

# The Perception of Travel for Japanese and American University Students



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# Significance of the Study

- During my study abroad in Japan I acquired a love for traveling.
- For my studies I would like to know why people have or do not have an interest in traveling.
- I aim to research ideal travel destinations, what factors make people want to travel, and how advertisements influence students to plan their travel.



# Research Questions

1. What are the factors that motivate university students to travel?
2. How do advertisements influence college students to plan their travel?



# Types of Tourists

- Independent

- “...desire to escape from a busy restrictive Japan ... desire for broader horizons, knowledge, and experience [and] a strong desire for human contact/relationships.” (p. 7)
- Those that want to stand out and seek a challenge

- Dependent

- Those that seek security in a group and to be looked after and provided for.
- Those that are looking for a relaxing escape from busy life usually revolving around nature. (Watkins, Gnoth, 2010)

# Up and Coming Tourism: Japan



“[A] summary of various surveys regarding Japanese travelers concluded that they preferred the places with natural scenery and good beaches, as well as cities offering modern culture and historic spots.”

(Watkins, Gnoth, 2010, p.2)

- Package Tourism: Group-oriented tourism
- Furusato: Tourism for the sake of remembering the “pure” Japan or nostalgia of the past. Times before Japan got into WWII.  
(Siegenthaler, 1999)
- Satoyama: Community that coexists with nature and display this through tourism.  
(Jones, 2012)
- Green Tourism: Have a “homestay” with rural family helping out with chores such as farming.  
(Jones, 2012)

# Up and Coming Tourism: America

- Sightseeing – ranked 2<sup>nd</sup> to outdoor activities as the primary objective among Americans who vacation
  - Rural Tourism- is a combination of many other categories of tourism which include, historical sightseeing, hiking, leisure travel, fishing/hunting, and more. Because of this it appeals to many travelers.
  - Ecotourism- the “practice of traveling and touring habitats in a manner meant to minimize ecological impact.” (p. 155)
  - Agritourist- involves education in farming tasks, agriculture-related business, or enjoying the atmosphere of a farm.
- (Richard K. Miller & Associates, 2010)

# Tourism Comparisons

Japan

- Packaged Tourism
- Furusato
- Satoyama
- Green Tourism

America

- Sightseeing
- Rural Tourism
- Ecotourism
- Agritourism





# Tourism Advertising

- **Print Media** (Newspapers, Pamphlets, Magazines, Fliers )
  - Most widely used type of travel advertising until the popularity of online advertisings stated to increase  
(Wang, Jao, Lin, Guo, 2009)
- **Online Marketing**
  - Mass customization is utilized in online tourism marketing and customers are able to be more involved in creating their own custom trip.
  - “Through offering customized products and services, companies can realize one-to-one marketing to satisfy varied needs and wants.”  
(Zhang, 2003, p. 1295)

# Effectiveness of Travel Advertising

It has been said that travelers already decide their destination before looking for information on that destination. This calls into question the influence advertising has on travel.

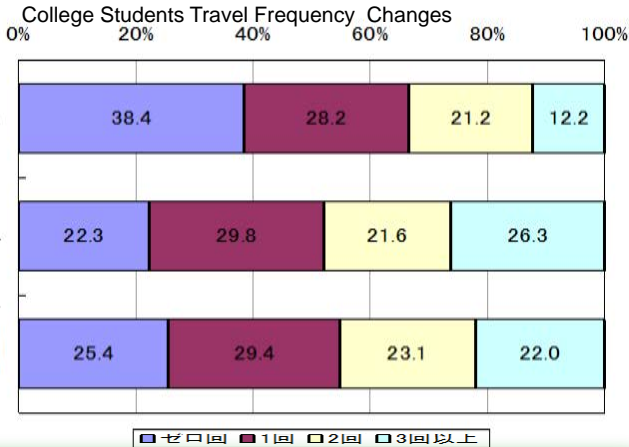
- Traditional studies (DMO) don't have enough information in order to make decisions for each aspect of travel.
- "The Destination Advertising Response effectively evaluate DMO advertising campaigns" (p. 22)
- Results show that destination advertising is most influenced by **attractions** and **restaurants** while the destination choice is the least influential. (Stienmetz, Maxcy, Fesenmaier, 2015)

# American Students Travel Behavior

- Economic factors are predominant when showing young adults travel behavior.
  - In a survey conducted in 2009, female participants traveled more often than male participants which is a change from the past.
  - Personal travel increases as people age. (Teens → Young Adult → Adult → Middle-age)
  - Young adults take less trips (-4%) and travel fewer miles (-18%) than the previous generation.
- (Blumenberg, et al., 2012)

# Japanese Students Travel Behavior

大学生の旅行回数の推移



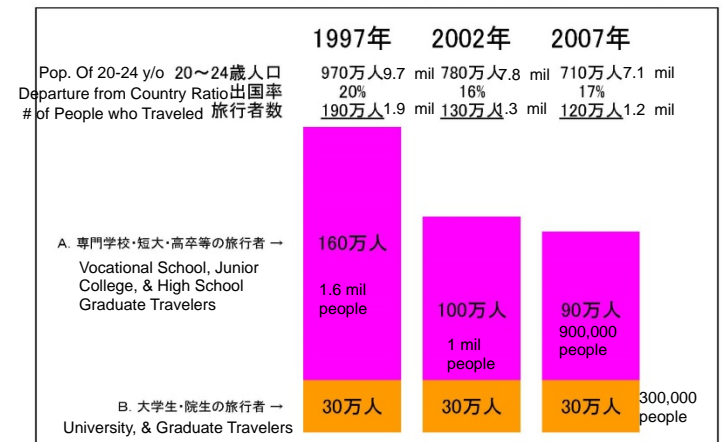
- Japanese college students travel the least frequently compared to office workers.
- 1/3 of college students don't travel at all compared with office workers

(観光庁, 2011)

- Progressive downward shift in the amount of people from 97 to 07 because of the recession in Japan.
- In 1997 20% of young adults traveled and in 2007 that changed to 17%.

