

THESIS

Khathavouth Khanphet

2022

Hungarian University of Agriculture and Life Science
Faculty of Economics and Social Sciences
Károly Róbert Campus

**PEOPLE'S INTEREST AND MOTIVATION IN
TRAVELLING TO JAPAN.**

Thesis supervisor

Dr. Pallás Edit Ilona

Written by

Khathavouth Khanphet

BA in Tourism and Catering

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ABSTRACT

In this thesis, author discuss motivation and interest in cultural tourism in Japan. The motivation and interest which make people would like to travel to Japan. Moreover, the tourism and Japanese culture nowadays are quite well-known among people all over the world. Due to the fact that Japanese has become more popular, the author has researched which motivate people to travel to Japan and what they interest in.

The research area is chosen Japan, which attract many international tourists due to its culture and attractions, natural and historical resources. The main aim of the thesis work is to examine people who have been and never been to Japan by investigating the region's natural resources, history, tourism demand and supply. The research, which has been done in last part of thesis, shows us the view of specialists regarding this topic.

The objective of this thesis work is to examine in which ways national and foreign investments should be implemented in order to develop the cultural tourism in Japan. Japan has enough natural resources which are needed for the development of cultural tourism.

CHAPTER I

INTRODUCTION

Since people started travelling, they mainly focused on finding something new, unique like they have never seen or never experience before. For example, Swiss people are very excited when they go to Thailand and they think Switzerland is boring, it is because of the difference of weather, territory, economy. It is the same with all people when they stay somewhere for long time, they have seen everything so they would like to see something difference from where they live. For instance, in Asia, the weather is hot, for Asian people is too hot but for some European countries is like heaven.

Tourism is part of the leisure sector that is rapidly gaining economic importance. Nowadays, cultural heritage places play a huge role, even as an economic savior in many countries like France, Italy, etc. in which tourism should always be based. (Alley, 1992).

Japan is renowned worldwide as a nation steeped in a culture that combines both tradition and modernity. Thousands of years as an isolated island country allowed Japan to undergo various cultural evolutions in solitude, creating a truly unique traditional culture. Not only the combination between technologies and culture, they also combined art,

As connections with other countries grew, Japanese tradition was influenced and altered to create the unique culture of modern Japan, evident in its combination of traditional concepts with the latest technology and art that astound the rest of the world. Because of the uniqueness of Japan, people all around the world can remember and recognize Japanese tradition and culture. Also, the strong images that they have created and the experiences they can give when people travel there.

Worldwide there is growing interest in the ways that films, novels, comics, games and other forms of popular culture act as tourism drivers(Seaton P & Yamamura Takayoshi, 2014), in another word, the way producer show different culture in the entertainment or media can make people would like to visit that destination, for example, when fans go to the locations of favorite television dramas, take studio tours in Hollywood, visit museums in the hometowns of famous authors or have their picture taken with Micky mouse at Disneyland.

This chapter gives a brief overview of the thesis. It starts with general description of the problem; purpose of the paper and briefly looks at the research questions and chapter outline represent the final part of this chapter and gives information about the structure of this Bachelor thesis.

1.1. Problem description

Japan has become one of the most visited tourist destinations globally. However, the country now faces the effects of mass tourism. According to Tourism review news, the increase in the number of tourists visiting Japan, we must go back to 1970. That year, 854,000 foreign tourists were welcomed on Japanese land. Then, ten years later, in 1980, there were 1.3 million foreign visitors. In 1990, this number rose to 3.2 million. In 2001, the country having been one of the hosting countries of Football World Cup, the number of foreign visitors was close to 5 million. The boom really began in 2014 and 2015 with almost 20 million tourists per year. In 2018, this figure reached a record with 31 million foreigners visiting the country.

Japan gained a lot of foreign tourists each year is because Japan is:

- Beautiful country, landscape
- Uniqueness
- Well-known all around the world
- Safety
- Clean
- The large number of UNESCO sites

The massive influx of tourists into Japan has led to many problems for the country, mainly overcrowding and lack of accommodation facilities. The Japanese are worried about the negative impact that mass tourism could have on their culture. Many experts say that the tourism boom is like choosing between money and culture. The daily life of the Japanese is also quite affected by the mass of tourists around. For example, there are locals who have stopped coming to their favorite stores because holidaymakers come in large numbers every day.

Japan has quite unique and strict culture and it is quite famous. If we think about “Food”, we can see a lot of Japanese restaurants all around the world, some are original but some are not. For example, in Budapest, we can see a lot of Chinese people are making Japanese and Thai restaurant because these two are popular. This can be the reason why people would like to visit Japan for the original food. Lastly, the Asian cultures are diverse and they attract many foreign tourists especially. Japan is a small island country but diverse culture, include very strict code of etiquette and life styles.

1.2. Purpose of the paper and research questions

The aim of this Bachelor’s paper is to discover on people interest on culture tourism, their motivations and to show how Japanese culture attract people across the world. Japan is an island country with diver culture and tradition which attract foreign tourists. So, this paper will research on which of Japanese culture people like the most. Japanese food, attraction, language, events, etiquettes, etc. nowadays, Japan is renowned worldwide as a nation steeped in a culture that combines both tradition and modernity. For example, cosplay event, it is the activity or practice of dressing up as a character from a work of fiction such as a comic book, video game, or television show and this event hold in many countries. That is the reason why this region was chosen for the thesis. The main research issued are given bellow:

- Some unique tourists and culture attractions.
- Which Japanese culture attract people the most.
- People’s motivation on travelling to Japan.

Un this paper, author will take some of unique tourist attractions in Japan and analyze people’s motivation on traveling to Japan or to see what interest people the most.

