

Hypothesis Testing for the Questionnaire Investigation on Tourists' Behavior

Akane Okubo¹, Yuki Higuchi², Kazuhiro Takeyasu³

¹NIHON University Junior College, Japan

²Faculty of Business Administration, Setsunan, University

³College of Business Administration, Tokoha University, Japan

Correspondence: Kazuhiro Takeyasu, College of Business Administration, Tokoha University, Shizuoka, 417-0801 Japan.

Received: September 25, 2017

Accepted: October 11, 2017

Online Published: October 27, 2017

doi:10.5539/ibr.v10n12p68

URL: <https://doi.org/10.5539/ibr.v10n12p68>

Abstract

Tourists from abroad are increasing rapidly in Japan. Kawazu town in Izu Peninsula is famous for its cherry trees. In the cherry blossom season, many tourists visit this town. The Kawazu Cherry Blossom Festival was carried out in February 2015. Our research investigation was performed during that period. 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 set 10 Null hypotheses. In the hypothesis testing, 6 cases out of 10 null hypotheses were rejected and the majority of hypotheses were insisted clearly. We have obtained fruitful results.

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 visit 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.

Kawazu town in Izu Peninsula is famous for its cherry trees. In the cherry blossom season, many tourists visit this town. 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. A number 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 10 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 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, Self writing
- (4) Collection : Number of distribution 500
Number of collection 478(collection rate 95.6%)
Valid answer 478

2.2 Basic Statistical Results

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

(1) Basic characteristics of answerers

Q1 Address		
	Frequency	%
vicinity	163	64.7
distance	89	35.3
Total	252	100.0

Q2 Sex		
	Frequency	%
Male	99	40.2
Female	147	59.8
Total	246	100.0

Q3 Age		
	Frequency	%
10-19	6	2.9
20-29	35	17.1
30-39	33	16.1
40-49	32	15.6
50-59	38	18.5
60-69	44	21.5
70-	17	8.3
Total	205	100.0

Q4 Occupation		
	Frequency	%
Independents	9	4.2
Office worker	118	55.1
Student	10	4.7
Housewife	35	16.4
No job	34	15.9
Miscellaneous	8	3.7
Total	214	100.0

Q5 Fellow travelers

	Frequency	%
Solo trip	6	2.4
Couple	85	33.7
Family	89	35.3
Male's small group	10	4.0
Female's small group	25	9.9
Male and female's small group	21	8.3
Group (More than 7)	14	5.6
Miscellaneous	2	0.8
Total	252	100.0

(2) Summary results for the items used in Hypothesis Testing

Q6A Visiting frequency to Izu Peninsula and Kawazu Cherry Tree : Izu Peninsula

	Frequency	%
First time	37	14.6
Second times	23	9.1
Third times	24	9.5
Fourth times	14	5.5
Fifth-Nine times	53	20.9
More than ten times	102	40.3
Total	253	100.0

Q6B Visiting frequency to Izu Peninsula and Kawazu Cherry Tree : Kawazu Cherry Tree

	Frequency	%
First time	118	49.0
Second times	38	15.8
Third times	32	13.3
Fourth times	17	7.1
Fifth-Nine times	19	7.9
More than ten times	17	7.1
Total	241	100.0

Q7 Means of transportation to Izu Peninsula

	Frequency	%
JR, Izu-kyuko train	151	60.6
Sightseeing bus	19	7.6
Private automobile	71	28.5
Miscellaneous	8	3.2
Total	249	100.0

Q9 Main occasion to visit to Izu Peninsula : ①Poster

	Frequency	%
Yes	26	10.5
No	221	89.5
Total	247	100.0

Q9 Main occasion to visit to Izu Peninsula : ⑩Felt good at the previous visit

	Frequency	%
Yes	62	25.1
No	185	74.9
Total	247	100.0

Q10 What is an objective to visit Izu Peninsula? :

①Hot spring

	Frequency	%
Yes	109	44.1
No	138	55.9
Total	247	100.0

Q10 What is an objective to visit Izu Peninsula? :

③Dish, sense of taste

	Frequency	%
Yes	75	30.4
No	172	69.6
Total	247	100.0

Q10 What is an objective to visit Izu Peninsula? :

⑤Stroll around town, Eating tour

	Frequency	%
Yes	19	7.7
No	228	92.3
Total	247	100.0

Q10 What is an objective to visit Izu Peninsula? :

⑦Convenience of traffic

	Frequency	%
Yes	14	5.7
No	233	94.3
Total	247	100.0

Q11 Staying time in Izu Peninsula

	Frequency	%
One-day trip	49	19.3
2 days stay	167	65.7
3 days stay	35	13.8
More than 4 days	3	1.2
Total	254	100.0

Q14-1 Select items in each theme concerning the attractiveness of southern part of Izu Peninsula. : Sea bathing

	Frequency	%
Yes	61	32.4
No	127	67.6
Total	188	100.0

Q16(3) How about the expenditure or budget of the following items in Izu Peninsula? : Souvenir, Shopping

	Frequency	%
~1,000	25	11.8
1,001~2,000	34	16.1
2,001~3,000	47	22.3
3,001~5,000	46	21.8
5,001~	59	28.0
Total	211	100.0

3. Hypothesis Testing

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

3.1 Setting Hypothesis

We set the following 10 themes before setting Null Hypothesis.