(黒須宏志, 2009)

## 20~24歳の海外旅行者数の変化



※大卒者の旅行はAに含まれる  
 ※Bの規模は財団JTB調査、及び大学生協「大学生生活実態調査」をもとに推定、Aは総旅行者数からBを引いた差分として推定

# Research Methods

## Surveys

- 60 University Students
  - 30 Japanese
    - 7 Male, 23 Female
  - 30 Americans
    - 13 Male, 17 Female

## Research Instruments

- Online Survey

[English Survey](#)

[Japanese Survey](#)



# Research Results

Research Question # 1

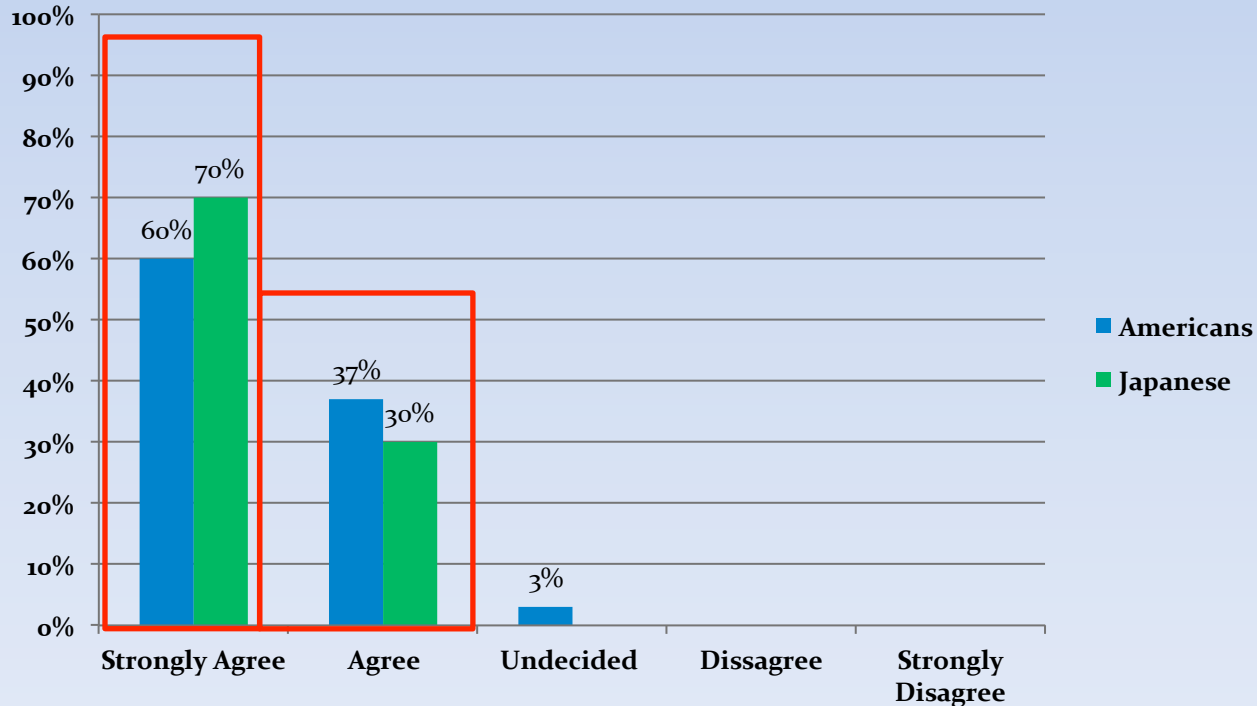


What are the factors that motivate university students to travel?

# Travel Likeness

“Do you agree with the statement:”

I Enjoy Travel

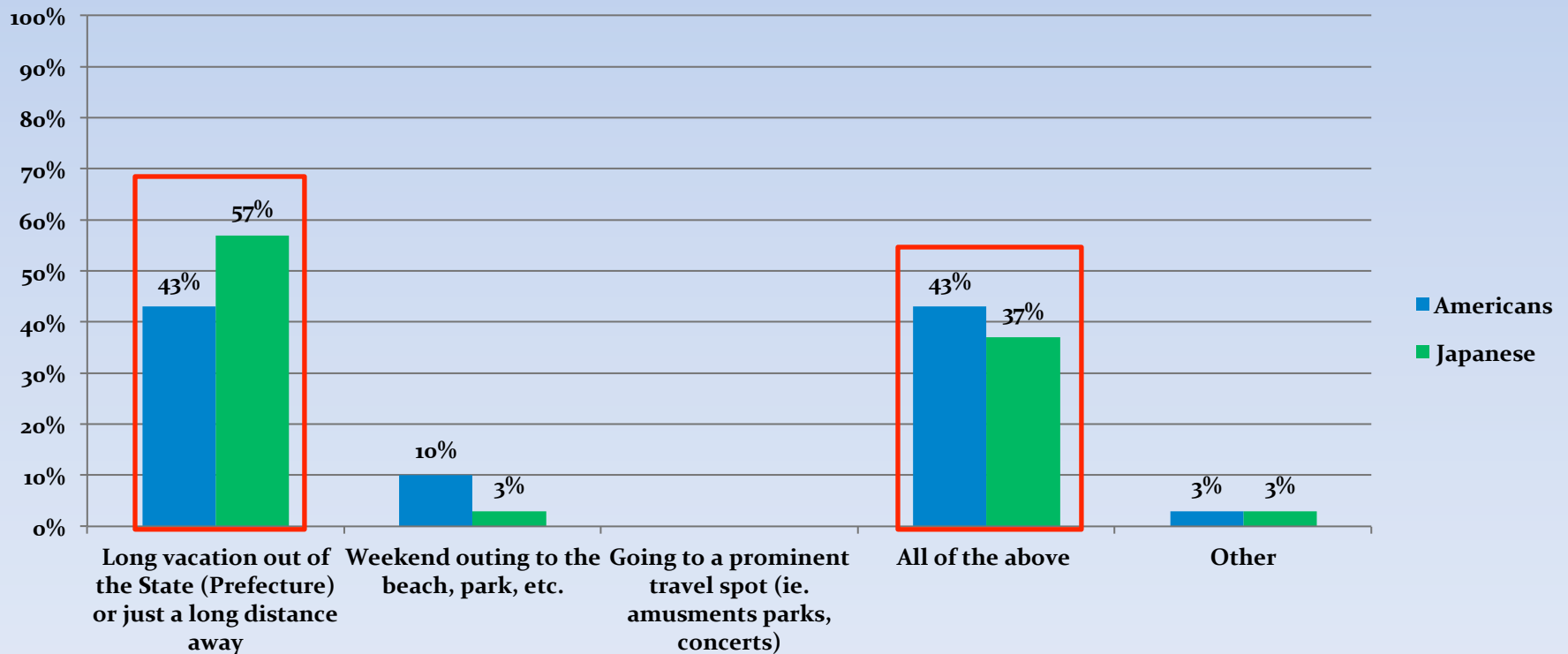


All Japanese students and all but one American student enjoy travel.

# Definition of Travel

“What is your definition of travel?”

## Travel Definition



The majority of Japanese and American students perceive travel as long.