1.3. Chapter outline

The thesis is composed of five chapters. First chapter represents introduction, background of selected topic, research questions and chapter outline.

Chapter two includes a literature review. This chapter outlines general overview, definitions and concepts of tourism, definition of cultural tourism, different type of culture in Japan, most popular and unique culture and attractions in Japan, people’s interest.

Chapter three provides the research methodology.

Chapter four is the main body text and provides data presentation, analysis and discussion.

Chapter five represents author's conclusion and recommendations.

CHAPTER II

LITERATURE REVIEW

2.1. General overview of tourism

Tourism is the commercial organization and operation of holidays and visits to places of interest. Tourism is also travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating and entertaining tourists and the business of operating tours.

The WTO (World Tourism Organization) defines tourism more generally, in terms which go “beyond the common perception of tourism as being limited to holiday activity only”, as people “travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes”. Tourism can be domestic (within the traveler’s own country) or international, and international tourism has both incoming and outgoing implications on a country’s balance of payments

In 1994, the UN (United Nation) identified three forms of tourism in its recommendations on Tourism Statistics:

- Domestic Tourism, involving residents of the given country traveling only within this country.
- Inbound Tourism, involving non-residents traveling in the given country.
- Outbound Tourism, involving residents traveling in another country.

The main characteristic of tourism can be listed as follow:

- Tourism is a combination of relationships and phenomena.
- It is dynamic.
- The destination and sleeping location are outside of one's place of residence and work.
- The move to the destination is short term and temporary in which the intention is to stay for a few days, weeks, or months.
- The destination is chosen for leisure not work.



Figure 1. The feature of Tourism (Source: Article Junction, 2013)

2.2. Development of tourism

In ancient times people tended to remain settled in one place for practical reasons. Travel was sometimes necessary, for example, seeking food, escape from danger.

Gradually, larger settlements of people developed along coastal area and beside rivers, largely for food and sanitary purposes. This led to the development of water craft. Boats began to be used to travel for long distances, to other settlements, essentially to trade.

Assyria (An ancient kingdom of N Mesopotamia, now located in **northern Iraq and southeastern Turkey**). comprised the area now known as Iraq. As the Assyrian empire expanded from the Mediterranean Sea in the west to the Persian Gulf in the east, the means of travelling were improved, especially for military use.

Today, we see the influence military construction has on leisure travel. The United States interstate highway system was developed initially to facilitate military transportation in the event of a national emergency.

The Assyrian military traveled by horse and chariot. The donkey was the principal mode of transport for common people. the Persians, who conquered the Assyrians, continued improvements in travel infrastructure. New kinds of wagons were developed including a four-wheeled carriage for the wealthy.

While previous civilizations created roads and developing modes of transport, it was the *Greeks* who first developed a sophisticated travel infrastructure. The majority of Greek cities were situated on the coast. The Greeks were traders and would travel to other cities by boat to trade.

Greece was divided into city-states that were fiercely independent. However, pleasure travel did exist in three areas: for religious festivals, for sporting events like the *Olympic Games*, and to visit other cities.

Travel in Ancient Greece was advanced by two important developments:

- **Currency Exchange:** Prior to the development of currency, Greek travelers would pay their way by carrying various goods and selling them at their destination. Eventually, the coinage of Greek city-states became international currency, eliminating the need to travel with a retinue of goods.
- **the Greek Language:** as the Greek language spread throughout the Mediterranean area, it became easier for Greeks to communicate as they traveled.

Travel flourished in Roman times for several reasons. The Roman empire stimulated trade and led to the growth of a large middle class with the money to travel.

Roman coins were all the travelers had to carry to finance their trips. The means of transportation – roads and waterways – were excellent. Communication was relatively easy as Greek and Latin were the principal languages in use. The Roman legal system provided protection from foreign courts, thereby ensuring safety for the traveler.

Early traveler (early tourism); sightseeing became popular in the Roman era, particularly trips to Greece. Greece had recently become a part of the greater Roman empire and was now a popular destination for visitors.

The Greek writer Pausanias wrote 10 volumes guide to Greece aimed at Roman tourists in 170 AD. In his detailed guide he describes the monuments and sculptures of Greece as well as the myths that inspired them. As well as Greece, Egypt and Asia Minor were popular destinations for Roman tourists.

Another notable development in tourism during Roman times was the rise in popularity of second homes among the elite. Villas were built along the Italian coast and near mountain spas, as a refuge for the wealthy.

In a nutshell, travelling started in ancient time many years ago. First, people travel for a short distance just for food, then escape for danger or migrate to other different places or longer distance, after they invented or created transportation to travel across the world. Now, we use cars, trains, airplane and more to travel not just outside country but also inside country or even travel to work like when ancient people went outside to find food.

2.3. General overview of Japan

Japan is an island country in East Asia. It is situated in the northwest Pacific Ocean. Japan also is the part of the Ring of Fire, The Ring of Fire is a region around much of the rim of the Pacific Ocean where many volcanic eruptions and earth quakes occurs, and spans an archipelago of 6852 islands covering 377,975 square kilometers. The five main islands of Japan are Hokkaido, Honshu (the “mainland”), Shikoku, Kyushu and Okinawa. Tokyo is Japan’s capital and largest city and other famous cities like Yokohama, Osaka, Nagoya, Sapporo, Fukuoka, Kobe and Kyoto.



Figure 2. Japan on world map (Source: Wikipedia, maps of Japan)

Japan is a small island country but Japan is the eleventh most populous country in the world as well as one of the most densely populated and urbanized. About three-fourths of the country’s terrain is mountainous. Japan is divided into 47 administrative prefectures and eight traditional regions. The Greater Tokyo Area is the most populous metropolitan area in the world, with more than 37.4 million residents.

