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**Japan Foundation ASEAN-Japan Tourism Exchange Project**

**Kyoto Report**

**10/15/2016 ~ 10/20/2016**

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**Research Activities**

The following research activities were conducted by all seven of the participating KUFS students (with faculty support) in Kyoto, along with the visiting students and faculty from Hanoi, Chiang Mai and Penang. The plan was to provide the project with data from a variety of sources, and hopefully facilitate simple, effective and comparative research presentations after the completion of the field research.

**Survey one – Heritage Tourist Sites Survey:**

For this research activity, a student from the host university (KUFS), and one student each from the other partner universities teamed up to conduct a short pre-prepared survey at heritage sites, and other popular tourist attractions. The people surveyed were local people, visiting Japanese tourists and tourists from other countries across a wide range of ages, professions and situations. By partnering with a local student, the KUFS and partner students were able to access people and areas they might not feel confident to do alone. Of course, some of the problems associated with the language barrier were also largely eliminated. The survey was relatively short and easy to deliver to avoid inconvenience to those being surveyed, and was a quantitive, 10-point, multiple-choice (m/c) type designed to elicit general opinions from a variety of responders, in and around heritage sites. Five, 5-member multi-national groups went out into the field to conduct this survey, with the express intention of surveying 100 respondents overall. Please see below the survey question and answer sheets, followed by the results in bar-chart form:

**Survey Teams:**

5 x teams of students (1 local student / four partner university students/faculty member)

10 x survey questions (multiple choice)

5 x locations (one team to each location)

**Responders:**

20 x responders per team (100 responses overall)

Responder categories:

1. Japanese tourists/locals (25)
2. Foreign tourists (75)

**Nationalities Surveyed**

English (5) Chinese (2) Swedish (4) Australian (6) French (4)

Dutch (3) American (17) Spanish (3) German (2) Thai (5)

Philippino (2) Indonesian (2) Zimbabwean (1) Estonian (1)

Hong Kong (2) Malaysian (2) Israeli (3) Argentinian (1) Mexican (1)

Others (9)

**Questions**

1. Can you speak English?

(a) yes (b) no (c) a little

1. Do you think local people are in favor of tourism?

(a) yes (b) no (c) maybe

1. Do you think it is easy for tourists to move/travel around this city?

(a) yes (b) no (c) a little

1. Do you think tourists might find things expensive here?

(a) yes (b) no (c) maybe

1. Do you think tourists might have a problem with language/communication in this city?

(a) yes (b) no (c) a little

1. Do you think this is a safe place for most tourists to visit?

(a) yes (b) no (c) maybe

1. Do you think tourism is an important industry for this city?

(a) yes (b) no (c) maybe

1. Can you name more than five famous places for tourists to visit in this city?

(a) yes (b) no (c) maybe

1. Do you think local food is popular among tourists?

(a) yes (b) no (c) maybe

1. Do you think people around the world know a lot about the cultural heritage of this city/country?

(a) yes (b) no (c) maybe

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**Survey Two – Commercial Tourism Survey**

The second survey was a question-based, quantitive/qualitive type survey designed to elicit short answer opinions from a variety of responders on the commercial aspects of tourism in and around food, souvenir and specialty art and handicraft outlets. The original, more extensive survey sheet was forsaken for this research activity, with a much shortened survey sheet with only three questions being used to elicit responses from a limited number of foreign tourists (20) in and around commercial outlets in Kyoto. Once again, five, 5-member multi-national teams went out into the field to conduct this research. Please see below the survey questions used, followed by the results in bar-chart form (with some notes):

**Survey Questions**

**Section One: Food and Drink**

What is your favorite food item and drink item, and how

much do/did you spend?

**Section Two: Popular Souvenirs**

What souvenirs do you want to buy (or have bought) and how much will you spend (have spent)?

**Section Three: Specialty Shops/ Handicraft Workshops**

What specialties/handicrafts do you want to buy (or have bought) and how much will you spend (have spent)?

**Nationalities surveyed**

American (4) French (2) Australian (2) British (2) Polish (1) German (1) Taiwanese (1) Hong Kong (2) Dutch (1) others (3)

**Average amount spent per person:**

Food & Drink = 2, 820 yen

Popular Souvenirs = 1,433 yen

Traditional Handicrafts

& Specialties = 27,100 yen

**Notable purchasing points:**

cosmetics & accessories (Taiwanese and Hong Kong), pottery & ceramics (American), knives & chopsticks, (British)

EVERYONE loves green tea!









**Summary**

Following completion of the surveys, it was possible to get a very basic overview of the attitudes, opinions and preferences of a broad range of visitors to Kyoto from over 20 different countries. By analyzing the results of the main Heritage Tourist Site survey in particular, we can see that the views of the domestic Japanese tourist, and the visitor from overseas differ quite strongly, percentage wise, in some areas, but actually are remarkably similar in others. To illustrate, I will briefly outline here some of the more notable examples, starting with instances where there was a wide difference of opinion, followed by cases where differences were less pronounced, and finally showing points of almost universal agreement.

As evidenced by their initial response (Q.1), Japanese people considered their ability to communicate in English quite low in comparison to nearly all their foreign counterparts, and also expressed a belief that foreign tourists might know more about Japanese culture and heritage than they actually do (Q.10). In addition, while Japanese tourists felt that foreign visitors would find Kyoto an expensive place to be, the foreign visitors themselves seem to disagree completely (Q.4).

In terms of areas where there was some differences in points of view, it seemed that Japanese tourists, more than their foreign counterparts, believe that Kyoto residents might be somewhat bothered by the number of tourists in the city, or tourism in general (Q.2). It also seems that Japanese people might underestimate the degree to which foreign visitors are interested in Japanese food and cuisine (Q.9).

Finally, there were three key areas where the respondents seemed to be of the same mindset, with the percentage of answers in each category almost completely the same. These were ease of movement around the city (Q.3), with both groups answering in the positive, and difficulties with language/communication (Q.5), which both agreed may be a problem. However, the question of whether tourism is a very important industry for the city (Q.7) brought an emphatic “yes” response from over 90% of the responders. Safety (Q.6) was probably one of the greatest points of agreement, but received a positive response from 100% of foreign respondents - surely something Kyoto can be very proud of.

Overall, as a first step by our students into the study of tourism issues and tourist activities in the city, we feel we can conclude that the project was indeed successful and that it has provided us with a platform from which to launch further investigations into more specialized areas of research regarding the specific needs and wants of all parties. We also feel that it has offered us, and will continue to offer us, great opportunities to engage in meaningful intercultural communication and multicultural understanding.