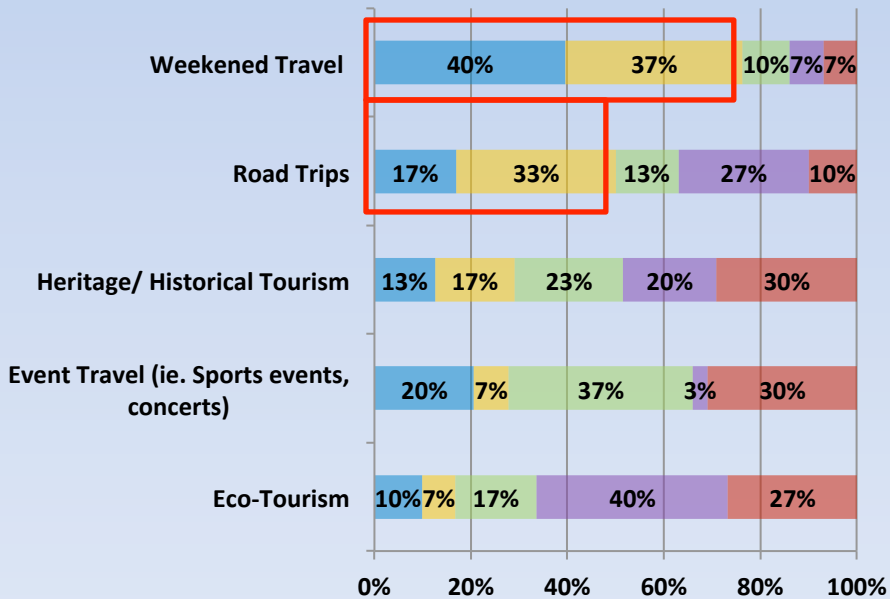


# Types of Travel Areas

“What type of travel do you enjoy the most?”

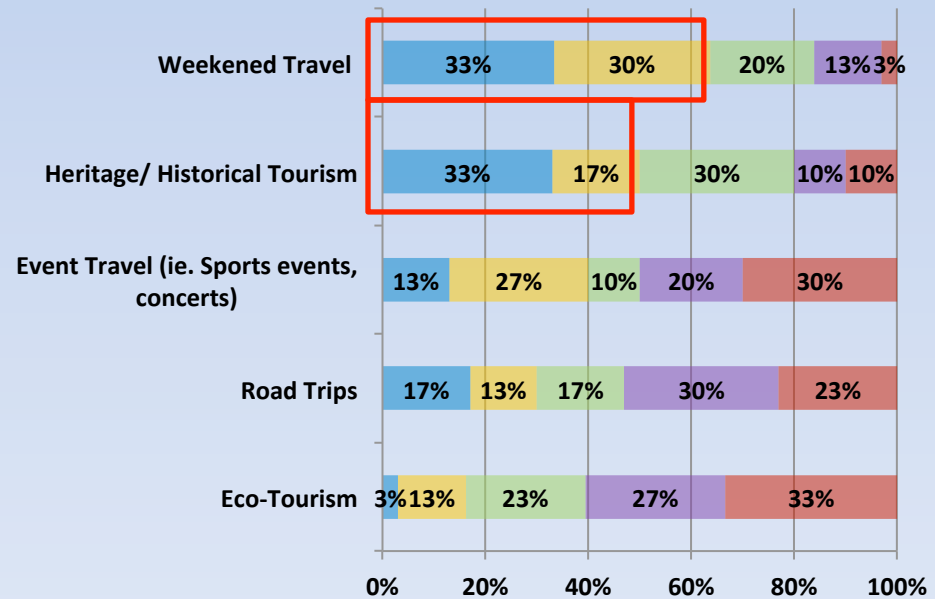
## Americans

Most Preferred Preferred Neutral Less Preferred Least Preferred



## Japanese

Most Preferred Preferred Neutral Less Preferred Least Preferred



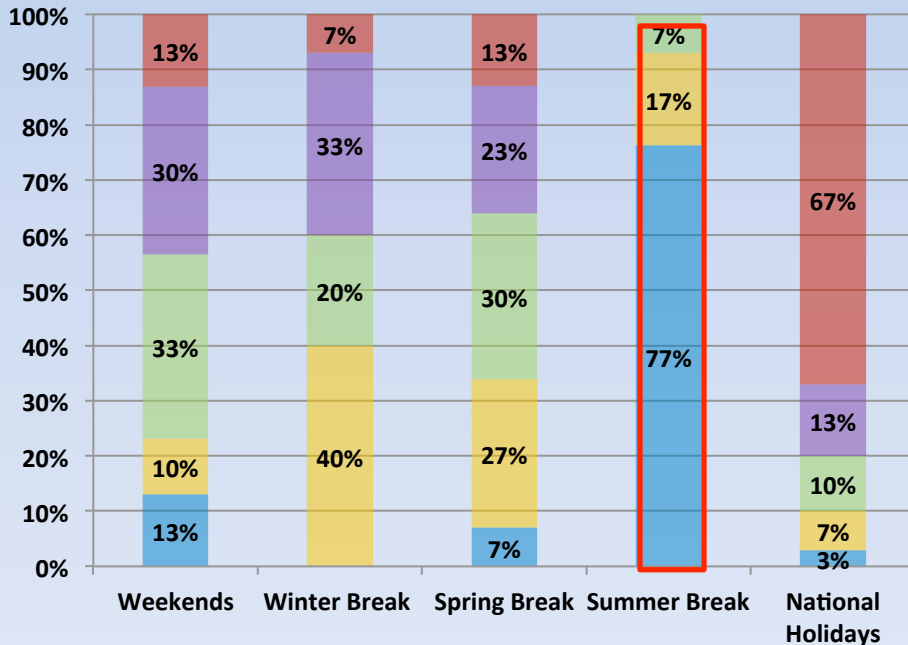
Weekend travel is enjoyed the most, while road trips are the 2<sup>nd</sup> most enjoyed by Americans and Heritage/Historic tourism is 2<sup>nd</sup> most enjoyed by Japanese.

# When to Travel

“When do you typically travel?”