2.4. History of Japan tourism

Japan attracted 31.88 million international tourists in 2019. Japan has 21 World Heritage Sites, including Himeji Castle, Historic Monuments of Ancient Kyoto and Nara. Popular foreigner attractions include Tokyo and Hiroshima, Mount Fuji, ski resorts such as Niseko in Hokkaido, Okinawa, riding the shinkansen; The Shinkansen, known as the bullet train, is a network of high-speed railway line in Japan, and taking advantage of Japan's hotel and hot spring network.

The 2017 Travel and Tourism Competitiveness Report ranked Japan 4th out of 141 countries overall, which was the highest in Asia. Japan gained relatively high scores in almost all of the featured aspects, such as health and hygiene, safety and security, cultural resources and business travel.

In Japan we can find any tourism products which provide satisfaction to all range of age. Japan has beautiful views, many restaurants with delicious food and dessert with different themes of café and restaurant like animal café, Anime theme café; Anime is term of Japanese carton animation and more unique attractions like fruit garden where you can pick them up for take away or enjoy the fruit there in the garden. And also, events and entertainments. Japan is living in the future with many modern technologies and machines but also, keeping their tradition and culture which, they did in the past.

For much of post-World War II history, Japan has been an exceptionally unattractive tourist destination for its population and GDP size; from 1995 to 2014, it was by far the least visited country in the G7 (The Group of Seven (G7) is an intergovernmental political forum consisting of Canada, France, Germany, Italy, Japan, the United Kingdom and the United States) despite being the second largest country in the group, and as of 2013 was one of the least visited countries in the OECD on a per capita basis. (Silver, Nate, August 18, 2014)

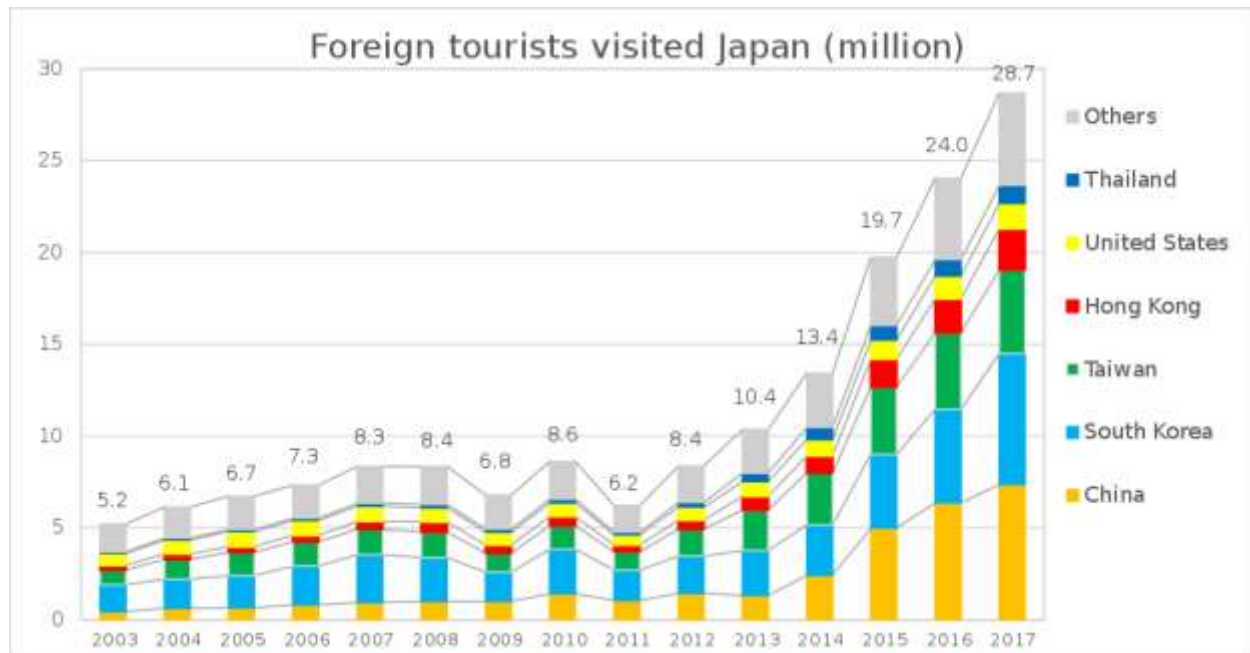


Figure 3. Foreign tourists visited Japan (million) (source: Wikipedia)

This figure shows that the foreign tourists visited Japan started rising in 2013 from 10.4 million and skyrockets to 28.7 million in 2017. So, we can see that Japan has developed a lot and gained many visitors in just few years.

According to the Japan National Tourism Organization in 2017, 3 out of 4 foreign tourists came from other parts of East Asia, namely South Korea, Mainland China, Taiwan and Hong Kong.

Japanese video games, manga, and anime play a role in driving tourism to Japan. In surveys held by Statista (**Statista** is a German company specializing in market and consumer data) between 2019 and 2020, 24.2% of tourists from the United States, 7.7% of tourists from China and 6.1% of tourists from South Korea said they were motivated to visit Japan because of **Japanese popular culture**.

Japanese culture is diverse and unique and strict. Because of the uniqueness, they gained a lot of tourists. People travel to see different things and try new things outside their own home country, finding new experiences, this can be the main reasons why people travel and why they choose Japan. Japan is a small island country but we need a lot of times to explore the whole country. As we can see on the internet that many people make videos about how to behave when we are in Japan, this shows that Japanese are taking this seriously to prevent their culture impacts

from tourism. Then they made those videos to help tourists before travelling to Japan, and some people would like to visit Japan to see and experience by their own if it's true or not.

