dance).	0.7	0.0	0.4	0.3	-1.6	-0.9	-0.3	-0.7
I want to enjoy entertainment (musicals, concerts, shows, etc...).	-0.8	-0.6	-0.1	-0.5	-2.0	-1.1	-0.9	-1.1
I want to enjoy art (galleries, architecture, etc...).	-0.3	0.3	0.3	0.1	-0.9	-0.6	-0.1	-0.3
I want to take part in local festivals and events.	0.8	0.1	0.5	0.6	-0.9	-0.3	-0.1	0.0
I want to enjoy nature.	1.0	1.6	1.2	-0.3	1.7	0.5	1.4	0.1
I want to enjoy scenery in the countryside, away from cities.	0.6	0.6	0.3	-0.9	1.0	-1.1	0.8	-0.5
I want to enjoy seasonal attractions.	1.1	0.8	0.7	-0.9	0.7	-0.2	0.7	-0.6
I just want to relax and take it easy.	0.7	0.7	1.3	-1.4	1.2	0.4	1.6	1.0

The scores of the first type (T1) were significantly higher than those of the other types in all of the following categories: F1. City, F2. Local, F3. Stimulus, F4. Encounter, F5. Culture, and F6. Nature. There were no significant differences between the scores for F1. City, F2. Local, F3. Stimulation, F4. Encounter, F5. Culture, and F6. Nature. Because this type can be interpreted as having high motivation for everything, we named it T1. Greedy type.

The scores of the second type (T2) were overall the second highest after T1. Greedy type; however, F1. City received the lowest score among the six factors. In particular, the scores for “I want to show off to my friends and acquaintances (-2.6; F1. City)” and “I want to talk with my companion (-1.6; F1. City)” were low. This suggests that individuals of this type prefer to act independently. Therefore, we named this type T2. Solo type.

The scores of the third type (T3) were high for F2. Local and F6. Nature, although they were low for F3. Stimulus, followed by F1. City and F4. Encounter. In particular, the scores for “I want a change of scenery to help me refresh (1.3; F2. Local)” and “I just want to relax and take it easy (1.3; F6. Nature)” were high. This could be interpreted as a desire for rest. In addition, the scores for “I want to experience unexpected and surprising things (-2.4; F3. Stimulus)” and “I want to wander with no real destination in mind (-1.9; F3. Stimulus)” were low. This could be interpreted as a desire to

proceed as planned. For these reasons, we named this type T3. Rest type.

The scores of the fourth type (T4) were high for F2. Local and low for F1. City and F6. Nature. The scores for “I just want to relax and take it easy (-1.3; F6. Nature)” and “I want to go shopping (-1.8; F1. City)” were low. On the other hand, the scores for “I want a change of scenery to help me refresh (1.3; F2. Local)” and “I just want to relax and take it easy (1.3; F6. Nature)” were high. For these reasons, we named this type T4. Community Experience type.

Scores of the fifth type (T5) were high for F2. Local and F6. Nature, followed by F3. Stimulus. On the other hand, the score for F5. Culture was low, followed by F1. City and F4. Encounter. The scores for “I want to enjoy nature (1.7; F6. Nature),” “I want to enjoy scenery in the countryside, away from cities (1.0; F6. Nature),” and items related to local food, culture, and street were high (1.0-1.3; F2. Local), whereas scores for traditional performing arts (-1.6; F5. Culture) and entertainment (-2.0; F5. Culture) were very low. This could be interpreted to mean that they seek natural scenery and local climate more than human creations. Based on these facts, we named this type T5. Natural type, referring to the previous study [5].

The scores of the sixth type (T6) were lower overall, although higher for F2. Local, and lower for F6. Nature and the F5. Culture when the six factors were compared. In

Table4. Percentage of Tourism Motivation Type by Country

	T1. Greedy	T2. Solo	T3. Rest	T4. Regional	T5. Nature	T6. Family	T7. Group tour	T8. Spontaneous
United States	26.1% \triangle	26.1% -	5.6% \blacktriangledown	18.6% -	1.9% \blacktriangledown	17.4% -	3.1% \blacktriangledown	1.2% -
United Kingdom	12.5% -	31.3% \triangle	3.1% \blacktriangledown	16.3% -	15.6% \triangle	11.3% \blacktriangledown	6.9% -	3.1% -
France	20.0% \triangle	28.0% -	7.0% -	15.0% -	12.0% -	7.0% \blacktriangledown	7.0% -	4.0% -
Germany	4.7% \blacktriangledown	18.9% -	2.4% \blacktriangledown	21.3% \triangle	10.2% -	30.7% \triangle	5.5% \blacktriangledown	6.3% -
Italy	13.4% -	32.1% \triangle	3.0% \blacktriangledown	19.4% -	6.0% -	17.9% -	4.5% \blacktriangledown	3.7% -
China	3.5% \blacktriangledown	19.9% -	21.6% \triangle	7.6% \blacktriangledown	9.4% -	14.0% -	19.9% \triangle	4.1% -
Taiwan	2.6% \blacktriangledown	27.3% -	24.0% \triangle	4.5% \blacktriangledown	2.6% \blacktriangledown	16.9% -	19.5% \triangle	2.6% -
Hong Kong	6.0% \blacktriangledown	14.0% \blacktriangledown	18.0% \triangle	10.0% \blacktriangledown	5.3% -	23.3% \triangle	20.0% \triangle	3.3% -

addition to local food and culture (1.5 to 2.0; F2. Local), scores for “I want to experience new things in an unknown environment (1.8; F2. Local)” were high, whereas scores for “I want to make memories with my fellow travellers (1.0; F1. City)” and “I want to enjoy my stay at my hotel accommodations (0.7; F1. City)” were relatively high. This type was named T6. Family type because such individuals were not positive about activities but enjoyed staying in unusual environments and with their companions.