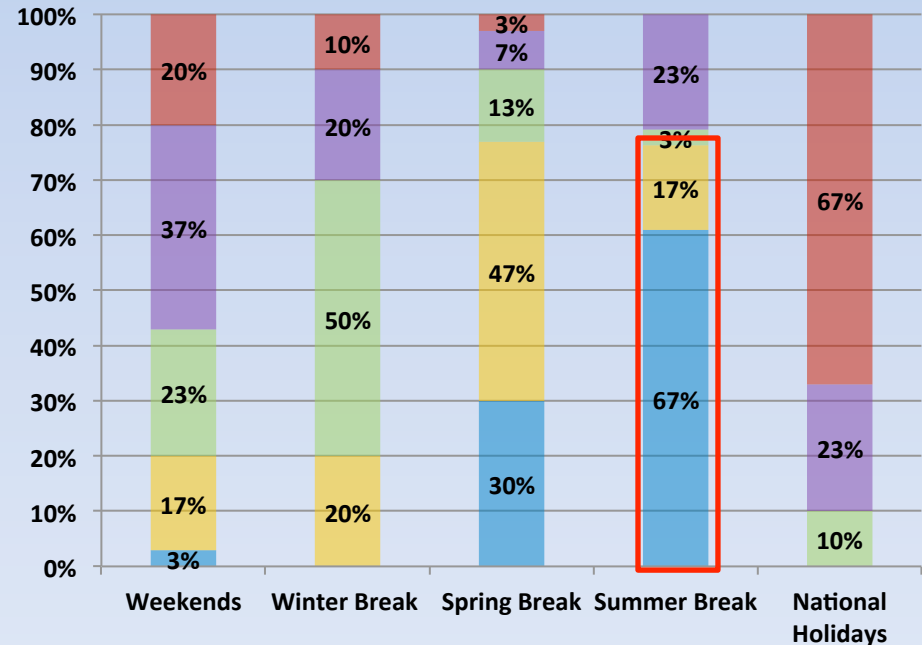
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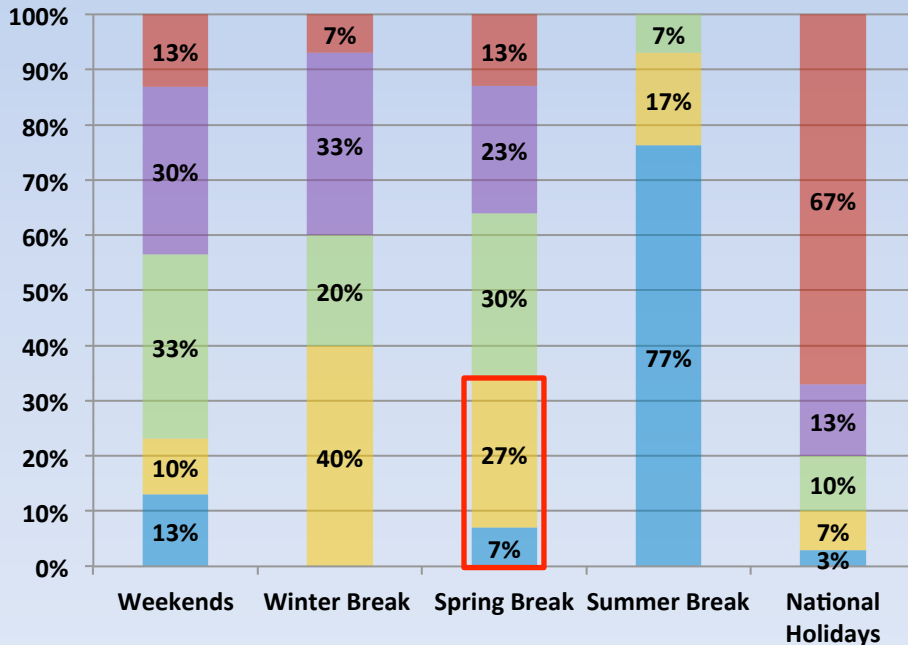
Summer break is preferred for both, while spring break show the most difference because of the differing school schedules in Japan and America.

# When to Travel

“When do you typically travel?”

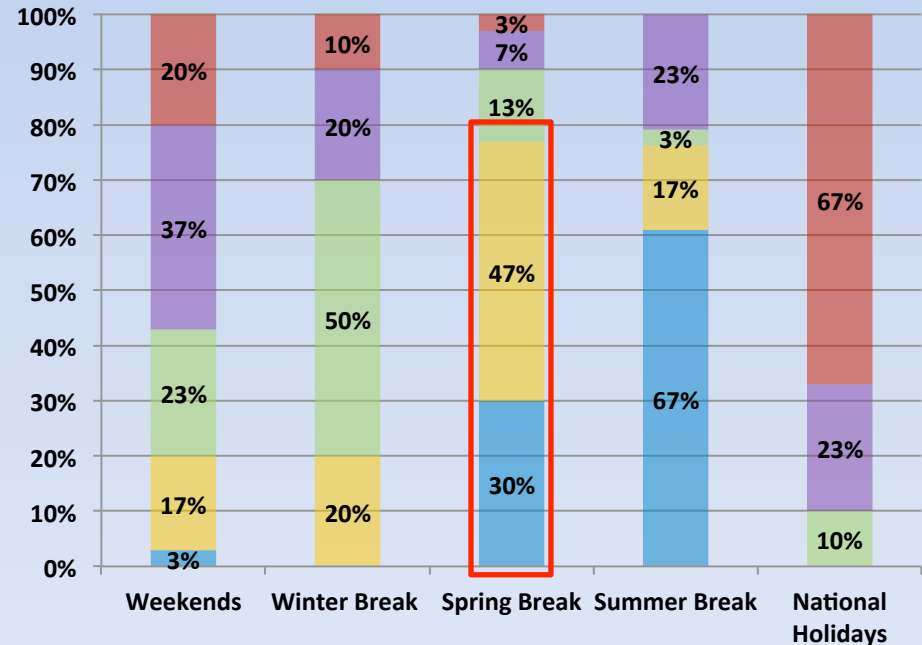
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## Japanese

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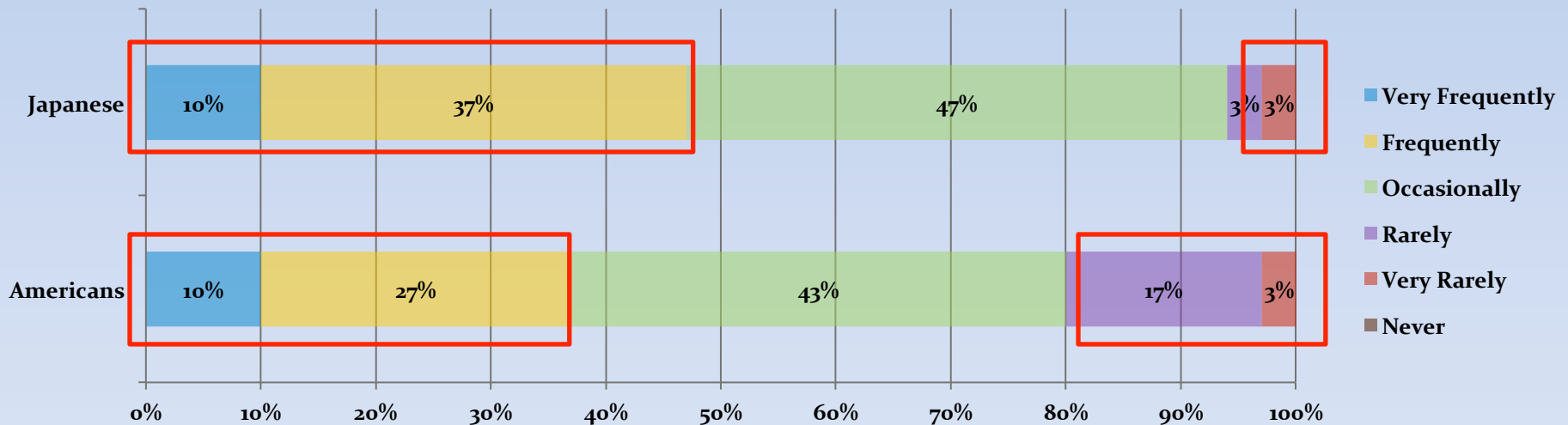


Summer break is preferred for both, while spring break show the most difference because of the differing school schedules in Japan and America.