2.5. Japan tourist attractions

If we look on the internet, we will see a lot of places of Japan tourist attractions which is museum, unique built attractions, historical or heritage attractions. For examples, mount Fuji, the island Shrine of Itsukushima - Miyajima, Fushimi Inari-Taisha Shrine, etc. but, if we go to Japan, we will see more than just I've mentioned or something we have not seen on the internet before. Their life styles can also attraction and make us more interested in Japan. most of these can be the most motivation to motivate people to travel to Japan.



Figure 5. the island Shrine of Itsukushima – Miyajima



Figure 4. Mount Fuji



Figure 6. Fushimi Inari-Taisha Shrine



Figure 7. Shibuya Crossing

Source: 21 Top-Rated Tourist Attractions in Japan

These are just a few of attractions in Japan and they are like the image of Japan because if think about Japan we will think of cherry blossom or Sakura, big blue volcano or mount Fuji and the well-known food like sushi and if we look on the internet, we will see more than these such

as imperial Tokyo the Imperial Palace with its beautiful 17th-century parks surrounded by walls and moats, Historic Kyoto one of Japan's most visited cities and more

2.5.1. Mount Fuji

Without a doubt Japan's most recognizable landmark, majestic Mount Fuji is also the country's highest mountain peak. Towering 3,776 meters over an otherwise largely flat landscape to the south and east, this majestic and fabled mountain is tall enough to be seen from Tokyo, more than 100 kilometers away.

Mount Fuji has for centuries been celebrated in art and literature and is now considered so important an icon that UNESCO recognized its world cultural significance in 2013. Part of the Fuji-Hakone-Izu National Park, Mount Fuji is climbed by more than a million people each summer as an act of pilgrimage, which culminates in watching the sunrise from its summit.

Again, searching "Japan" on the internet, Mount Fuji will appear first as the iconic and unique image of Japan. The huge blue and white snow on top of the volcano. This mountain became famous because this mountain was volcano but now erupted and because of the color which is contrast with its history.

Mount Fuji is the highest mountain in Japan, it is the second-highest volcano located on an island in Asia and seventh-highest peak of an island on earth.

2.5.2. The island Shrine of Itsukushima – Miyajima

Itsukushima Shrine is a Shinto Shrine on the island of Itsukushima popularly known as Miyajima, best known for its "floating" torii gate; A torii is a traditional Japanese gate most commonly found at the entrance of or within a Shinto Shrine. It is in the city of Hatsukaichi in Hiroshima Prefecture in Japan, accessible from the mainland by ferry at Miyajimaguchi Station. The Shrine complex is listed as a UNESCO World Heritage Site, and the Japanese government has designated several buildings and possessions as National Treasures.

The Itsukushima Shrine is one of Japan's most popular tourist attractions. It is most famous for its dramatic gate, or torii on the outskirts of the shrine, the sacred peaks of Mount Misen extensive forests, and its ocean view.

2.5.3. Fushimi Inari Shrine

Fushimi Inari Shrine is an important Shinto shrine in southern Kyoto. It is famous for its thousands of vermillion torii gates, which straddle a network of trails behind its main buildings. The trails lead into the wooded forest of the sacred Mount Inari, which stands at 233 meters and belongs to the shrine grounds.

Fushimi Inari is the most important of several thousands of shrines dedicated to Inari, the Shinto god of rice. Foxes are thought to be Inari's messengers, resulting in many fox statues across the shrine grounds. Fushimi Inari Shrine has ancient origins, predating the capital's move to Kyoto in 794.

Japanese culture is famous even the gaming developer took Japanese culture into their video games call Genshin Impact. They got inspiration from many different culture and Japan is one of them and they got quite good feedbacks from players and good income too.

2.5.4. Shibuya crossing

Located in the Shibuya area in Tokyo, Shibuya Crossing is widely known as the busiest crossing in the world. It consists of 5 crossroads that allow pedestrians to come and go in every direction of the crossing. At the busiest time of the day, more than 3,000 people are estimated to cross it at the same time without bumping into each other, which creates an incredible view. Shibuya Scramble Square is a giant shopping complex that features Shibuya sky, a popular observation deck offering 360-degree views of the iconic crossing as well as the Shibuya district full of Skyscrapers.



Figure 8. Shibuya Crossing (Source: top 25 popular Tourist Attractions in Japan).

Shibuya Sky is approximately 230 meters above ground and is the highest point in the district of Shibuya. The 'Sky Edge', a corner where you can look down at the cityscape below without any obstruction, is a particularly good photo spot that provides a panoramic view of the city.

These are just some tourist attractions which are really strong image of Japan. These can come in to mind if we ask people about Japan. If we ask people about Japan, Mount Fuji, Sushi, Anime, cherry blossom might first come into their mind. These are just few think that make people recognize Japan but there are more.

2.6. Japanese culture and other attraction

If we talk about Japanese culture, there will be so many things to discuss because what we see on the internet is just some of attractions which they selected the most famous in that region but there are more than on website on google which are some influencers on YouTube. they usually go to Japan and visit some different places where we don't usually see generally on website or you never heard of before.

Besides the attractions above, Japan also has some weird attraction that can inspire or motivate people to visit Japan. There will be attractions list as follow:

2.6.1. Karube Shrine

Karube shrine or the Breast Shrine located in Soja city in Okayama. Approaching Karube Shrine in the village of Kiyone, Okayama prefecture, there is nothing to indicate that it is any different from thousands of other small local shrines scattered all across Japan.

This is the shrine for ladies praying for bigger breast. But in another word, they came here to pray for safe child birth and for ample breast milk. So, babies will have good health and get a lot of nutrition.

