

Research on the characteristics of the
intention to participate in tourism on the
“Michinoku Coastal Trail”

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Introduction

Fig.1 Route image of Michinoku Coastal Trail



“Michinoku Coastal Trail”, which runs a total of 800 km from Kabushima in Hachinohe, Aomori Prefecture to Matsukawaura in Soma, Fukushima Prefecture, is currently under development by the Ministry of the Environment.

The trail is expected to become a symbol of recovery, advance a new style of tourism, and contribute to the promotion of tourism, among other things.

For this to be accomplished, we believe that it is important to understand the subconscious awareness of users with respect to the trail. Thus, in this study, we investigated the subconscious awareness of users.

Table1. Questionnaire survey outline

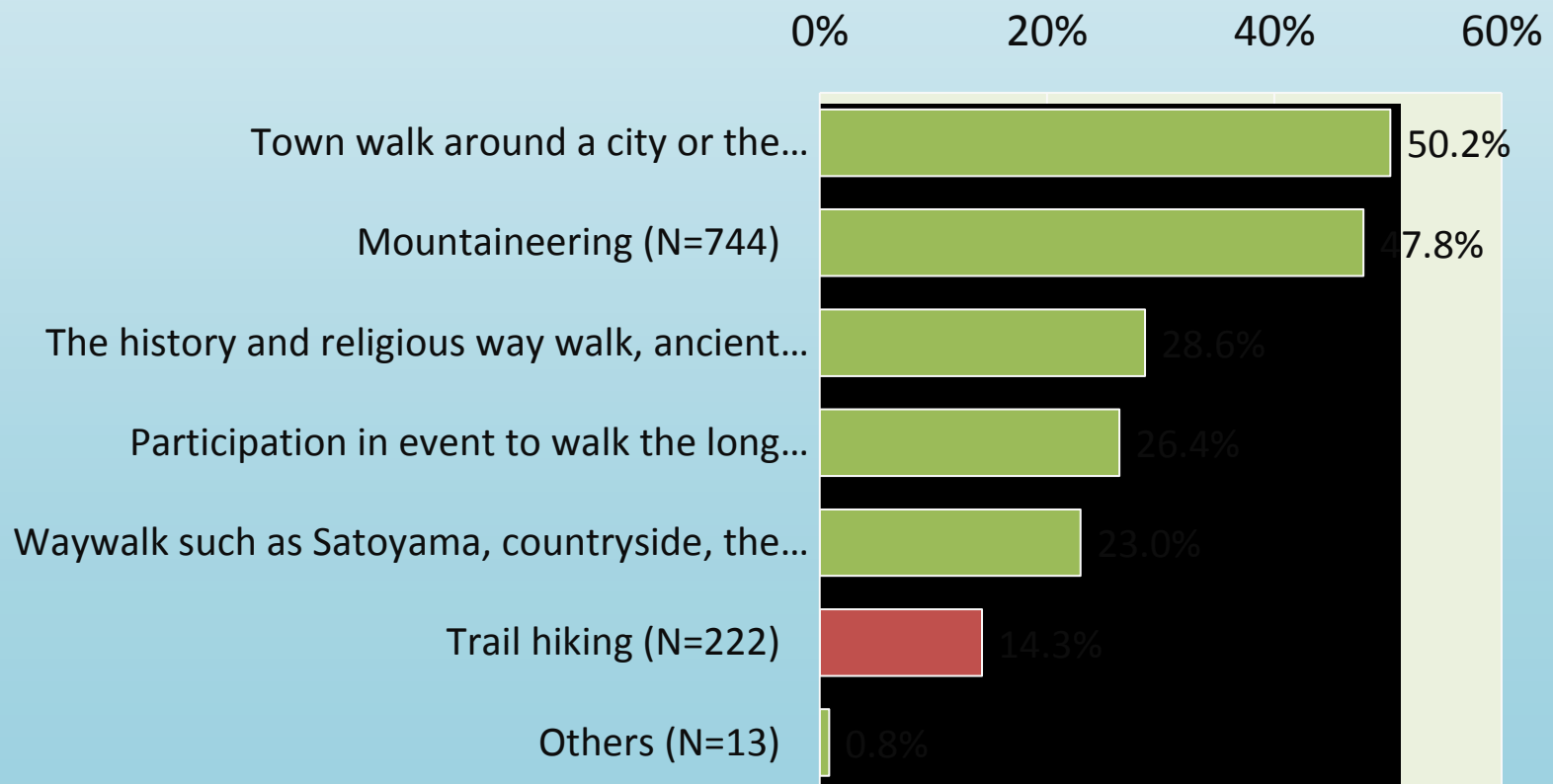
The title of the survey	Japanese domestic travel market report 2012 Questionnaire survey has been conducted as a part of the report that made every year by the Japan Tourist Bureau Foundation
Survey execution period	July,2012
Survey method	on the Internet using
Questionnaire object persons	domestically Individuals over the age of 16 (internet monitors of a questionnaire survey company)
The number of valid response	3,596 (10s 5.5%, 20s 14.3%, 30s 18.0%, 40s 16.1%, 50s 16.7%, 60s 17.4%, over70s 12.0% Male 49.6%, Female 50.4%)

