

# An Analysis of the Questionnaire Investigation on Tourists' Behavior

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## Abstract

Tourists from abroad are increasing rapidly in Japan. Particular aims of local government are to overcome the common problems of an aging population and declining birthrate through tourism-generated income and to stimulate the local society through regional exchange and migration. In order to analyze economic aspects of tourism, accurate and up-to-date statistics and information regarding tourism are needed. Specifically, this study presents opportunities for inter-regional cooperation in marketing, in light of studies of tourist behavior at events featuring seasonal flowers and held in Kawazu town, which is located on the Izu Peninsula in Shizuoka Prefecture. In this paper, a questionnaire investigation is executed in order to clarify tourists' behavior, and to seek the possibility of developing regional collaboration among local government, tourism related industry and visitors. Hypothesis testing was executed based on that. Some interesting and instructive results were obtained.

**Keywords:** Tourism, Izu Peninsula, Kawazu Cherry Tree, Hypothesis testing

## 1. Introduction

In recent years in Japan, the national and local governments have been trying to attract foreign tourists by using strategic approaches and developing tourist facilities, with the aim of promoting regional exchange and generating economic benefits. Particular aims of local government are to overcome the common problems of an aging population and declining birthrate through tourism-generated income and to stimulate the local society through regional exchange and migration.

However, in order to take measures that will increase tourism, it is necessary to understand the attraction of particular regions in Japan, as well as the resources they offer to tourists. Moreover, it is necessary to have a picture of the tourists that might want to such regions.

Although it is useful to have an understanding of an issue at a given time and under specific social conditions, it is difficult to analyze chronological changes or cross-regional trends statistically. It is standard practice to design a survey such that it permits examination of the statistics for a given region over time, but in order to investigate solutions to problems shared across regions it is necessary to carefully examine the critical basic data as well as appropriate methods of data collection.

To try to obtain such data, preceding studies on tourist destinations that have statistically analyzed trends in tourist behavior will now be reviewed.

Yoshida et al. designed and conducted a visitor survey on the spot, which used a questionnaire to investigate the activities of visitors to the Ueno district in Taito ward, Tokyo. Doi et al. analyzed the image of the Izu Peninsula as a tourist destination in their 2003 study "Questionnaire Survey on the Izu Peninsula." Kano conducted tourist behavior studies in Atami city in 2008, 2009, 2014 and in other years.

In this paper, a questionnaire investigation was executed in Kawazu town in February 2015, which was conducted to coincide with events on the Izu Peninsula featuring flowers; the Kawazu Sakura Festival (Feb-Mar), and ways that regions can collaborate to carry out surveys of tourist behavior was also performed.

This survey of tourist behavior was carried out in February 2015, during the Kawazu Cherry Blossom Festival. Given the geographical peculiarities of Kawazu town and its relative lack of accommodation facilities, some of the survey personnel were located also at Izukyu-Inatori Station and Izukyu-Shimoda Station. On the first day of the

survey, the weather was good, while on the second it was raining.

The 25th Kawazu Cherry Blossom Festival was held from February 10 to March 10, 2015. It was attended by 801,330 people, which was an increase of 9% over the previous year.

On the first day of the survey, 30-50% of the flowers were in bloom, and the nighttime illuminations lit up on the evening of the 21st. According to the figures of the Kawazu town Tourist Association, there were 30,590 visitors on the 21st and 20,913 visitors on the 22nd.

During the Kawazu Cherry Blossom Festival, around 150 stores were offering food & drink or souvenirs on the road with the row of cherry trees linked to Kawazu Station. The numbers of events were held during the festival, including the “Semi Gourmet” and “Izu no Odoriko Photography Event.”

In this paper, a questionnaire investigation is executed in order to clarify tourists’ behavior, and to seek the possibility of developing regional collaboration among local government, tourism related industry and visitors. Hypothesis testing was executed based on that.

We have made 7 Null hypotheses based upon these and hypothesis testing is executed.

Some interesting results were obtained.

The rest of the paper is organized as follows. Outline of questionnaire investigation is stated in section 2. Hypothesis Testing is carried out in section 3, which is followed by the Remarks of section 4.