# Frequency of Travel

“How frequently do you travel when you have free time?”

## Frequency of Travel Comparisson

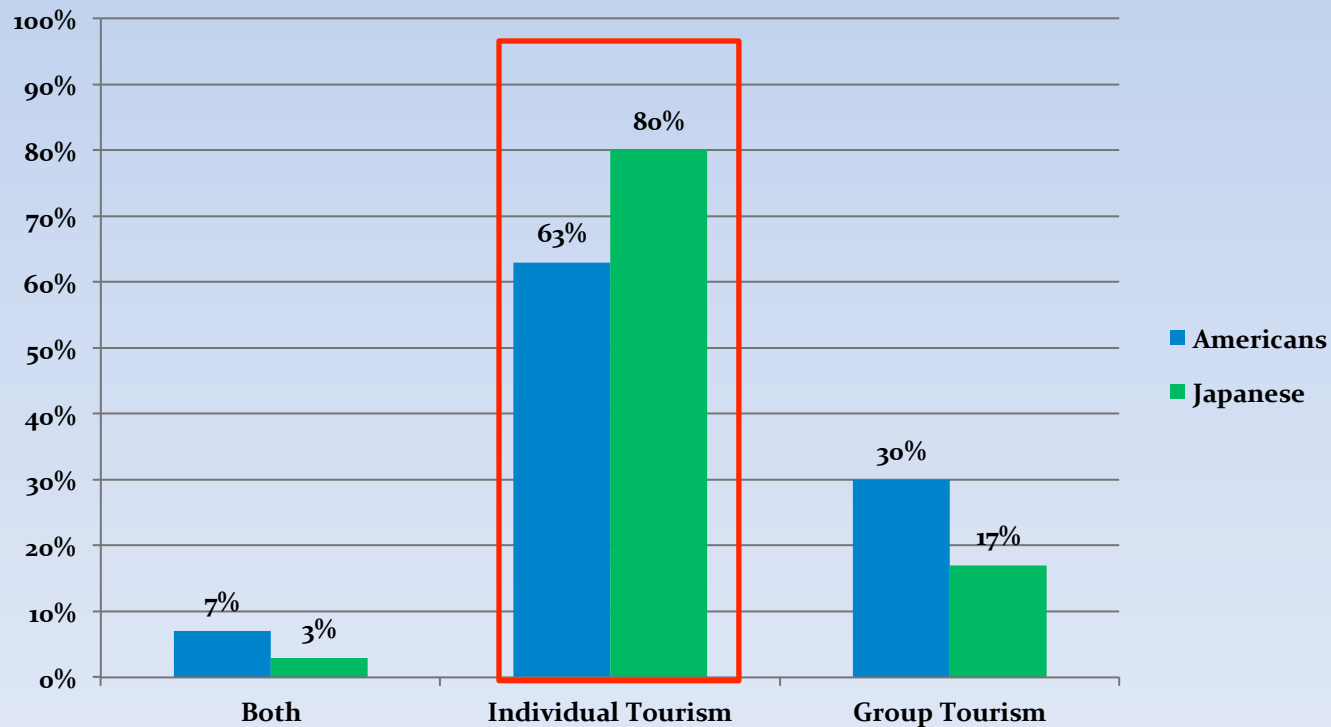


Japanese university students travel slightly more than American university students. American participants are more likely to rarely or never travel.

# Forms of Tourism

“Do you prefer group tourism or individual tourism?”

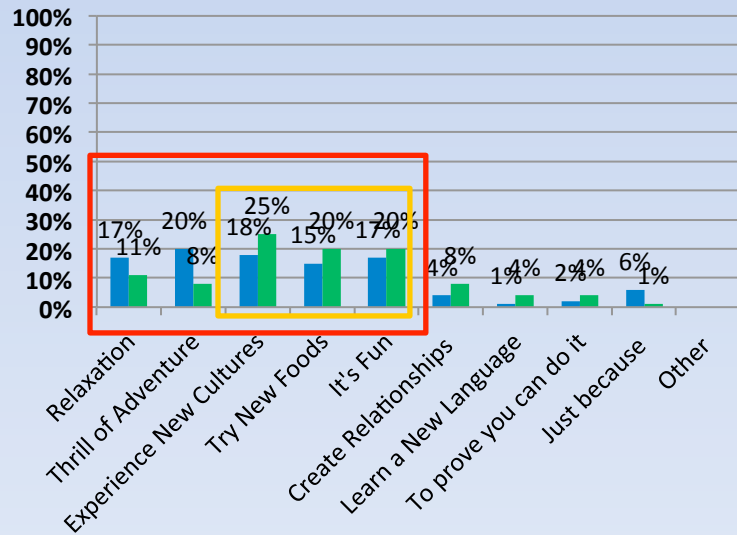
Forms of Tourism Used



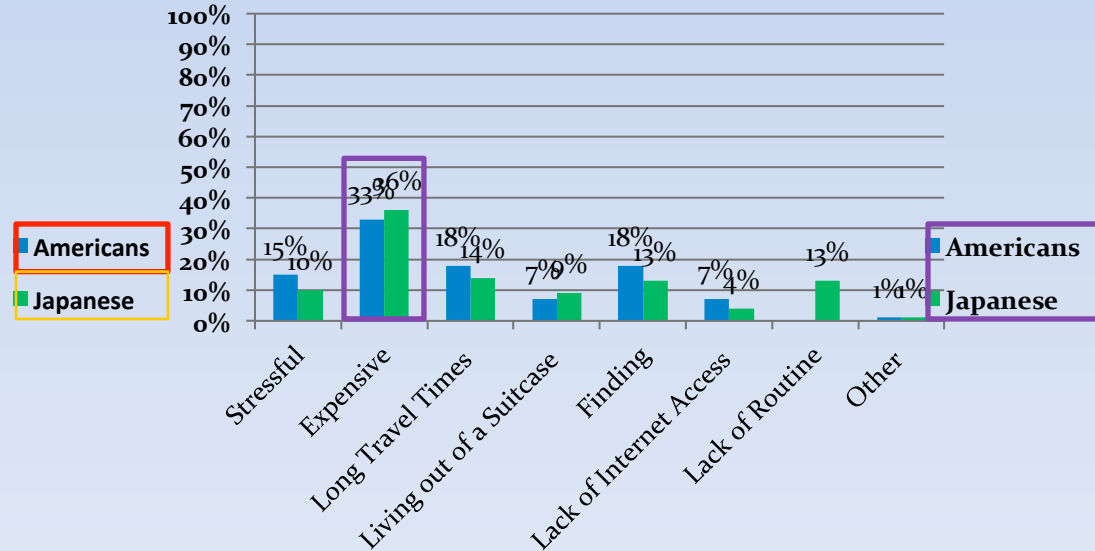
Individual tourism, by far, is the most popular form of tourism for both groups.