Questionnaire survey

Fig.2 The past experience to Walking tourism (n=3,596)



Fig.3 Kind of tourism you have been experience (n=1,555 *MT=2,972)

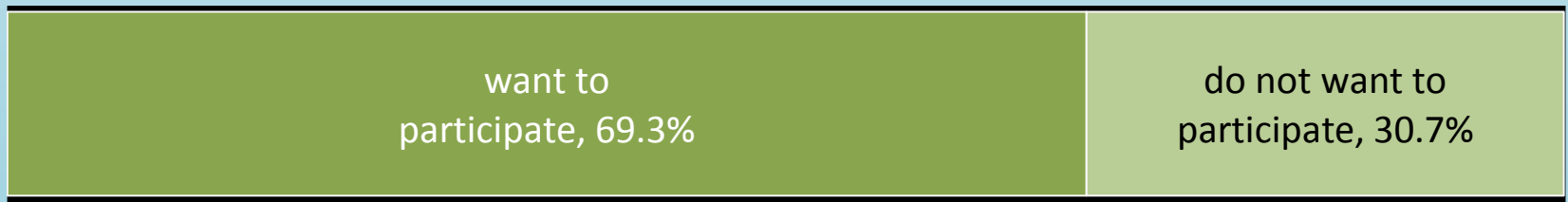


Questionnaire survey

Fig4. The intention to participate in Walking tourism(n=3,596)



Fig5. The intention to participate in tourism with regard to the "Michinoku Coastal Trail"(n=3,596)



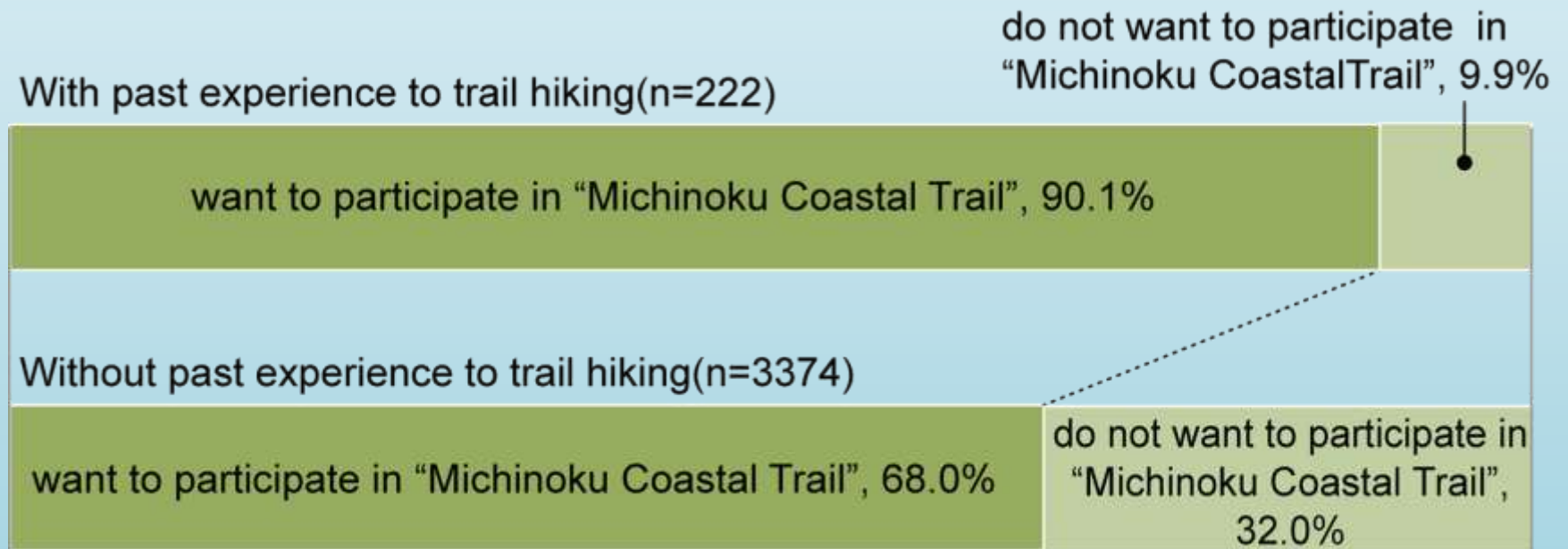
Questionnaire survey

Fig6. Classify intention of the participation to “Michinoku Coastal Trail” by intention of the participation to Walking tourism.