The scores of the seventh type (T7) were high for F2. Local and F6. Nature, followed by F1. City and F5. Culture; meanwhile, they were low for F4. Encounter, followed by F3. Stimulus. This could be interpreted as having a broad interest in the local food, culture, nature, urban tourism, and culture but not seeking local interaction and any unforeseen circumstances. Therefore, we named this type T7. Tour type, because it is thought that such individuals prefer to travel widely and shallowly in a predetermined course, such as a school trip or a bus tour.

The scores of the eighth type (T8) were generally very low, and only the score for F2. Local was over the midpoint of 4 (Neither). When the six factors were compared, the scores were high for F2. Local and low for F4. Encounter. Local food and culture (all 2.1; F2. Local) and “I want to sate my curiosity (1.8; F2. Local)” received high scores, whereas “I want to build relationships in my destination, and come back in the future (-1.7; F4. Encounter)” received the lowest scores. According to these scores, it could be interpreted that what such individuals seek in the local area is food and culture to satisfy their curiosity, and they do not think about exchange or revisiting. For this reason, we named this type T8. Whimsical type.

A. International Comparison

As a result of analyzing the proportions of the eight types of tourism motives by country and region, differences between Western and Eastern countries and country-specific characteristics were found. Table 4 shows the percentage of tourism motive types by country and region. The results of the χ -square test were indicated with \triangle when the percentages were significantly high and \blacktriangledown when the percentages were low ($p < .05$).

First, Western countries as a whole scored high on the tourism motivation scale, indicating that they are active. In the United States and France, the T1. Greedy type accounted

for a large proportion of the total, and in the United Kingdom and Italy, the T2. Solo type accounted for a large proportion of the total (all $p < .05$; the same hereinafter). In addition to this, T5. Natural type accounted for a large proportion in the United Kingdom. However, among the Western countries, Germany had relatively low scores on the tourism motivation scale, and T4. Community Experience type and T6. Family type accounted for a large proportion.

Eastern countries, on the other hand, tended not to seek out stimulation and encounters. For example, in China, Taiwan, and Hong Kong, the proportions of T3. Rest type and T7. Tour type were large, and the proportions of T1. Greedy type and T4. Community Experience type were small. In addition to this, in Hong Kong, the proportion of the T6. Family type was large. Although it was pointed out that these differences between Western and Eastern countries originate from cultural differences,[12] it could be seen that different countries/regions have different characteristics even in the same cultural sphere.

As a result, when attracting inbound visitors, it is necessary to keep in mind that the types of tourism motivation differ between Western and Eastern countries and to consider the fact that each country/region has its own distinctive preferences, as in the case of the United Kingdom and Germany.

B. Willingness to Visit

Figure 3 shows a comparison of the willingness to visit Aki City before and after reading the stories. In general, the score of willingness to visit after reading the story was higher than before reading the story. In addition, willingness to visit differed by tourism motivation type.

To verify this, a two-way ANOVA of tourism motivation type (8) \times before and after (2) was applied. As a result, main