## 2. Outline and the Basic Statistical Results of the Questionnaire Research

### 2.1 Outline of the Questionnaire Research

We make a questionnaire investigation on tourists’ behavior who has visited Izu Peninsula and is studied mainly at Kawazu town in Shizuoka Prefecture. Kawazu town is famous for its cherry trees. The outline of questionnaire research is as follows. Questionnaire sheet is attached in Appendix.

- |     |                        |   |   |
|-----|------------------------|---|---|
| (1) | Scope of investigation | : | Tourists who have visited Kawazu town in Shizuoka Prefecture, Japan                               |
| (2) | Period                 | : | February 21,22/ 2015  |
| (3) | Method                 | : | Local site, Dispatch sheet, Writing by himself/herself  |
| (4) | Collection             | : | Number of distribution 500<br>Number of collection 478(collection rate 95.6%)<br>Valid answer 478 |

### 2.2 Basic Statistical Results

Now, we show the main summary results by single variable.

#### 2.2.1 Characteristics of Answers (Q4)

##### (1) Sex (Q2)

Male 37.24%, Female 59.83%, (Not filled in 2.93%)

##### (2) Age (Q3)

10<sup>th</sup> 2.51%, 20<sup>th</sup> 14.23%, 30<sup>th</sup> 12.76%, 40<sup>th</sup> 13.18%, 50<sup>th</sup> 18.41%, 60<sup>th</sup> 17.78%, More than 70 8.37%, (Not filled in 12.76%)

##### (3) Occupation (Q4)

Independents 3.77%, Office worker 48.74%, Student 4.81%, Housewife 16.53%, No job 12.13% Miscellaneous 1.26%, (Not filled in 12.76%)

##### (4) Residence (Q1)

Tokyou 28.16%, Kanagawa 22.15%, Shizuoka 10.35%, Saitama 10.14%, Chiba 6.63%, Aichi 2.48%, Tochigi 2.48%, Ibaraki 1.86%, Gunma 1.24%, Yamanashi 1.24%, Osaka 0.83%, Nagano 0.83%, Gifu 0.62%, Fukushima 0.62%, Miyagi 0.62%, Else

##### (5) Fellow travelers (Q5)

Solo trip 3.35%, Couple 34.31%, Family 28.45%, Male’s small group 3.77%, Female’s small group 12.76%,

Male and female's small group 7.95%, Group (More than 7) 7.53%, Miscellaneous 0.42%, (Not filled in 1.46%)

(6) Visiting frequency to Izu Peninsula and Kawazu Cherry Tree:

Izu Peninsula=①First time 18.62% ②Second times 11.09% ③Third times 9.83% ④Fourth times 5.86%  
⑤Fifth~Nine times 15.90% ⑥More than ten times 37.66%, (Not filled in 1.05%)

Kawazu Cherry Tree =①First time 48.95% ②Second times 16.53% ③Third times 10.46% ④Fourth times 4.60% ⑤Fifth~Nine times 6.07% ⑥More than ten times 7.74% ⑦Has not been there 3.97%, (Not filled in 3.97%)

### 3. Hypothesis Testing

Hereinafter we make hypothesis testing based upon the questionnaire investigation data.

#### (1) Setting Hypothesis

We set the following 7 themes before setting Null Hypothesis.

A-1) Those who are young (10th,20th) come by the groups.

A-2) Those who visit frequently to Izu Peninsula (more than 3 times) also visit Kawazu town frequently (more than 3 times).

A-3) Those who live further (not near such as Tokyou, Kanagawa, Shizuoka, Saitama, Yamanashi, Chiba) visit Izu Peninsula by seeing the brochure of tour company or TV program.

A-4) Those who visit Izu Peninsula by the groups are not affected by the feeling of "Felt good at the previous visit".

A-5) Those who visit Izu Peninsula by their private automobile often come in one - day trip.

A-6) There are many repeaters to visit Izu Peninsula who lives near (such as Tokyou, Kanagawa, Shizuoka, Saitama, Yamanashi, Chiba).

A-7) Those who make one-day trip visit Shimoda than Inatori compared with those who make over-night stay.

Now, we set the following 7 Null hypotheses.