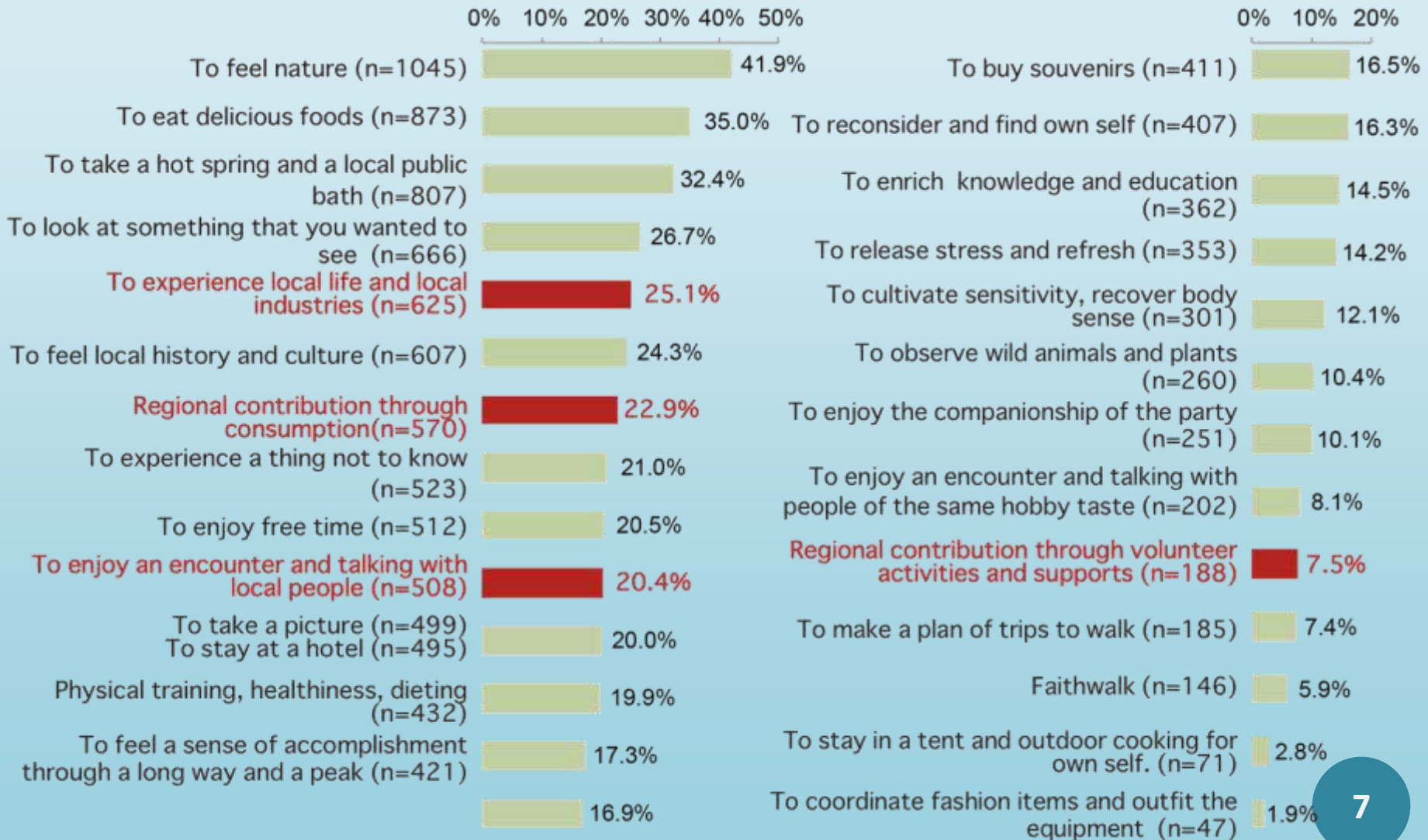
Questionnaire survey

Fig7. Classify intention of the participation to “Michinoku Coastal Trail” by past experience to trail hiking.