# Conveniences and Inconveniences of Travel

“What do you enjoy about travel?”



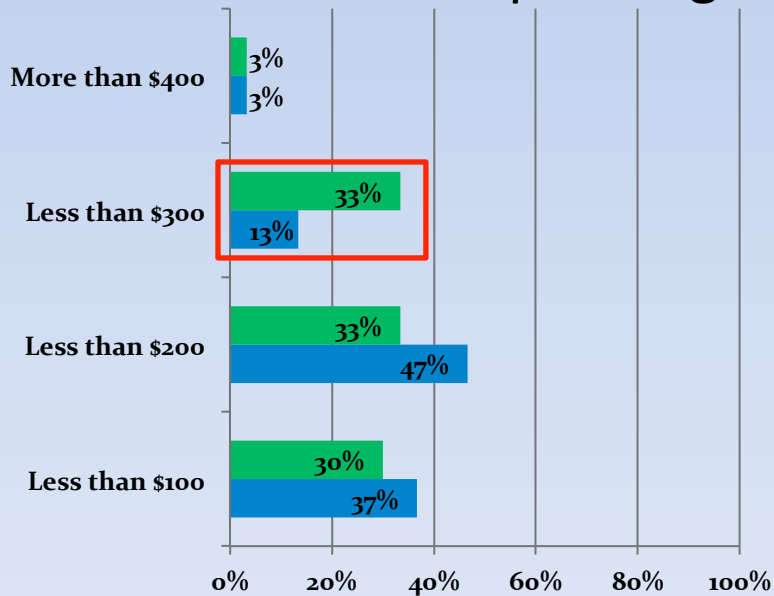
“What do you not enjoy about travel?”



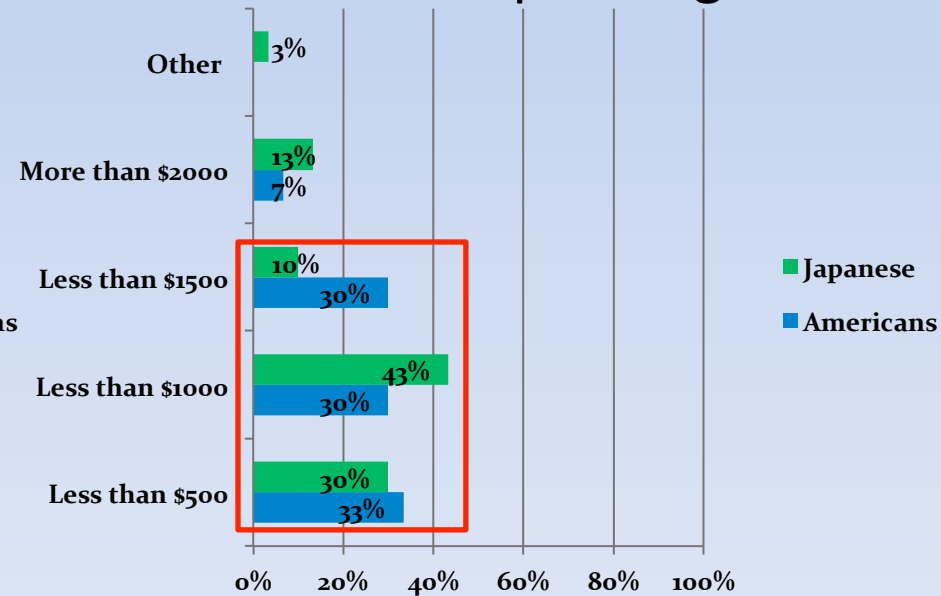
Japanese students enjoy new cultures, trying new foods, & having fun, but Americans students also prefer relaxation, and thrill of adventure on top of this.

# Cost of Travel

“For **weekend travel** how much money are you comfortable spending?”



“For a **long vacation** how much money are you comfortable spending?”

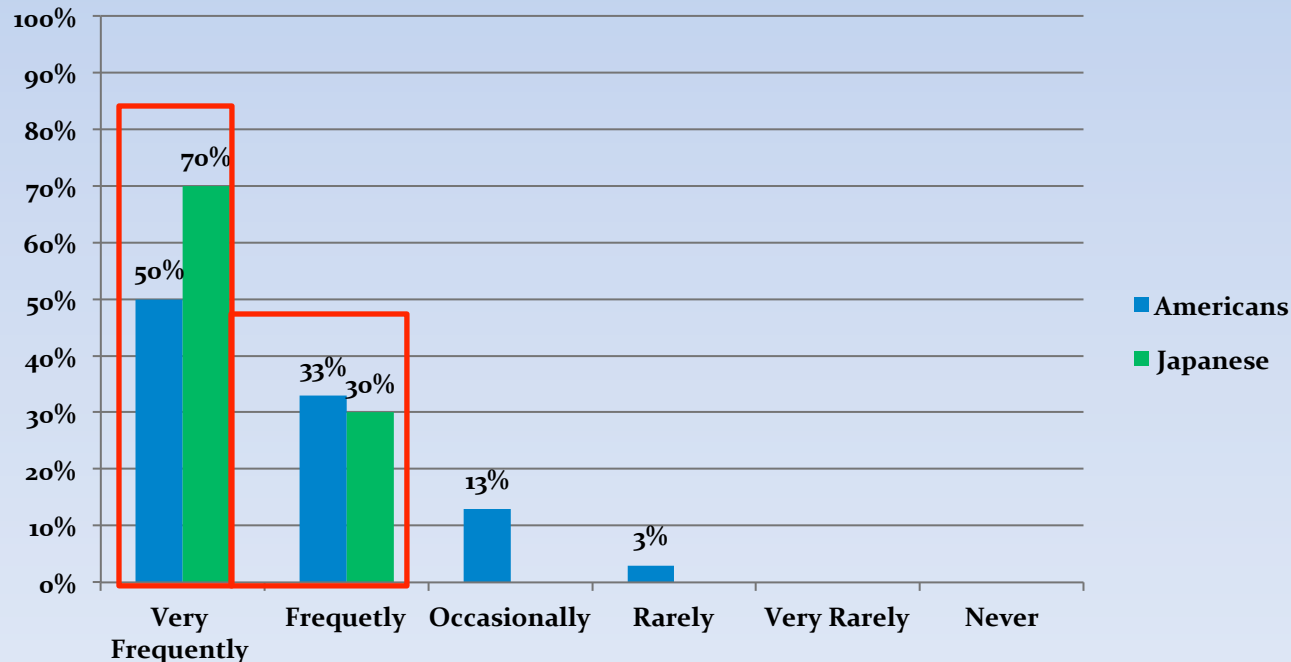


Japanese are willing to spend more money on weekend travel while Americans generally spend more on long travel .