B-1) There is not so much difference concerning that those who are young (10th,20th) come by the groups or not.

B-2) There is not so much difference whether "those who visit frequently to Izu Peninsula also visit Kawazu town frequently" or not.

B-3) There is not so much difference whether "those who live further visit Izu Peninsula by seeing the brochure of tour company or TV program" or not.

B-4) There is not so much difference whether "those who visit Izu Peninsula by the groups are not affected by the feeling of "Felt good at the previous visit"" or not.

B-5) There is not so much difference whether "those who visit Izu Peninsula by their private automobile often come in one - day trip" or not.

B-6) There is not so much difference concerning whether "there are many repeaters to visit Izu Peninsula who lives near" or not.

B-7) There is not so much difference whether "those who make one-day trip visit Shimoda than Inatori compared with those who make over-night stay" or not.

#### (2) Hypothesis Testing

$\chi^2$  hypothesis testing is executed in order to clarify tourists' behavior.  $\chi^2$  hypothesis testing is to clarify the difference between the expected value and the observed data, which is shown in Eq.(1).

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i} \quad (1)$$

Where  $O_i$  is an observed data and  $E_i$  is an expected value. The results of statistical hypothesis testing are as follows.

Null Hypothesis B-1) There is not so much difference concerning that those who are young (10th,20th) come by the groups or not.

Summary table concerning Null Hypothesis B-1) is exhibited in Table 1.

Table 1. Summary table for Null Hypothesis B-1)

Q3:Age, Q5: Fellow travelers

	Real number				Expectation			$\chi^2$ value
	Group	Else	Total		Group	Else	Total	
10 <sup>th</sup> , 20 <sup>th</sup>	10	72	82	10 <sup>th</sup> , 20 <sup>th</sup>	6.156997	75.843	82	3.015352
Else	34	470	504	Else	37.843	466.157	504	P value
Total	44	542	586	Total	44	542	586	0.08248

The null hypothesis is not rejected with 5% significance level. It can be said that there is not so much difference concerning that those who are young (10<sup>th</sup>,20<sup>th</sup>) come by the groups or not.

(Rejection region is over 6.6349 for 1% significance level, 3.841 for 5% significance level, 3.537 for 6% significance level and 2.874 for 9% significance level by 1 degree of freedom.)

Null Hypothesis B-2): There is not so much difference concerning that they have experience of eating and drinking food in which the Rare Sugars are contained between those who know that the Rare Sugars are effective obese prevention and/or diabetes prevention and those who do not know.

Summary table concerning Null Hypothesis B-2) is exhibited in Table 2.

Table 2. Summary table for Null Hypothesis B-2)

Q6: Kawazu Cherry Tree, Q6: Izu Peninsula

	Real number				Expectation			$\chi^2$ value
	More than three times to Izu	Else	Total		More than three times to Izu	Else	Total	
More than three times to Kawazu	75	1	76	More than three times to Kawazu	62.45977	13.54023	76	25.091194
Else	68	30	98	Else	80.54023	17.45977	98	P value
Total	143	31	174	Total	143	31	174	5.47E-07

The null hypothesis is rejected with 1% significance level. It can be said that those who visit frequently to Izu Peninsula (more than 3 times) also visit Kawazu town frequently (more than 3 times).

Null Hypothesis B-3) There is not so much difference whether “those who live further visit Izu Peninsula by seeing the brochure of tour company or TV program” or not.

Summary table concerning Null Hypothesis B-3) is exhibited in Table 3.

Table 3. Summary table for Null Hypothesis B-3)

Q1: Address, Q9: Main occasion to visit to Izu Peninsula

	Real number			Expectation			$\chi^2$ value	
	Brochure by tour company or TV program	Else	Total	Brochure by tour company or TV program	Else	Total		
Else	44	100	144	Else	31.75242	112.2476	144	8.4002291
Neighboring people	70	303	373	Neighboring people	82.24758	290.7524	373	P value
Total	114	403	517	Total	114	403	517	0.003752

The null hypothesis is rejected with 1% significance level. It can be said that those who live further (not near such as Tokyou, Kanagawa, Shizuoka, Saitama, Yamanashi, Chiba) visit Izu Peninsula by seeing the brochure of tour company or TV program.

