

Background (1)

- Definition of Tourism
 - Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (by UNWTO)
- Spatial activity of people
- Certain destinations receive tourists

Background (2)

- When geographers attempt to analyze some features related to tourism, they often visit tourist destinations
 - for observations of the landscape and
 - for interview with tourists or key-persons at tourism relating facilities, governments, and so on
- However, each geographer has practiced various ways of investigations to get data for the analysis

Objective

 The purpose of this study is to discuss the methodology in field work concerned with geography of tourism, examining of previous studies in Japan.

Methodology (1)

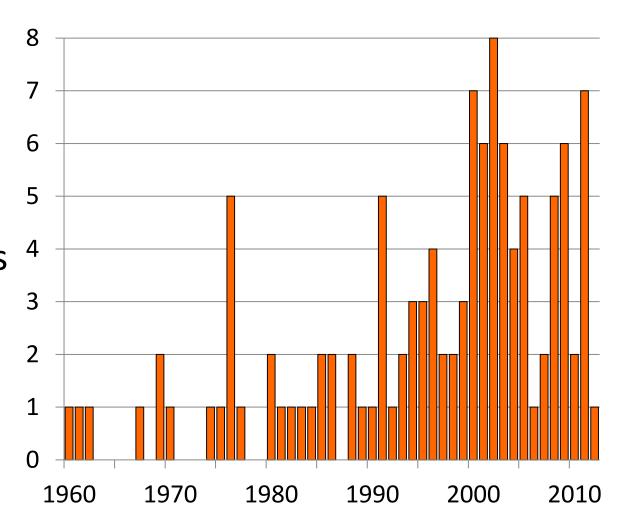
- Subjects of the analysis: Previous studies on tourism (human geography)
 - Articles from refereed papers in Japan after 1960
 - Seven major journals on Geography
 - Geographical Review of Japan 地理学評論
 - Japanese Journal of Human Geography 人文地理
 - Journal of Geography 地学雑誌
 - Annals of the Association of Economic Geographers 経済地理学年報
 - Quarterly Journal of Geography 季刊地理学
 - Geographical Sciences 地理科学
 - New Geography 新地理

Methodology (2)

- Searching databases: J-Stage and CiNii
- Search-words: combination with geography and the following terms
 - tourism (「観光」 or 「ツーリズム」)
 - resort (「リゾート」)
 - leisure (「余暇」)
 - lodging or accommodating (「宿泊」)
- Further Selecting, limitation
 - articles on human geography, in which main analysis is closely related with tourism
 - articles by researchers at institutions located in Japan
 - without (i) abstracts of conference papers and (ii) short forums

Time distribution

- Totally 114 articles
- Increasing after the 1990s
- Excluded articles without field work (11 articles)
- Subjects = 103 articles



Outline of 103 articles (1)

- Study field
 - Japan: 82 articles
 - Oversea area: 21
 - studies on foreign regions have developed since 1992
- Regional scale of analysis
 - National: 25 articles
 - Local: 62
 - Intermediate: 16

Outline of 103 articles (2)

Method for collecting original data

A: Interview: 73 articles

– B: Statistics: 66

– C: Land use survey: 35

- D: Questionnaire: 16

A: interview survey; with whom?

- Administrative offices
 - Ministries, prefectural office, local governments,
- Related organizations
 - Tourism office, cooperative association of accommodations, skiing (or yacht) clubs, etc.
- Tourism facilities
 - accommodations, souvenir shops, tourist farms, ski fields,
- Travel agencies
- Experts on tourism
- Tourists

B: which statistical materials?

- Most of statistical materials
 - We can obtain at laboratory
- Some statistics
 - Available only at study fields
 - On the number of tourists, tourist facilities, some features in terms of tourist activity, etc.
 - Local governments, tourism office, cooperative association of accommodations, tourism facilities, list of package tours, etc.

C: Subjects of land use survey

- Distribution of various facilities at tourism destinations
 - accommodations, souvenir shops, tourist farms, ski fields,
- To understand relationships between various land use elements
- Land ownership

D: Subjects of questionnaire

- Visitors
 - Tourists, guests at accommodation, etc.
- Tourism related facilities
 - Accommodations, facilities, attractions, etc.
- Resident people at tourism destinations
 - e.g. tourism related people or non-related locals
- People at departing areas
 - e.g. metropolis, certain segments of people

Other methods of data collection

- Local publications
 - Publications on local regional geography
 - Local newspapers
- Tourist brochure
- Guide books
 - Based on that frequently visited destinations are described much more on guide books for tourists

Discussion (1): Research trend on geography of tourism in Japan (i)

- Some review articles
- The most important point among them
 - = the dominance of regional geographical research on tourist destinations, traditionally
- This trend is parallel with the activities of Japanese tourists

Discussion (1): Research trend on geography of tourism in Japan (ii)

- Regional geographical research on tourist destinations
 - Until the 1980s,
 - contained not only observations of land use, but also interviews with accommodation owners and other steakholders of tourism such as governments or organizations.
- A tourist destination
 - the most important subject of geographical researches on tourism
 - because tourist visit was simply concentrated to some destinations such as spa resorts, bathing places along the sea, ski fields, sightseeing spots, etc., at specific time
 - =because mass tourism was dominant

Discussion (1): Research trend on geography of tourism in Japan (iii)

- It also affected this trend that many geographers intended to analyze tourism through methodology in regional geography on destinations
- Some exceptions: Studies on tourist flow in the 1960s.

Discussion (2): New trend of the research method (i)

- However, geographers must pay an attention to new form of field works since the development of alternative tourism (or the diversification of tourism activity by Japanese) around 1990, instead of mass tourism
- It is insufficient to do field work only at a tourist destination
- Because an analysis on tourist behavior now plays a significant role especially, it is important to collect data on spatial feature of tourist behavior in various regional scales

Discussion (2): New trend of the research method (ii)

- Formally: such data were collected from accommodation owners, for example. This was possible due to simple activity of tourists until the 1970s (or 1980s)
- Now: some researches collected data by direct interview or questionnaire. But it is difficult to collect data, with regard to the increasing trend of *Personal Information Protection*, for example
- Therefore, increasing number of studies used tourist guide books or sold package tours to analyze tourist behavior, today
- Furthermore, using GPS or iPhone is also useful for getting route of tourist trips or their drop spots

Conclusions

- Field works on geographical studies of tourism have been related with the changes in the study trend, parallel with diversification of tourist activities
- Therefore field works on tourism have been diversified since the development of alternative tourism
- Emphasized point: Changes in main focus of subject of field work
 - from tourist destination to tourist activities
 - need a detail analysis

Thank you very much for your attention