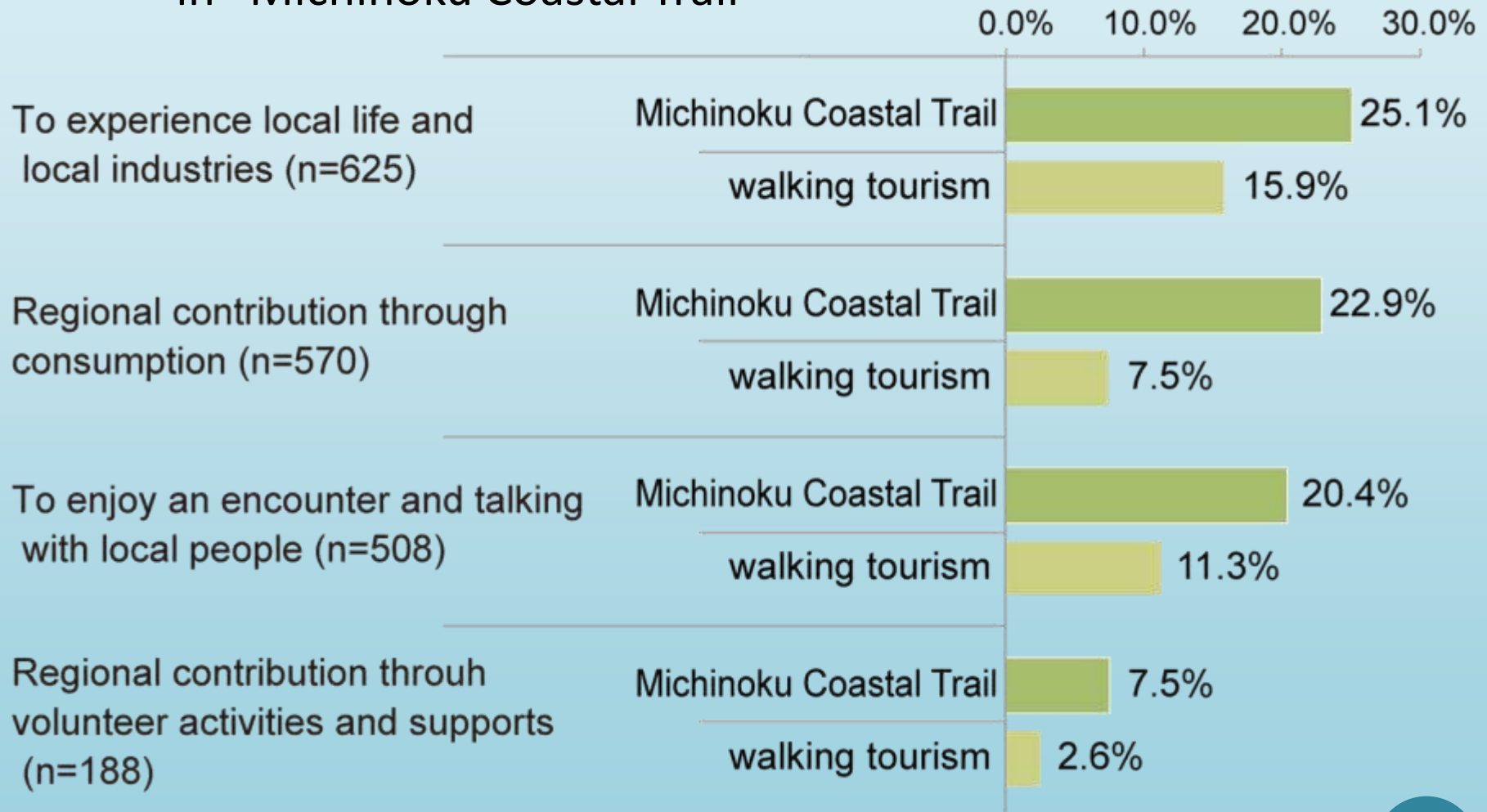
Questionnaire survey

Fig8. The content that answerers want to enjoy by tourism with regard to the “Michinoku Coastal Trail”



Questionnaire survey

Fig9. The content that answerers emphasis on in “Michinoku Coastal Trail”



Questionnaire survey

Characteristics of answerers who emphasis on connecting with the Tohoku region

Table 2-1. The people who emphasis on "experience local life and local industries"

sex	Women**
sex and age	men over 70s*, women 40s*, women 60s**
occupation	full-time homemakers**
family structure	married couples living alone**
other contents the answerers emphasis on	<ul style="list-style-type: none">• To enjoy an encounter and talking with local people(60.0%)• To make a plan of trips to walk(49.2%)• Regional contribution through volunteer activities and supports(46.3%)