Null Hypothesis B-4): There is not so much difference whether “those who visit Izu Peninsula by the groups are not affected by the feeling of “Felt good at the previous visit”” or not.

Summary table concerning Null Hypothesis B-4) is exhibited in Table 4.

Table 4. Summary table for Null Hypothesis B-4)

Q5: Fellow travelers, Q9: Main occasion to visit to Izu Peninsula

	Real number			Expectation			$\chi^2$ value	
	Felt good at the previous visit	Else	Total	Felt good at the previous visit	Else	Total		
Group	0	28	28	Group	3.568035	24.43197	28	4.352315
Else	59	376	435	Else	55.43197	379.568	435	P value
Total	59	404	463	Total	59	404	463	0.036959

The null hypothesis is rejected with 4% significance level. It can be said that those who visit Izu Peninsula by the groups are not affected by the feeling of “Felt good at the previous visit”.

Null Hypothesis B-5): There is not so much difference whether “those who visit Izu Peninsula by their private automobile often come in one - day trip” or not.

Summary table concerning Null Hypothesis B-5) is exhibited in Table 5.

Table 5. Summary table for Null Hypothesis B-5)

Q7: Means of transportation to IZU Peninsula, Q12: Where are you going to go in Izu Peninsula?

	Real number				Expectation			$\chi^2$ value
	One-day trip	Else	Total		One-day trip	Else	Total	
Private automobile	27	47	74	Private automobile	15.57895	58.42105	74	13.340183
Else	49	238	287	Else	60.42105	226.5789	287	P value
Total	76	285	361	Total	76	285	361	0.00026

The null hypothesis is rejected with 1% significance level. It can be said that those who visit Izu Peninsula by their private automobile often come in one-day trip.

Null Hypothesis B-6): There is not so much difference concerning whether “there are many repeaters to visit Izu Peninsula who lives near” or not.

Summary table concerning Null Hypothesis B-6) is exhibited in Table 6.

Table 6. Summary table for Null Hypothesis B-6)

	Real number				Expectation			$\chi^2$ value
	Neighboring people	Else	Total		Neighboring people	Else	Total	
Many repeaters	231	25	256	Many repeaters	201.8774	54.12262	256	43.314751
Else	142	75	217	Else	171.1226	45.87738	217	P value
Total	373	100	473	Total	373	100	473	4.66E-11

The null hypothesis is rejected with 1% significance level. It can be said that there are many repeaters to visit Izu Peninsula who lives near (such as Tokyou, Kanagawa, Shizuoka, Saitama, Yamanashi, Chiba).

Null Hypothesis B-7): There is not so much difference whether “those who make one-day trip visit Shimoda than Inatori compared with those who make over-night stay” or not.

Summary table concerning Null Hypothesis B-7) is exhibited in Table 7.

Table 7. Summary table for Null Hypothesis B-7)

Q12: Customer type, Q12: Facilities to call at

	Real number				Expectation			$\chi^2$ value
	Shimoda	Inatori	Total		Shimoda	Inatori	Total	
One-day trip	6	3	9	One-day trip	5.108108	3.891892	9	0.475871
Else	15	13	28	Else	15.89189	12.10811	28	P value
Total	21	16	37	Total	21	16	37	0.490298

The null hypothesis is not rejected with 5% significance level. It can be said that there is not so much difference whether “those who make one-day trip visit Shimoda than Inatori compared with those who make over-night stay” or not.

#### 4. Remarks

The main results of basic statistical analysis are as follows.

