

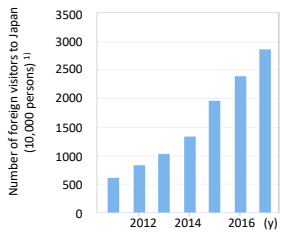


Issues and countermeasures for regional inbound

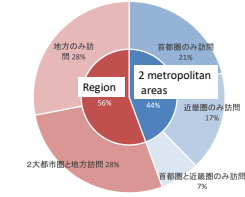
〜For attracting many foreigners to Shimanami Kaido〜

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Introduction



Regional visit rate of foreign visitors to Japan(2014)²⁾



- The number of foreigners are increasing rapidly.
- The largest problem is language barrier.³⁾
- Ehime prefecture is working hard to attract foreign tourists.
- To make Japan the comfortable place also for foreigners, I want to close up to Shimanami Kaido, which is widely known as a sacred place for cycling.

Purpose

Clear the issues for attracting many foreigners to Shimanami Kaido.

Methods

- 1) Have a questionnaire for foreign tourists at Shimanami Kaido to clarify the image of Shimanami Kaido. (Fig.1)
- 2) Have a questionnaire for locals at Shimanami Kaido to mention how much that locals are positive about Shimanami Kaido tourism.
- 3) Joined the training up English volunteer guide program once a week. Built a relationship with volunteer tour guide in Matsuyama. Work as a volunteer tour guide.(Fig.2)

- 4) Held a English communication class for elementary school students with high school students. Have a questionnaire to the elementary school students and also high school students. To look up how much the communication class effects to younger ages.(Fig.3)
- 5) Have an interview to local sightseeing company.



Fig.1 Questionnaire

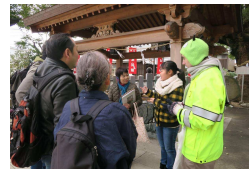


Fig.2 volunteer guiding

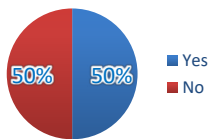


Fig.3 communication class

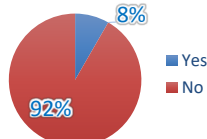
Results and Discussions

1) Questionnaire for foreign tourists at Shimanami Kaido

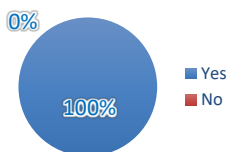
7-1. Are you using Shimanami Kaido tourist map?



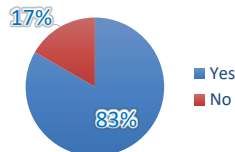
10. Do you know the consulting system for Shimanami Kaido?



7-2. Was tourist map useful?

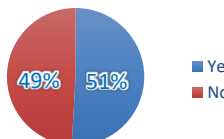


15. Shimanami Kaido can be famous at your country?

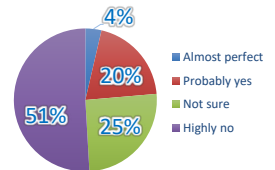


2) Questionnaire for locals at Shimanami Kaido

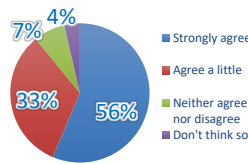
11. Do you want time to communicate with foreign tourists?



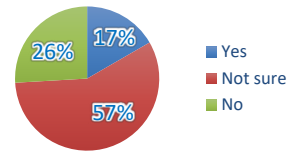
6. Can you explain about Shimanami Kaido to foreign tourists?



4. Is Shimanami Kaido suitable sightseeing spot for foreign tourists?



9. If foreign tourists are in trouble, will you talk to them actively?



- We need to give a chance for foreign people to use the system.
- Map should be easy to take.
- Maybe a lot of Shimanami Kaido tourists are repeaters.

- Local people are really positive about increasing foreign tourists.
- However, they are not confident to invite foreign tourists by themselves.
- If local people can explain Shimanami Kaido confidently, they can be the best tour guide.

3) Work as a volunteer tour guide

- Not much Western style guide in Japan.
- Shimanami Kaido is suitable place to guide in Western style.
- Most Japanese guides are not good at having a chat.
- Most Japanese guides speak too silent.
- We have to acquire knowledge or skill about guiding place.

4) Questionnaire for elementary and high school students about English communication class.

Currently under investigation.

5) Have an interview to local sightseeing company.

Having some appointment now.

References

- 1) JTB総合研究所、インバウンド訪日外国人動向、2018、<https://www.tourism.jp/tourism-database/stats/inbound/>
- 2) 国土交通省観光庁観光戦略課調査室、訪日外国人消費動向調査 平成26年訪日外国人観光客の地方訪問状況、2015、<http://www.mlit.go.jp/common/001107179.pdf>
- 3) リクルートじゃらんリサーチセンター、インバウンド対応満足度調査結果報告、2017、http://jrc.jalan.net/wp-content/uploads/2018/05/inbound_20170120.pdf