In recent years prayer of protection from or a cure for breast cancer have become more common, though while the breast cancer rate in Japan is much lower than in western countries, the rate has doubled in Japan in the past 40 years. this shrine is all about breast wishes, like breast milk or health as above.

2.6.2. Soba and Onion in Ouchijuku

Ouchijuku was a small post station in Japan's Edo period (The Edo period is the period between 1603 and 1867 in the history of Japan) and part of the Aizu Nishi Kaido. It is now located in the town of Shimogo in Minamiaizu District, Fukushima Prefecture, and is famous for numerous traditional thatched buildings from the Edo period that line its main street.

In this city. There is a restaurant where serving noodle or they call Soba, this restaurant won't give you chopstick but instead, they will give you Japanese green onion to eat Soba or noodle. How they eat is using one Japanese green onion to eat noodle and bite a bit of green onion.

In the past, they use this green onion in many occasions and using in some events like to wish to other for good luck and good wealth so they use green onion instead of chopsticks.



Figure 9. Soba and Onion – ouchijuku (Wikipedia; YouTube: beam sensei).

2.6.3. Anime

Anime, from the abbreviation of the English word “animation” is the general name for cartoons in Japan. In its original country, the medium targets several age groups and, like action films, they are produced in several genres, such as romantic, comedic, action and drama anime and even erotic and pornographic ones.

The specific form of anime developed somewhat later than manga; manga is the general name for comic books in Japanese. In Japan, which had a disturbed spiritual world after the Second World War. For example, the mushroom cloud of the atomic bomb can be observed in many works. One such is *Akira*, which is one of the great anime dystopias of the 80s, when the tense social situation caused some creators to become increasingly gloomy.

Anime can be classified into full-length films, anime TV series, the Original Video Animation and Original Net Animation.

Anime is not hundred percent culture but we can consider it as culture attraction because Anime is one of the biggest images of Japan and they make it like part of their culture. Anime can be the reason why people would like to visit Japan or we can say people’s motivations to travel to Japan. If we go to Japan, we will see Anime in every corner of Japan. They even build the reproduce the cities from the famous Anime in the author’s place of birth. In that city, we will find anything in that city full of Anime, like museum, statues, restaurant, model or mock-up house in real house size, trains, even manhole cover, etc.

Another is cosplay, a portmanteau of “costume play”. It is an activity and performance art in which participants called cosplayers wear costumes and fashion accessories to represent a specific character. Cosplayers often interact to create a subculture, and a broader use of the term “cosplay” applies to any costumed role-playing in venues apart from the stage from favorite sources include anime, cartoons, comic books, manga, television series and video games.

Japanese really like manga and anime but also people all around the world, this makes Japan is well-known. When people see the characters in anime and manga they like, it makes them would like to dress like them and start role-playing like characters in manga, anime, video games, etc.; in Japan, people have special event for these people who love cosplay. But they also do cosplay like

a normal activity in daily life, we can see many Japanese people do cosplay walking around city and it is normal in Japan and they do it like it is part of their culture.

Since 1998, Tokyo's Akihabara district contains a number of cosplay restaurants, catering to devoted anime and cosplay fans, where the waitresses at such cafés dress as video game or anime characters; maid cafés are particularly popular. In Japan, Tokyo's Harajuku's district is the favorite informal gathering place to engage in cosplay in public. Events in Akihabara also draw many cosplayers.

Cosplay is common in many East Asian countries. For example, it is a major part of the Comic World conventions taking place regularly in South Korea, Hong Kong and Taiwan. Historically, the practice of dressing up as characters from works of fiction can be traced as far as the 17th century late Ming Dynasty China.

2.6.4. Onsen

In Japan, onsen are the country's hot spring and the bathing facilities and traditional inns around them. As a volcanically active country, Japan has many onsens scattered throughout all of its major islands.

Onsens come in many types and shapes, including outdoor and indoor baths. Baths may be either publicly run by a municipality or privately, often as part of a hotel, ryokan (A ryokan is a type of traditional Japanese inn that typically features tatami-matted room), or bed and breakfast.

Traditionally, onsens were located outdoors, although many inns have now built indoor bathing facilities as well. Nowadays, as most households have their own bath, the number of traditional public baths has decreased, but the number of sightseeing hot spring towns has increased. Onsens by definition use naturally hot water from geothermally heated springs.

There is also an attraction where is hot springs call Beppu Town, Beppu is a city in Oita Prefecture on the island of Kyushu, Japan. as of March 31, 2017, the city had a population of 122,643 and a population density of 980/km². The total area is 125.13 km². Beppu is famous for its hot springs or the capital of onsens. It has eight major geothermal hot spots, sometimes referred to as the "eight hells of Beppu" among many others. If we visit this town, we will see a lot of steam from hot spring and this town has the best quality of natural onsens and it's good for wellness tourism.

Umi Jigoku (Sea Hell), so called because this jigoku looks like the sea, which emerged after an explosion of a volcano 1,200 years ago and because the color of the boiling water of pond is cobalt-blue. This hot spring is not possible for people to take bath because of its high temperature around 100-degree Celsius. They use this hot spring for sightseeing tour, they too have a restaurant which use the heat and hot steam from hot spring from underground to cook food like, steam seafood.

Beppu has not only usual hot springs but some sand and foot baths as well. One famous spot is “Beppu Kaihin Sunayu, Ashiyu”. They use the hot sand cover our body like people do when they go to the beach but this sand which is also the heat from underground and take all mineral, this sand bath good for skins and maintain skin from any skin decease.

2.7. Japan tourism statistics

2.7.1. Trends in visitor arrivals to Japan

As we know that the number of visitors in Japan slightly increased through many years from 1965 to 2019, Japan gained huge number of visitors in 2019.