- (1) The visitors were of all ages, from 20s to 70s-or-over, with no particular tendency towards visitors of a certain age group.
- (2) As regards the type of trip, most visitors had come as individuals, and a mere 8% had come as part of a group. Looking at specific age groups, although married and unmarried couples were common across all age groups, those aged 10-19 and those in their 40s tended to be visiting with their families.
- (3) The majority of visitors had been five or more times to the Izu Peninsula, indicating a tendency towards multiple repeat visits.
- (4) Most visitors to the Kawazu Cherry Blossom Festival were attending the event for the first or second time. It may be that advertising promotions had caused visitors to come to the festival.
- (5) Most visitors came to the Izu Peninsula by train, and the majority of visitors moved around the Izu Peninsula solely on foot, or by train or bus. Only 3.14% of the visitors traveled to the west coast of the peninsula. This may be because the available transport in the area tends to serve the east coast.
- (6) For around half of the visitors, what prompted them to come to Izu was a travel agency pamphlet, or such mass media as the television or the Internet. However, the media on the Internet including the accommodation booking site served as trigger for only around 8% of these visitors. Although it is likely that visitors used the Internet to gather information about their destination after they had booked their trip, it seems that, as ever, traditional analog sources of information still have the power to attract customers.
- (7) As regards to the visitors' objectives for the trip, as many as 279 visitors came for the flowers, while others came for hot springs, scenery, nature, and the cuisine/experiencing new tastes. In contrast, few visitors came to visit historical sites, monuments to literary figures, buildings, tourist facilities, art galleries, museums, or other cultural facilities, which may indicate that the natural environment in the area was sufficiently attractive for visitors.
- (8) Most visitors (63%) stayed just one night on the Izu Peninsula, while 21% returned home on the same day. In addition, 60% of visitors were from the Tokyo, Kanagawa, and Shizuoka areas. Given that they stayed one night or returned home on the same day, it appears that they consider the Izu Peninsula a handy location for a short trip.

The Results for Hypothesis Testing are as follows.

We set the following 7 Null hypotheses.

- A-1) Those who are young (10th,20th) come by the groups.
- A-2) Those who visit frequently to Izu Peninsula (more than 3 times) also visit Kawazu town frequently (more than 3 times).
- A-3) Those who live further (not near such as Tokyou, Kanagawa, Shizuoka, Saitama, Yamanashi, Chiba) visit Izu Peninsula by seeing the brochure of tour company or TV program.
- A-4) Those who visit Izu Peninsula by the groups are not affected by the feeling of "Felt good at the previous visit".
- A-5) Those who visit Izu Peninsula by their private automobile often come in one - day trip.
- A-6) There are many repeaters to visit Izu Peninsula who lives near (such as Tokyou, Kanagawa, Shizuoka, Saitama, Yamanashi, Chiba).
- A-7) Those who make one-day trip visit Shimoda than Inatori compared with those who make over-night stay.

5 cases out of 7 are rejected and the majority of hypotheses (A2, A-3, A-4, A-5, A-6) were insisted clearly.

#### 5. Conclusion

In this paper, a questionnaire investigation is executed in order to clarify tourists' behavior, and to seek the possibility of developing regional collaboration among local government, tourism related industry and visitors. This survey of tourist behavior was carried out in February 2015, during the Kawazu Cherry Blossom Festival). The 25th Kawazu Cherry Blossom Festival was held from February 10 to March 10, 2015. It was attended by 801,330 people, which was an increase of 9% over the previous year. On the first day of the survey, 30-50% of the flowers were in bloom, and the nighttime illuminations lit up on the evening of the 21st. According to the figures of the Kawazu town Tourist Association, there were 30,590 visitors on the 21st and 20,913 visitors on the 22nd.

During the Kawazu Cherry Blossom Festival, around 150 stores were offering food & drink or souvenirs on the road

with the row of cherry trees linked to Kawazu Station. A number of events were held during the festival, including the “Semi Gourmet” and “Izu no Odoriko Photography Event.”

At around the same time (January 20 to March 31), the 18th “Hina no Tsurushikazari Festival” (Hanging Doll Festival) was held at Higashiizu town Inatori.

In order to look for policies for effective use of questionnaire surveys in tourist destinations, the present study reviewed preceding studies in the field. Moreover, an attempt was made to find possibilities for inter-regional cooperation based on the data.

In the hypothesis testing, 5 out of 7 null hypotheses were rejected and the majority of hypotheses (A2, A-3, A-4, A-5, A-6) were insisted clearly. We have obtained fruitful results.

Although it has a limitation that it is restricted in the number of research, we could obtain the fruitful results.

In the future, it will be necessary to continue such surveys at various locations on the Izu Peninsula using a standardized set of questionnaire items and methods, and the efficacy of the study will have to be confirmed.