A-1) Those who are young have the image of Izu Peninsula as “sea bathing”.

A-2) Those who live far away (Chugoku, Remote part of Kanto area) often use sightseeing bus.

A-3) Those who live far away have many souvenir budget (more than 5000 Japanese Yen).

A-4) Those who are couple often visit Izu Peninsula (more than 5 times).

A-5) Those who live nearby (Shizuoka, Kanagawa, Tokyo) often visit Izu Peninsula by private automobile.

A-6) Those who felt good at the previous visit to Izu Peninsula consists mainly by repeaters.

A-7) Those who felt good at the previous visit to Kawazu Town consists mainly by repeaters.

A-8) Those who visit for the purpose of hot spring often come for more than 2 days.

A-9) Those who visit Izu Peninsula by one-day trip consist mainly by the people who live nearby (Shizuoka, Kanagawa, Tokyo).

A-10) Those who visit Izu Peninsula by the occasion of “Poster” often use JR or Izu-Kyuko train.

Now, we set the following 10 Null hypotheses.

B-1) There is not so much difference whether “those who are young have the image of Izu Peninsula as “sea bathing”” or not.

B-2) There is not so much difference whether “those who live far away (Chugoku, Remote part of Kanto area) often use sightseeing bus” or not.

B-3) There is not so much difference whether “those who live far away have many souvenir budget (more than 5000 Japanese Yen)” or not.

B-4) There is not so much difference whether “those who are couple often visit Izu Peninsula (more than 5 times)” or not.

B-5) There is not so much difference whether “those who live nearby (Shizuoka, Kanagawa, Tokyo) often visit Izu Peninsula by private automobile” or not.

B-6) There is not so much difference whether “those who felt good at the previous visit to Izu Peninsula consists mainly by repeaters” or not.

B-7) There is not so much difference whether “those who felt good at the previous visit to Kawazu Town consists mainly by repeaters” or not.

B-8) There is not so much difference whether “those who visit for the purpose of hot spring often come for more than 2 days” or not.

B-9) There is not so much difference whether “those who visit Izu Peninsula by one-day trip consist mainly by the people who live nearby (Shizuoka, Kanagawa, Tokyo)” or not.

B-10) There is not so much difference whether “those who visit Izu Peninsula by the occasion of “Poster” often use JR or Izu-Kyuko train” or not.

3.2 Hypothesis Testing

χ^2 hypothesis testing is executed in order to clarify tourists' behavior. χ^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 whether “those who are young have the image of Izu Peninsula as “sea bathing”” 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		Q14-1 Select items in each theme concerning the attractiveness of southern part of Izu Peninsula.		
		Yes	No	Total
Under 39	Frequency	26	34	60
	%	43.3	56.7	100.0
Over 40	Frequency	28	72	100
	%	28.0	72.0	100.0
Total	Frequency	54	106	160
	%	33.8	66.3	100.0

significance probability 0.047

The null hypothesis is rejected with 5% significance level. It can be said that those who are young have the image of Izu Peninsula as “sea bathing”. (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 whether “those who live far away (Chugoku, Remote part of Kanto area) often use sightseeing bus” or not.

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

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

Q1 Address		Q7 Means of transportation to IZU Peninsula : Sightseeing bus		
		Yes	No	Total
vicinity	Frequency	14	144	158
	%	8.9	91.1	100.0
distance	Frequency	5	84	89
	%	5.6	94.4	100.0
Total	Frequency	19	228	247
	%	7.7	92.3	100.0

significance probability 0.359

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who live far away (Chugoku, Remote part of Kanto area) often use sightseeing bus” or not.

Null Hypothesis B-3): There is not so much difference whether “those who live far away have many souvenir budget (more than 5000 Japanese Yen)” 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		Q16(3) How about the expenditure or budget of the following items in Izu Peninsula? : Souvenir, Shopping		
		Under 5000 yen	Over 5001 yen	Total
vicinity	Frequency	105	31	136
	%	77.2	22.8	100.0
distance	Frequency	45	28	73
	%	61.6	38.4	100.0
Total	Frequency	150	59	209
	%	71.8	28.2	100.0

significance probability 0.017

The null hypothesis is rejected with 2% significance level. It can be said that those who live far away have many souvenir budget (more than 5000 Japanese Yen).