# Money Influencing Travel

“Money influences the frequency of your travel.”

## Money Influences Travel



Money has a strong role in the frequency of travel for both American and Japanese college students



# RESEARCH QUESTION 1

## FINDINGS SUMMARY



- Japanese and American participants **enjoy the act of traveling** but the **reasoning for travel differs**.
- American students tend to have more reasons to travel than Japanese students.
- Some elements such as **experiencing new cultures, trying new foods**, and **having fun** coincide but Americans students also prefer **relaxation**, and **thrill of adventure** on top of this.
- Both Japanese and American students are **conscious of money** when it comes to travel, and will prepare for travel ahead of time in order to create a budget.

# Research Results

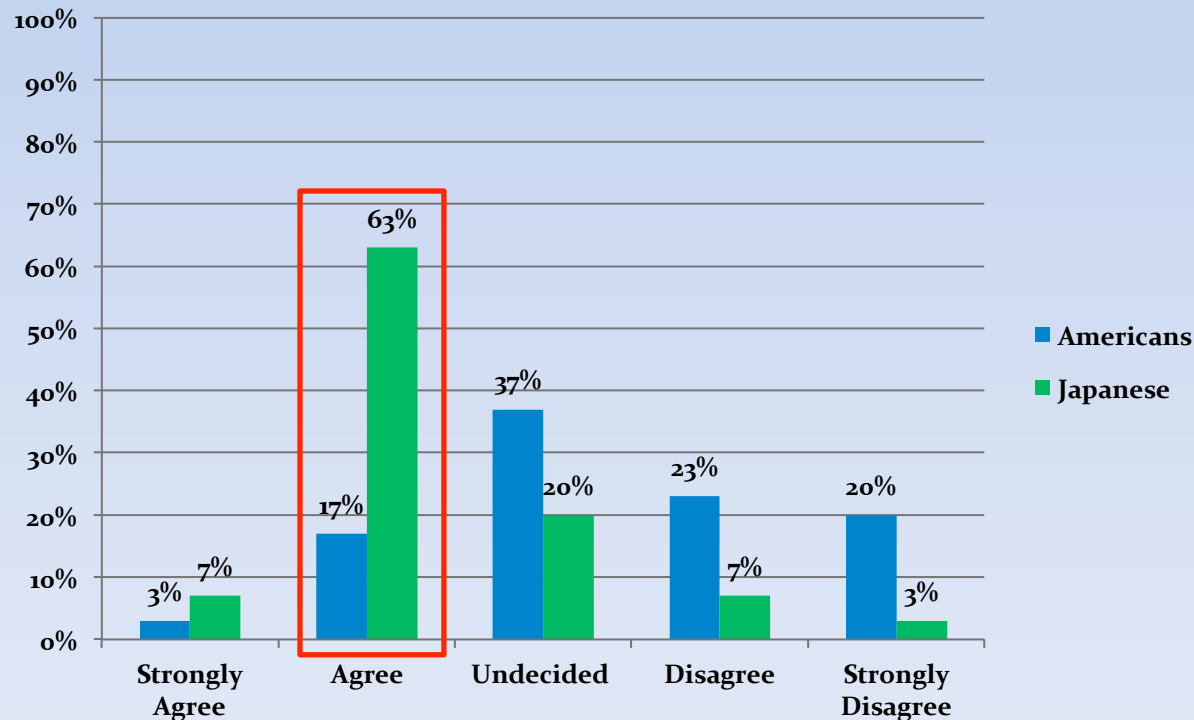
Research Question # 2



How do advertisements influence college students to plan their travel?

# Travel Advertisements Influence Travel

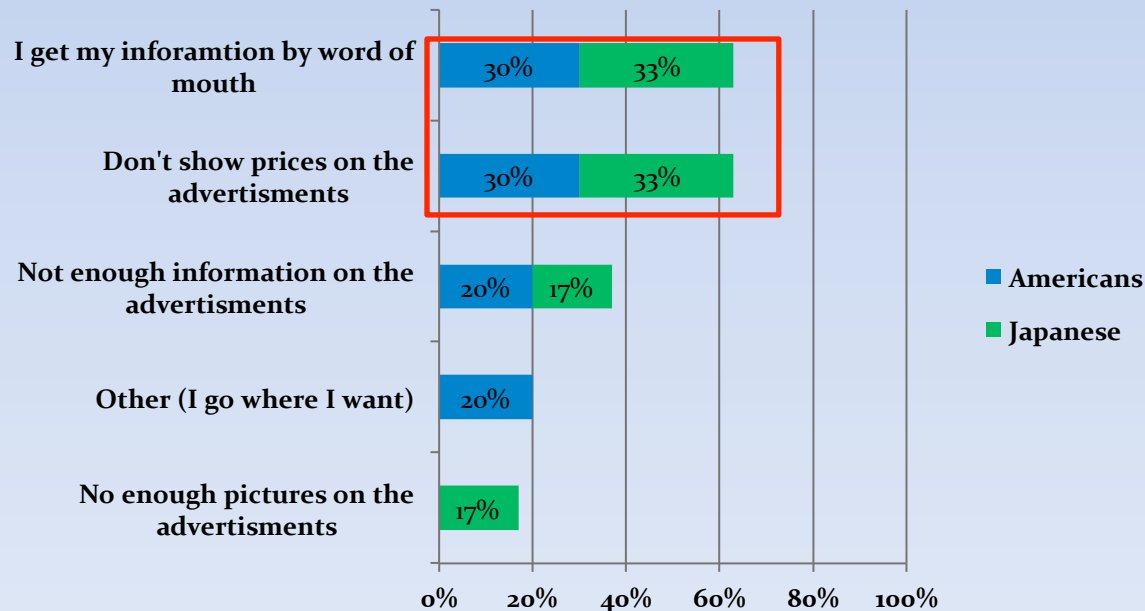
“Travel advertisements have an influence on where you travel.”



Travel advertisements have **significantly more influence for Japanese students** than American students.

# Travel Advertisements Influence Travel

“If the advertisements don’t influence your travel, why?”