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## APPENDIX

### Questionnaire about the Tourism in Izu Peninsula

Please select the appropriate item in each column. Please write down the details in ( ).

Q1. Address: Prefecture ( )

⇒If the prefecture is Tokyo, Kanagawa, Shizuoka, then City( )

Q2. Sex: ①Male ②Female

Q3. Age: ①10th ②20th ③30th ④4th ⑤50th ⑥6th ⑦70~

Q4. Occupation: ①Independents ②Office worker ③Student ④Housewife ⑤No job ⑥  
Miscellaneous( )

Q5. Fellow travelers:

①Solo trip ②Couple ③Family ④Male's small group ⑤Female's small group

⑥Male and female's small group ⑦Group(More than 7) ⑧Miscellaneous( )



**Q6. Visiting frequency to Izu Peninsula and Kawazu Cherry Tree:**

Izu Peninsula = ①First time ②Second times ③Third times ④Fourth times ⑤Fifth~Nine times ⑥More than ten times

Kawazu Cherry Tree = ①First time ②Second times ③Third times ④Fourth times ⑤Fifth~Nine times ⑥More than ten times

**Q7. Means of transportation to IZU Peninsula:**

①JR, Izu-kyuko train ②Sightseeing bus ③Private automobile ④Rent-a car ⑤Highway bus ⑥Shuttle bus service by the hotel ⑦ Miscellaneous( )

**Q8. Means of movement in Izu Peninsula: (Plural answers allowed)**

①Walking ②Fixed-route bus ③Sightseeing bus ④Private automobile ⑤Rent-a car ⑥Taxi ⑦Miscellaneous( )

→To whom who has selected ⑤: Starting point( )End point( )

**Q9. Main occasion to visit to Izu Peninsula(Plural answers allowed)**

①Poster ②Brochure by tour company ③TV program ④Newspaper ad ⑤Magazine ⑥Tour package for Kawazu Cherry Tree ⑦Online lodging reservation site ⑧Internet ⑨Advice by family, acquaintance ⑩Felt good at the previous visit ⑪Miscellaneous( )

**Q10. What is an objective to visit Izu Peninsula?(Plural answers allowed)**

①Hot spring ②Scenery, Nature ③Dish, sense of taste ④Flower of the season ⑤Stroll around town, Eating tour ⑥Budget ⑦Convenience of traffic ⑧Historic landmark, Literature monument, Construction ⑨ Sightseeing facilities ⑩ Gallery, Museum ⑪Experience-based tourism ⑫Park ⑬Miscellaneous( )

**Q11. Staying time in Izu Peninsula:**

①One-day trip( )hour ②2 days stay ③3 days stay ④More than 4 days

⇒If you have selected ②~④, please answer the following question.

(1)Staying type: ① Inn, Hotel ② Resort house ③ Second house ④ Relative's house ⑤ Miscellaneous( )

(2)Use type of staying facilities: ①Per night with dinner and breakfast ②Per night with dinner ③Per night with breakfast ④With no meals ⑤Miscellaneous( )

**Q12. Where are you going to go in Izu Peninsula? ※Place at which staying time is more than 30 minutes**

★ Customer type( ): A: One-day trip, Depart from Kawazu Cherry Tree B: One-day trip, Depart from elsewhere except for Kawazu Cherry Tree C: Stay more than one night, Depart from Kawazu Cherry Tree D: Stay more than one night, Depart from elsewhere except for Kawazu Cherry Tree

**①Facilities to call at**

( )→( )→( )→( )→( )→( )

**②Place of stay:** First night 【 】 Second night 【 】

**Q13. Do you want to come to Izu Peninsula again?**

Q13-A: ①Want to come again ②Slightly want to come again ③Slightly do not want to come again ④Do not want to come again

⇒To whom who has selected ① and ②: What was good in Izu Peninsula?

( )

To whom who has selected ③ and ④: What was not good in Izu Peninsula?

( )

Q13-B: What season do you want to come to Izu Peninsula? ①Spring Month( )②Summer Month( )③Autumn Month( )④Winter Month( )

**Q14. Select items in each theme concerning the attractiveness of southern part of Izu Peninsula.(Plural answers allowed)**