Null Hypothesis B-4): There is not so much difference whether “those who are couple often visit Izu Peninsula (more than 5 times)” 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		Q6A Visiting frequency to Izu Peninsula and Kawazu Cherry Tree : Izu Peninsula		
		Under 4 times	Over 5 times	Total
Couple	Frequency	31	57	88
	%	35.2	64.8	100.0
Others	Frequency	67	96	163
	%	41.1	58.9	100.0
Total	Frequency	98	153	251
	%	39.0	61.0	100.0

significance probability 0.122

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who are couple often visit Izu Peninsula (more than 5 times)” or not.

Null Hypothesis B-5): There is not so much difference whether “those who live nearby (Shizuoka, Kanagawa, Tokyo) often visit Izu Peninsula by private automobile” or not.

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

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

Q1 Address		Q7 Means of transportation to IZU Peninsula : ③Private automobile		
		Yes	No	Total
vicinity	Frequency	48	110	158
	%	30.4	69.6	100.0
distance	Frequency	23	66	89
	%	25.8	74.2	100.0
Total	Frequency	71	176	247
	%	28.7	71.3	100.0

significance probability 0.449

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who live nearby (Shizuoka, Kanagawa, Tokyo) often visit Izu Peninsula by private automobile” or not.

Null Hypothesis B-6): There is not so much difference whether “those who felt good at the previous visit to Izu Peninsula consists mainly by repeaters” or not.

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

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

Q9 Main occasion to visit to Izu Peninsula : Felt good at the previous visit		Q6A Visiting frequency to Izu Peninsula and Kawazu Cherry Tree : Izu Peninsula		
		Under 4 times	Over 5 times	Total
Yes	Frequency	11	51	62
	%	17.7	82.3	100.0
No	Frequency	87	97	184
	%	47.3	52.7	100.0
Total	Frequency	98	148	246
	%	39.8	60.2	100.0

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that those who felt good at the previous visit to Kawazu Town consists mainly by repeaters.

Null Hypothesis B-7): There is not so much difference whether “those who felt good at the previous visit to Kawazu Town consists mainly by repeaters” or not.

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

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

Q9 Main occasion to visit to Izu Peninsula : Felt good at the previous visit		Q6B Visiting frequency to Izu Peninsula and Kawazu Cherry Tree : Kawazu Cherry Tree		
		Under 4 times	Over 5 times	Total
Yes	Frequency	42	17	59
	%	71.2	28.8	100.0
No	Frequency	163	16	179
	%	91.1	8.9	100.0
Total	Frequency	205	33	238
	%	86.1	13.9	100.0

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that those who felt good at the previous visit to Kawazu Town consists mainly by repeaters.

Null Hypothesis B-8): There is not so much difference whether “those who visit for the purpose of hot spring often come for more than 2 days” or not.

Summary table concerning Null Hypothesis B-8) is exhibited in Table 8.

Table 8. Summary table for Null Hypothesis B-8)

Q10 What is an objective to visit Izu Peninsula? : ①Hot spring		Q11 Staying time in Izu Peninsula		
		One-day trip	Over 2 days stay	Total
Yes	Frequency	6	103	109
	%	5.5	94.5	100.0
No	Frequency	42	96	138
	%	30.4	69.6	100.0
Total	Frequency	48	199	247
	%	19.4	80.6	100.0

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that those who visit for the purpose of hot spring often come for more than 2 days.

Null Hypothesis B-9): There is not so much difference whether “those who visit Izu Peninsula by one-day trip

consist mainly by the people who live nearby (Shizuoka, Kanagawa, Tokyo)” or not.

Summary table concerning Null Hypothesis B-9) is exhibited in Table 9.

Table 9. Summary table for Null Hypothesis B-9)

Q1 Address		Q11 Staying time in Izu Peninsula		
		One-day trip	Over 2 days stay	Total
vicinity	Frequency	42	121	163
	%	25.8	74.2	100.0
distance	Frequency	7	82	89
	%	7.9	92.1	100.0
Total	Frequency	49	203	252
	%	19.4	80.6	100.0

significance probability 0.001

The null hypothesis is rejected with 1% significance level. It can be said that those who visit Izu Peninsula by one-day trip consist mainly by the people who live nearby (Shizuoka, Kanagawa, Tokyo).

Null Hypothesis B-10): There is not so much difference whether “those who visit Izu Peninsula by the occasion of “Poster” often use JR or Izu-Kyuko train” or not.

Summary table concerning Null Hypothesis B-10) is exhibited in Table 10.

