震災後のインバウンド観光：分析と政策への反映

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1. Background and purpose

The Great East Japan Earthquake happened in 2011 has significantly impacted the inbound tourism in Japan. The disaster saw the total number of international tourism arrivals in 2011 drop by 28% to 6.2 million, compared to 8.6 million tourism arrivals in the previous year. In order to get a better understanding of recovery process of inbound tourism in Japan and provide implication for inbound tourism policy in the future, the research attempts to investigate the international tourists' behavior response after the earthquake.

In this study, we are especially focusing on the following questions: (1) What are the key reasons international tourists would / would not travel to Japan following the disaster? (2) Are these reasons different across tourists with different demographic factors (age, gender, income, etc)? (3) What are the drivers of tourists' behavior response to the earthquake? More specifically, how do demographic background, past travel experience, trip purpose, and image perception influence the behavior response?

2. Survey

For the purposes of this study, we conducted a web-based questionnaire survey in two major markets for inbound tourism of Japan (i.e., South Korea, and China) with the assistance of an Internet survey company. The survey included very detailed information on tourists' behavior in response to the earthquake, including their perception of what took place in Japan, information sources, whether they had made plans to travel to Japan before the earthquake. For those who had travel plans, we asked their planned destination, travel time, motivation, companion, budget, duration, and their decision after the earthquake. Also sought was information on individual characteristics (e.g. gender, age, education level, annual income).

3. Data analysis

The study analyzes the reasons why international tourists would/would not travel to Japan following the earthquake. Principal component analysis identified three factors in the reasons why international tourists would not travel to Japan following the earthquake, which can be labeled as "accessibility damage", "internal worry", and "external events". In terms of the reasons why international tourists would travel to Japan following the earthquake, principal component analysis identified three factors, which can be labeled as "accessibility improvement", "information communication", and "internal willingness". In addition, it is found that these reasons are different across tourists with different characteristics through a one-way analysis of variance (ANOVA).

International tourists' behavior response after the earthquake is analyzed by using MNL model. The model estimation results suggest that income, post travel experience, time interval, travel purpose, and three elements of risk perception have significant influence on decision of tourists from China. While the most influential factors for tourists from South Korea include education level, post travel experience, and five elements of risk perception.