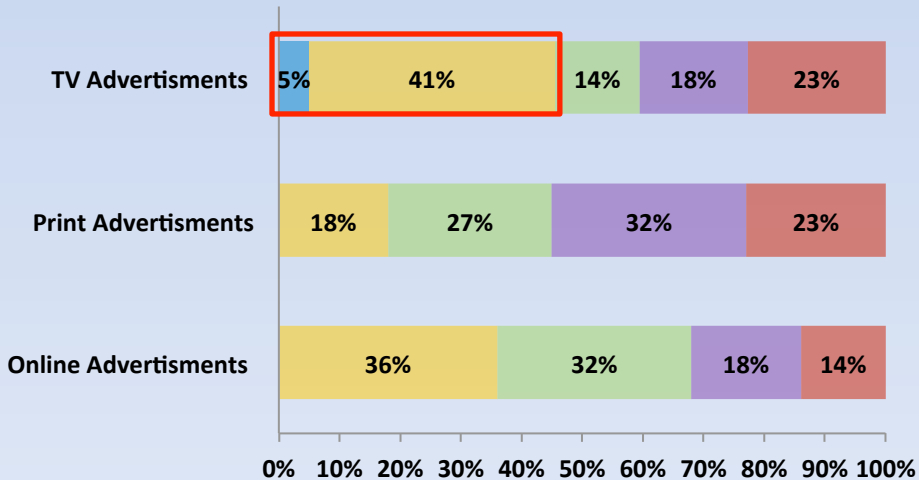
Japanese and American students agree that they get their information by **word of mouth** or do not like the fact that **prices are not shown on advertisements**.

# Types of Advertisements

“Do the below three advertisement categories influence your travel plans?”

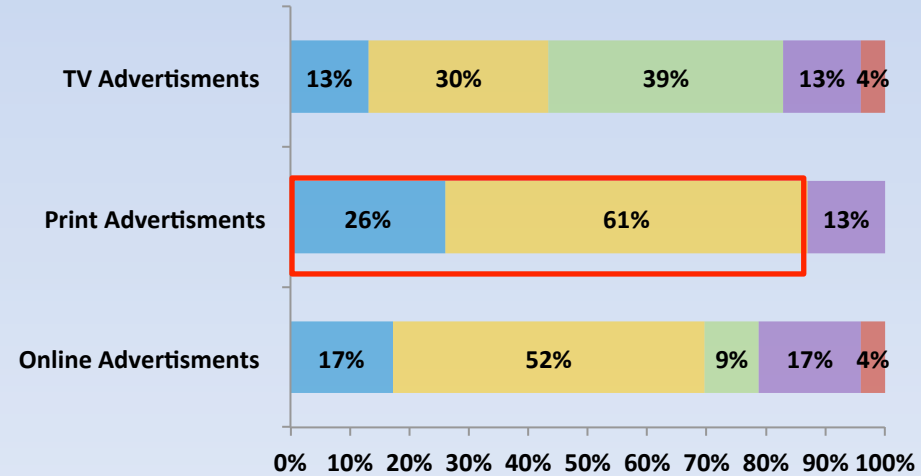
## Americans

■ Almost Always ■ Sometimes ■ Neutral ■ Rarely ■ Never



## Japanese

■ Almost Always ■ Sometimes ■ Neutral ■ Rarely ■ Never



Print advertisements are still the most influential in Japan, while in America TV advertisements are still the most widely used form of advertising.

# Aspects of Travel Advertisements

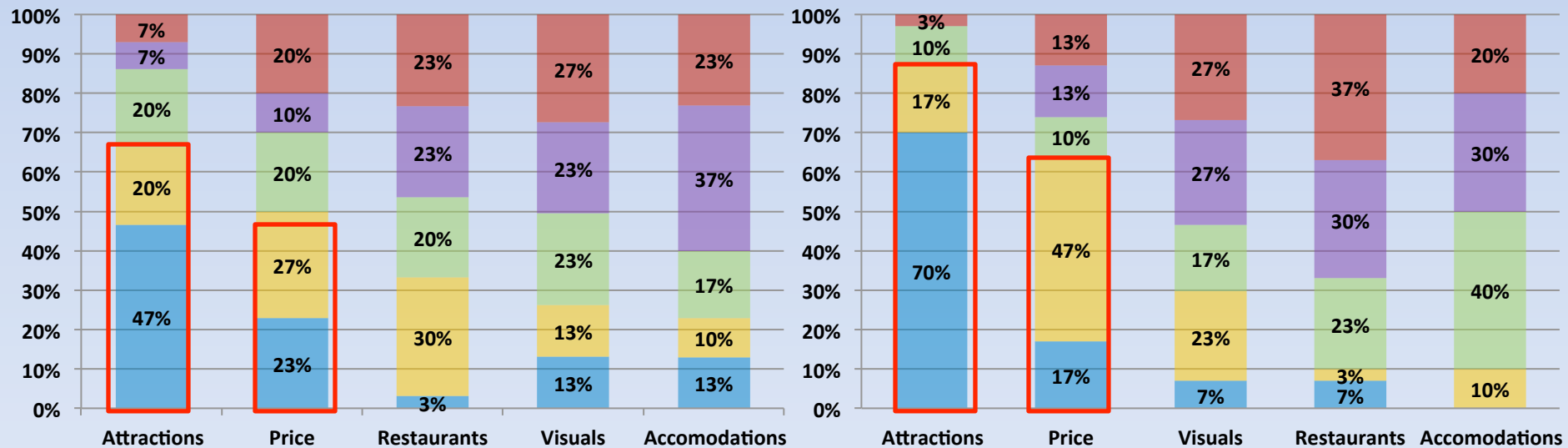
What aspect of travel advertisements influence your travel plans?

## Americans

## Japanese

Most Preferred Preferred Neutral Less Preferred Least Preferred

Most Preferred Preferred Neutral Less Preferred Least Preferred



The most influential aspects of travel advertisements is the **attractions** then **price**.

# RESEARCH QUESTION 2

## FINDINGS SUMMARY



- Japanese students **rely heavily on print advertisement** because of their availability in many prominent locations such as train stations.
- American students **don't particularly rely on advertisements** because they are not as readily available to students.
- Money has a strong role in the frequency of travel, but both are willing to spend more if the **attractions** are worth it.

# Conclusion

- The main factors that influence travel for both Americans and Japanese are **expense, travel period, and experiencing new cultures**
- Japanese students spend money on shorter travel to more places.
- Americans spend money on longer travel to fewer places.
- Japan still continued to **use advertising for travel** while Americans do **not rely on advertising** as heavily.
- Aspects that make travel advertisement more appealing include specifics on **attraction** and secondly **price**.
- In conclusion they are both motivated to travel based on **expense, the length of travel, and positive elements of travel** but they **differ in their usage of advertisements**.





# Discussions



## Limitation of the Study

- A larger batch of college students would have made the data more concrete.
- A wider geographic area of both Japanese and American college students may have changed my data.

## Future Studies

- Expand the study to compare international travel
- Compare college students travel behaviors with that of working adult travel behaviors.
- Social media vs traditional travel companies

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# Acknowledgements

- Dr. Shigeko Sekine
- Dr. Yoshiko Saito-Abbot
- Michiko Terajima
- Friends, classmates, and family that supported me especially:
  - Oshima Mitsue
  - Mayu Imoto
  - Nicole Saldana