Table 10. Summary table for Null Hypothesis B-10)

Q1 Main occasion to visit to Izu Peninsula : ①		Q7 Means of transportation to IZU Peninsula : ②Sightseeing bus		
		Public transport	Others	Total
Yes	Frequency	19	7	26
	%	73.1	26.9	100.0
No	Frequency	145	72	217
	%	66.8	33.2	100.0
Total	Frequency	164	79	243
	%	67.5	32.5	100.0

significance probability 0.520

The null hypothesis is not rejected. It can be said that there is not so much difference whether “those who visit Izu Peninsula by the occasion of “Poster” often use JR or Izu-Kyuko train” 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 promotion or the like 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 some kind of mass media such 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 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.

In the Kawazu survey, the authors have not asked questions about excursion-related behavior including tourist facilities (not restricted to specific administrative districts) and accommodation sites (actual and projected business performance).

As regards tourist facilities, most respondents mentioned Kawazu (234), followed by Shimoda (65), Inatori (32), Tsurushibina (31), Atami (27), Izu Kogen (19), ropeway (12), Ito (10), Shimokamo Onsen (8), Kawazunanadaru (8), Shuzenji (8), and Tokyo (8). As this list uses the words provided by the survey responders, even though, for example, Inatori and Tsurushibina are in the same region, they are considered as separate responses.

Furthermore, the average number of locations visited was 2.04 overall, those with bicycles or motorbikes visited 1.89 locations, those using public transport or other transport visited 2.08 locations, day-trippers visited 1.60 locations, and those making overnight stays visited 2.11 locations.

Furthermore, 3.14% of respondents visited the west coast (Nishiizu town, Matsuzaki town). Of these respondents, 9.23% visited the area with bicycles or motorbikes, 1.75% used public transport or other transport, 3.64% were day-trippers and 3.07% made overnight stays.

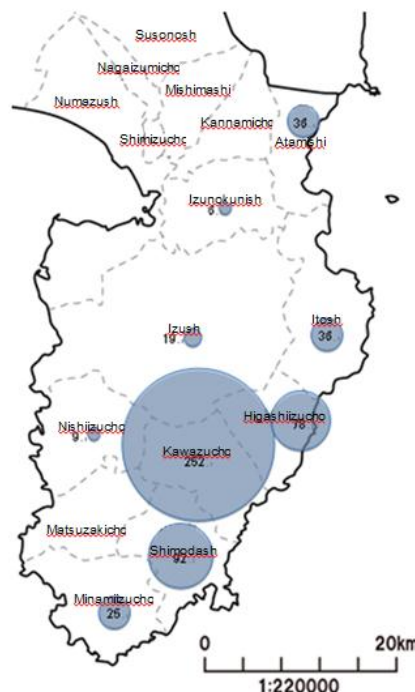


Figure 1. Destinations and number of visitors

The Results for Hypothesis Testing are as follows.

We set the following 10 Null hypotheses.

A-1) Those who are young have the image of Izu Peninsula as “sea bathing”.

A-2) Those who live far away (Chugoku, Remote part of Kanto area) often use sightseeing bus.

A-3) Those who live far away have many souvenir budget (more than 5000 Japanese Yen).

A-4) Those who are couple often visit Izu Peninsula (more than 5 times).

A-5) Those who live nearby (Shizuoka, Kanagawa, Tokyo) often visit Izu Peninsula by private automobile.

A-6) Those who felt good at the previous visit to Izu Peninsula consists mainly by repeaters.

A-7) Those who felt good at the previous visit to Kawazu Town consists mainly by repeaters.

A-8) Those who visit for the purpose of hot spring often come for more than 2 days.

A-9) Those who visit Izu Peninsula by one-day trip consist mainly by the people who live nearby (Shizuoka, Kanagawa, Tokyo).

A-10) Those who visit Izu Peninsula by the occasion of "Poster" often use JR or Izu-Kyuko train.

6 cases out of 10 are rejected and the majority of hypotheses (A-1, A-3, A-6, A-7, A-8, A-9) 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, 6 cases out of 10 null hypotheses were rejected and the majority of hypotheses (A-1, A-3, A-6, A-7, A-8, A-9) were insisted clearly. We have obtained 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.

Acknowledgements

This study was made possible through the extensive cooperation of the Izu DMO Council, Shizuoka Prefecture Government, Kawazu Town Office, JTB Chubu Office, and others. I would like to thank the translation and editing company ERF for creating the English language version of this study. And finally, I would like to offer my deepest thanks to everybody else who has helped me in preparing this study.

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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
⑥Miscellaneous ()

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 ⑤
Fifth~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 ⑨Sightseeing facilities ⑩Gallery, 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: ①Inn, Hotel ②Resort house ③Second house ④Relative's house ⑤Miscellaneous
()

(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