** level of significance 0.01 (chi square test)

* level of significance 0.05 (chi square test)

Questionnaire survey

Characteristics of answerers who emphasis on connecting with the Tohoku region

Table 2-2. The people who emphasis on "regional contribution through consumption"

sex	Women**
sex and age	women 30s*, women 40s**, women 50s**, women 60s**
occupation	full-time homemakers**
other contents the answerers emphasis on	<ul style="list-style-type: none">• To take a hot spring and a local public bath(54.9%)• To feel nature(54.2%)• To eat delicious foods(51.8%)

** level of significance 0.01 (chi square test)

* level of significance 0.05 (chi square test)

Questionnaire survey

Characteristics of answerers who emphasis on connecting with the Tohoku region

Table 2-3. The people who emphasis on "enjoying an encounter and talking with local people"

sex	Women*
sex and age	men over 70s**
occupation	full-time homemakers* and unemployed person**
family structure	married couples living alone**
other contents the answerers emphasis on	<ul style="list-style-type: none">• To experience local life and local industries(60.0%)• To feel nature(57.9%)• To take a hot spring and a local public bath(49.4%)

** level of significance 0.01 (chi square test)

* level of significance 0.05 (chi square test)

Questionnaire survey

Characteristics of answerers who emphasis on connecting with the Tohoku region

Table 2-4. The people who emphasis on "regional contribution through volunteer activities and support"

sex	Women*
sex and age	women 10s**,women 20s*, women 40s*
other contents the answerers emphasis on	<ul style="list-style-type: none">• Regional contribution through consumption(75.5%)• To enjoy an encounter and talking with local people(51.6%)• To experience local life and local industries(46.3%)

** level of significance 0.01 (chi square test)

* level of significance 0.05 (chi square test)

Results

- According to the results of our investigation, there was strong support for tourism with regard to the “Michinoku Coastal Trail” even from people without past experience of walking tourism or trail hiking, showing that there is potential to obtain a wider range of customer segments than in the traditional trail market.
- We found that the intention to participate was characterized by an emphasis on connecting with the Tohoku region, in addition to the intrinsic enjoyment of trail hiking. This inclination was particularly strong among women (at a wide range of ages) and elderly men.
- We found that there was a wide range in awareness regarding ways of becoming involved, from regional contribution through consumption of tourism to participation in volunteer activities.

Prospects for the future

(1) Response to the people without past experience of walking tourism or trail hiking

- **Provide enough information in advance**
 - website/publication of books related to the trail/hold meeting about the trail in each place, etc.
- **Enhancement of safety management system**
 - Improvement of the safety management skill of the local guide
 - Preparing manuals about treatment in emergencies, etc.
- **Holding of the walking event for the people without past experience of walking tourism or trail hiking**
 - Instruction of trail hiking/ Rental of the gear/In addition to walking, arrange local dishes and experiencing nature ,etc.
- **Response to section hikers**
 - Connection of each section and public transport
 - Pickup from the accommodations ,etc.

(2) Response that considered women and elderly people

- **Improvement of accommodations with the feeling clean in lower price**
- **Make programs that can refresh mind and body**
 - Early-morning walking and breakfast Program
 - Yoga experience at the place with an ocean view
 - Visiting public baths ,etc.
- **Provide information about local foods such as..**
 - Seasonal crops and fishes, Local seasonal dishes,
 - the restaurant which can taste seasonal dishes

Prospects for the future

(3) Response to the people emphasis on connecting with the Tohoku region

- **Make opportunities people can experience local life and local industries.**
 - Combination with fish market walk and the town walk
 - Program to learn blessings of nature and a menace through walking with a reciter guide of the earthquake disaster, etc.
- **Make opportunities that contribute to the area through consumption.**
 - To provide lunch box with local food
 - Stamp rally around the store or hotel, museum, visitor center along the route
 - Development and sale of a guide map and certificates for through hiker

Prospects for the future

(3) Response to the people emphasis on connecting with the Tohoku region

- **Make opportunities that can enjoy an encounter and talking with local people.**
 - Develop and employ vernacular speaker guides
 - Provide a café using such as temporary market or the fisherman's workhouse called "Banya"
 - Hold events with local people and hikers, etc.
- **Make opportunities that contribute to the area through volunteer activities and supports.**
 - Participate in trail maintenance such as mowing, cleaning the beach, making and installing signposts, etc.
 - Participate in monitoring of the wildlife
 - Donation system, etc.

Thank you very much for your attention

If you want more INFORMATION

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