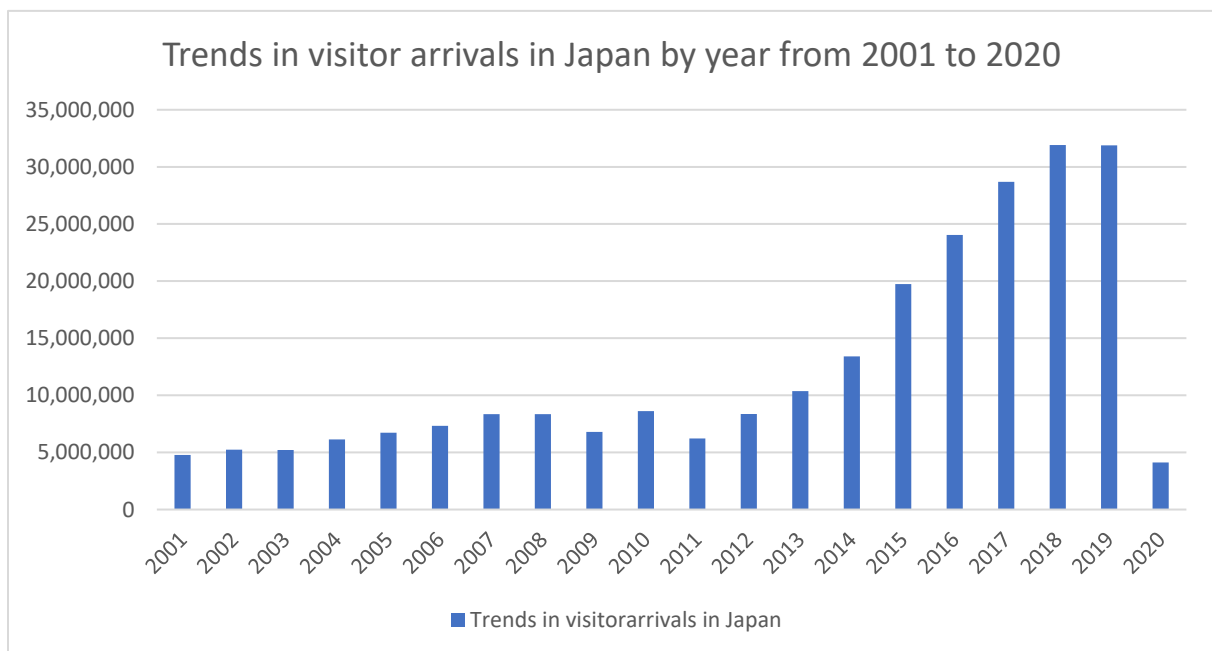


Figure 10. Trends in visitor arrivals in Japan by year from 2001 to 2020 (Source: Japan travels statistics)

From 2001, the number of visitors arrivals in Japan has slightly increased until 2011, then reached it peak at 31,919,856 visitors in 2018. But in 2020, the number of visitors decreased significantly to 4,115,828. It is because of the pandemic situation known as Covid-19 cause decreasing number of visitors.

2.7.2. Trends in the purpose of visit to Japan

The graph figure below will show the purpose of the visitors from 2001 to 2020 which will show the number of visitors who come to Japan for Tourism, Business, Transit and others.

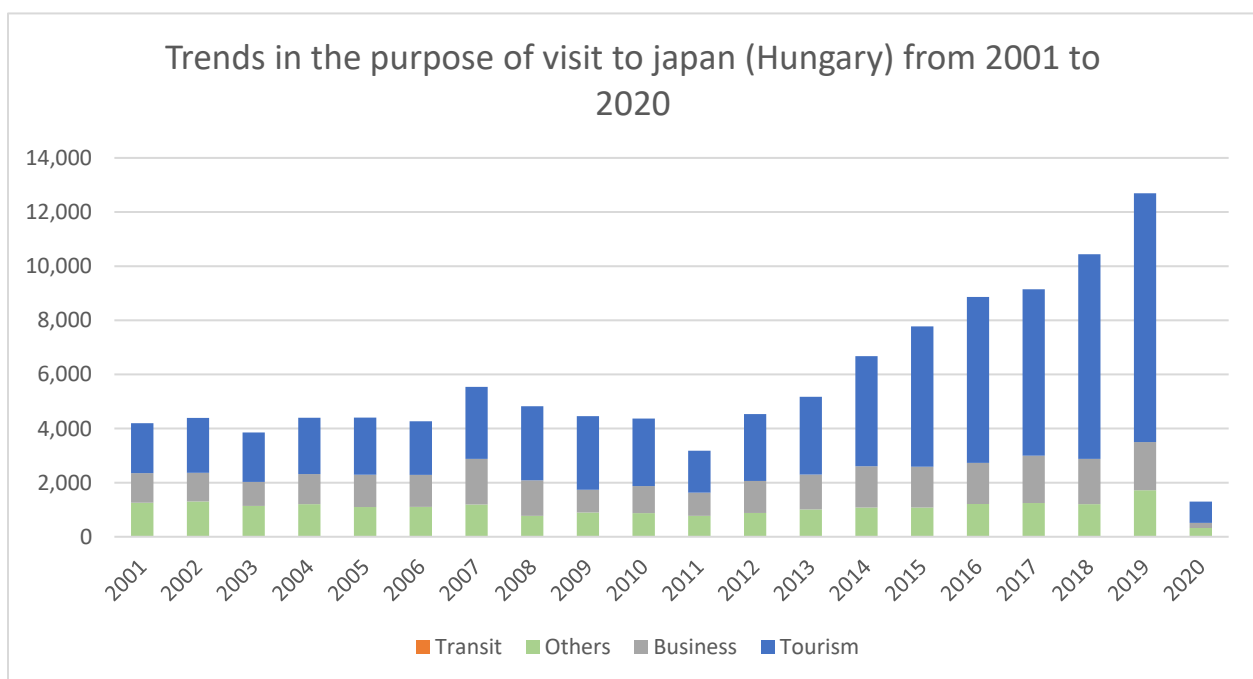


Figure 11. Trends in the purpose of visit to Japan (Hungary) by year from 2001 to 2020 (Source: Japan Travels Statistics)