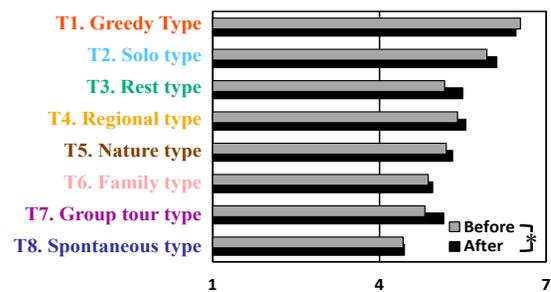


Figure3. Differences in Willingness to Visit

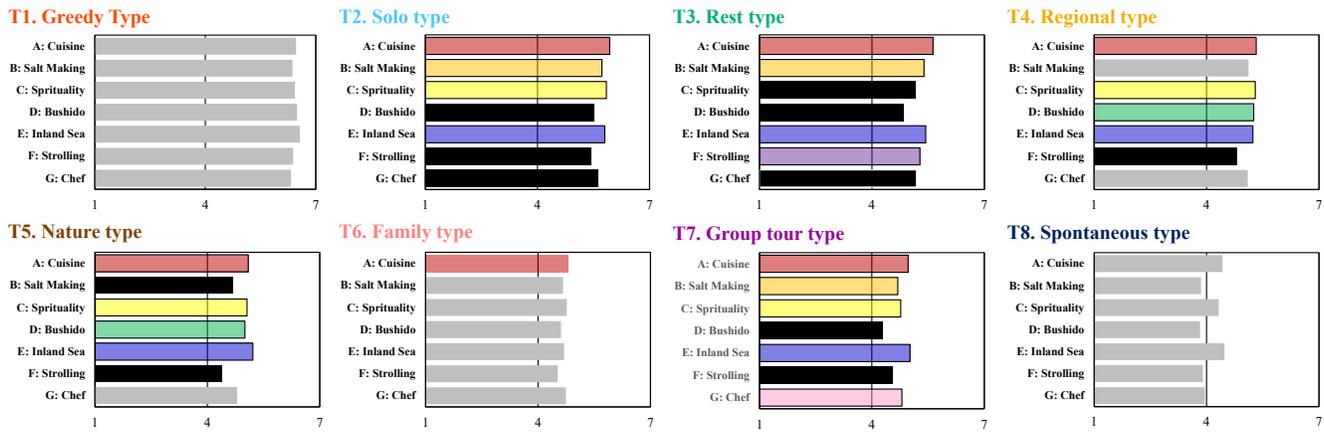


Figure 4. Willingness to Experience the Story by Tourism Motivation type

effects of tourism motivation type and before and after were found, $F(7, 1149) = 49.2, p < .01$; $F(1, 1149) = 11.0, p < .01$. The main effect of before and after means that the willingness to visit Ako City significantly increased after reading the story, suggesting that exposure to the story increased participants' interest in the region. However, the effect size was small ($\eta^2 = 0.01$). Since the participants originally wanted to go to Japan, the effect of the story might have been small.

The results of multiple comparisons using the Holm method showed that the willingness to visit was higher in the T1. Greedy type, followed by T2. Solo type, T3. Rest type, T4. Community Experience type, T5. Natural type, T6. Family type, T7. Tour type, and T8. Whimsical type ($p < .05$). This suggests that individuals who seek a variety of tourism contents are more willing to visit.

C. Willingness to Experience

The mean values of the willingness to experience the story for each tourism motivation type are shown in Figure 4. The figure shows that there were differences in willingness to experience depending on the type of tourism motivation.

To verify this, a two-way ANOVA of tourism motivation type (8) \times story (7) was applied. As a result, main effects of tourism motivation type and story, as well as their interaction, were found, $F(7, 1149) = 75.0, p < .01$; $F(6, 6894) = 20.6, p < .01$; $F(42, 6894) = 2.23, p < .01$. Simple main effects of tourism motivation type at A: Cuisine, B: Salt Making, C: Spirituality, D: Bushido, E: Inland Sea, F: Strolling and G: Sheff were significant ($p < .01$). Simple main effects of story at T2. Solo type, T3. Rest type, T4. Community Experience type, T5. Natural type, T7. Tour type, and T8. Whimsical type were also significant ($p < .01$).

In addition, multiple comparisons using the Holm method showed significant differences in the willingness to experience the story for each type of tourism motivation. To see the details, Figure 4 shows stories that scored higher than the other stories for each tourism motivation type in color, stories that scored lower in black, and stories that were not significantly different from the other stories in gray ($p < .05$).

These results indicate the usefulness of suggesting stories according to tourism motivation types, rather than national,

regional, or cultural differences. For example, because individuals are generally highly willing to experience A: Cuisine and E: Inland Sea, it could be said that these can be actively suggested to all types. On the other hand, D: Bushido is a story that should be suggested after determining the type, because the willingness to experience it is low in T2. Solo type, T3. Rest type, and T7. Tour type but high in T4. Community Experience type and T5, Natural type. The difference between the three types with low willingness to experience and the two types with high willingness to experience is the F3: Stimulus score (Figure 2), and in particular, their evaluation of unexpected events is divided (Table 3). Reducing the stimulus might make the story more appealing to these types of people. These results suggest that by focusing on the differences and commonalities among tourism motivation types, local attractions using tourism resources can be created quantitatively and scientifically rather than through experience.

IV. CONCLUSIONS

In this study, we first identified the tourism motivations of foreigners who wish to visit Japan. We created a new tourism motivation scale based on a number of scales to avoid bias in the scale. Furthermore, by inviting participants from eight different countries and regions, we were able to capture a wide range of demand from foreign tourists wishing to visit Japan. As a result, we were able to divide the participants into eight types, each with its own characteristics.

In addition, this study showed that the willingness to experience each story differed according to tourism motivation type. While the distribution of tourism motivation types was broadly different between the West and the East, there were also national and regional characteristics. However, the eight tourism motivation types were present in all countries and regions. This suggests that the demand of foreign tourists should be understood based on their tourism motivation type, not on the country or region in which they live.

The study also indicates that it would be useful to provide a combination of local tourism resources according to tourism

motivations. The willingness to visit increased after evaluating the stories for all types except for the T1. Greedy type, whose willingness to visit was high to begin with. Further verification is needed to elucidate the process of improving the willingness to visit. It is worth noting, however, that at least simply being exposed to the stories and thinking about whether or not one wants to experience them could improve one's impression of the region. This study will serve as a basis for exploring practical and effective ways to encourage people to visit the region.

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