The figure above shows the number of Hungarian people who visited Japan in different purpose from 2001 to 2020. As we can see that the highest number is in 2019, for tourism purpose is 9,197 people, for business is 1,778 and others 1,721. So, the total number in 2019 was 12,696 people. as we know that in 2020 was the pandemic year, tourism all over the world slow down so, the number decreased significantly after 2020.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research approach and design

During the work on bachelor's thesis both qualitative and quantitative methods for research have been applied. Statistical analysis serves as an example of quantitative research and Delphi Method, which was used to learn the opinions of the experts and to research consensus among experts about the researched subject, assisted the author to get true results.

This thesis is written in deductive approach. Hermeneutical research method has also been used. This method mostly based on detailed analysis and evaluation of available facts and data from different point of view. Main sources of the thesis are magazines and journals on the internet websites.

3.2. Data collection method

For the purposes of this research both primary data and secondary data were used. Secondary data was collected from various published sources. Primary data was collected using structure questionnaire. The questionnaires were distributed individually.

3.3. Sample and Sampling Procedure

In this study, questionnaire was divided into two questionnaires for two groups of people who have been and never been to Japan, for receiving different views. But most of the questionnaire are similar because I would like to know different view from these two group of people like why people who have never been to Japan would like to visit Japan and how people who have been there feel after visited Japan and would they like to visit Japan again. The questionnaire was sent to friends, family and relative then ask them to share them so the answer mostly from Lao people. To receive more response from different point of view of other country, I posted on social media and sent to random people.

In order to scale the responses was used Likert-type scale which an easy and popular measurement method. The respondents were asked to indicate their opinions by the opinion

ranging from very positive to very negative, the attitudes of the respondents on the subject were measured. In the questionnaires, I ask about how interesting in Japanese cultures and attractions, so the scale 5 is really interesting then 1 is not interesting.

3.4. Data processing and analysis

data was processed and analyzed using Microsoft Excel and google form. Google forms is popular program most people use for questionnaire or survey on the internet platform. Also, Google forms is easy to use with automatic data analysis, google form help us to collect all data and make graphs with number of participants or despondences.

CHAPTER IV

DATA PRESENTATION AND DISCUSSION

4.1. Questionnaire description

the questionnaires are about the motivation and inspiration of people on Japan attractions or what make people would like to visit Japan. and ask people what are the most interesting for them in Japan.

The aims of the questionnaires are to demonstrate the tourism and tourist attractions are effective with the strong character of the country by itself, which attract the interest from so many people to visit the country with the unique way of promotion.

4.2. Materials

The questionnaire accomplished by 102 responds from people all around the world. The questionnaire completed and was publish to random people during summer in 2021 via social media and with a help from friends and family. The information of the respondents will represent in pie and bar charts and all people's comment, opinions and answers.

I attached list of the questions in the appendix.

4.3. The information of the respondents

The gender of respondents:

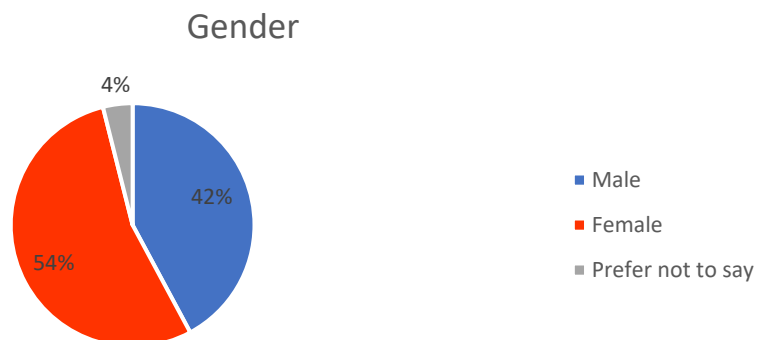


Figure 12. The gender of respondents (Source: my own research)

From this figure, from 102 respondents, more than 50 percent or 55 people is female, 42 percent or 43 people is male and less then 5 percent which 4 percent or 4 people prefer not to say.

The age of respondents:

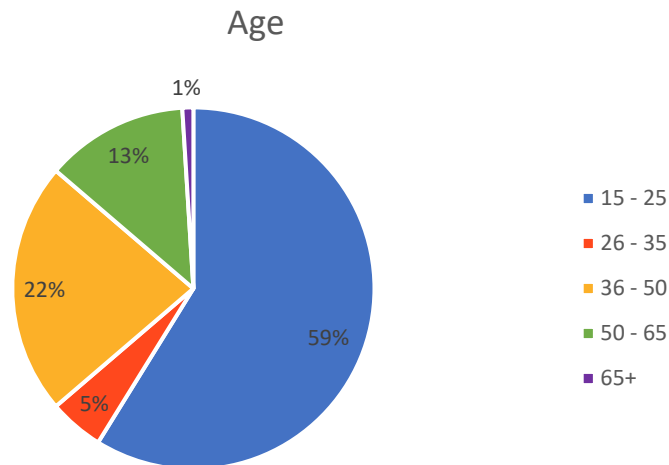


Figure 13. The age of respondents (Source: my own research)

More than half of the respondents is in the age between 15 to 25 years old, following with around 22 percent is 22 percent but only 5 percent is between 26 to 35 years old and 1 percent is more than 65 years old.

The nationality of the respondents:

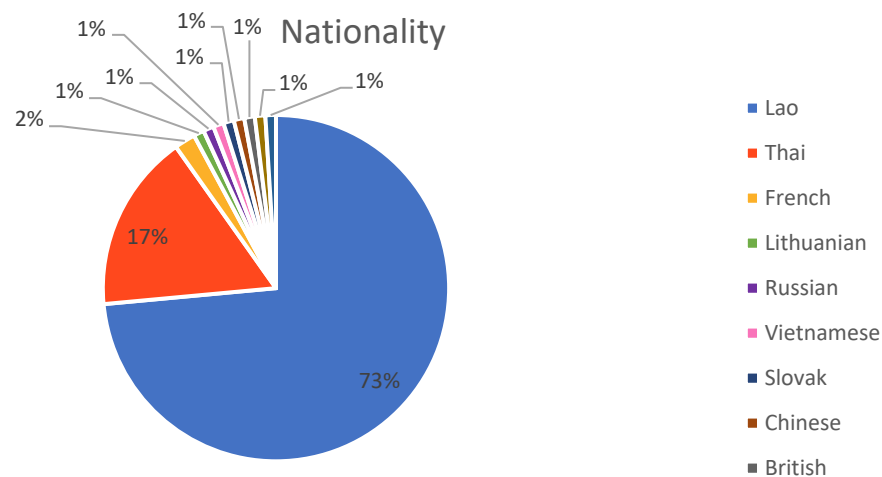


Figure 14. the Nationality of respondents (Source: my own research)

In the figure 14, more than 73 percent is from Laos then 17 percent is Thai from 102 respondents, which mean more than 80 percent from Asia. And from other country like France, Lithuania, Russia, Vietnam, Slovakia, China and Britain.

4.4. Survey results

Because there are two questionnaires for two groups of people who have been and never been to Japan so in this part will show and compare two chart and compare them. The first part of the questionnaire asking if they have been to Japan.

Have you ever been to Japan

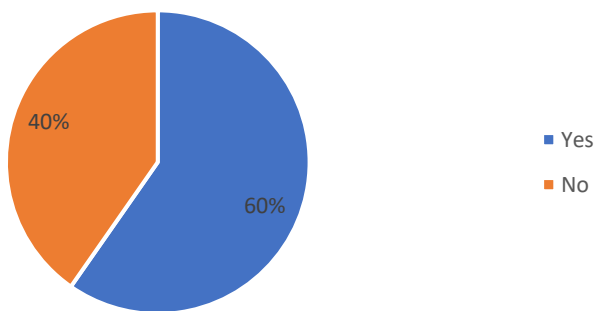


Figure 15. "Have you ever been to Japan" (Source: my own research)

the First question from the questionnaire was asking if any of the respondent have ever been to Japan before. From the figure 15 shows that more than 50 percent have been to Japan and may have any experience in Japan before which take 60 percent from all the participants.

After the second question will show two figures or charts from two different group to see the different and compare between two groups of people, so we can see how the difference in these two groups of people or different point of view. in the second question ask what first come into their mind if they think about Japan.

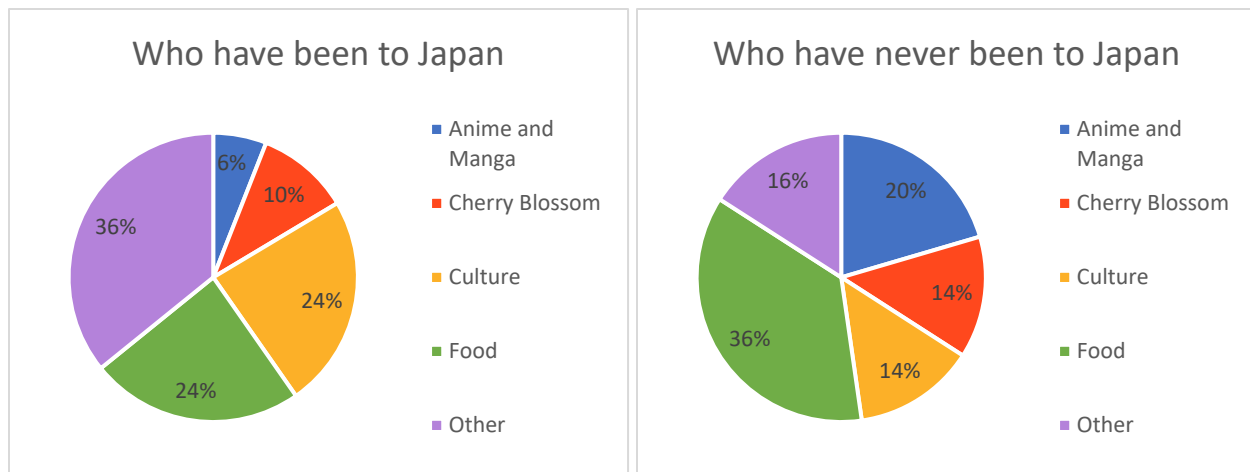


Figure 16. Data about what first come into their mind about Japan between people who have been and never been to Japan (Source: my own research).

In these two figures, figure 16 and 17 show that among 40 percent or 27 of people who have never been to Japan, of course they have also never had experiences in Japan before, they only experience in their own country or somewhere which is not in Japan, so on the figure 17 shows that among 27 people, 36 percent is food and most of them is sushi which is the main or common thing if we ask people who do not have much experiences and knowledge about Japan. then follow with 20 percent is anime. Many people were inspired by anime and anime is quite strong image of Japan so this can be another reason that anime first come into their mind. Then follow by cherry blossom and culture.

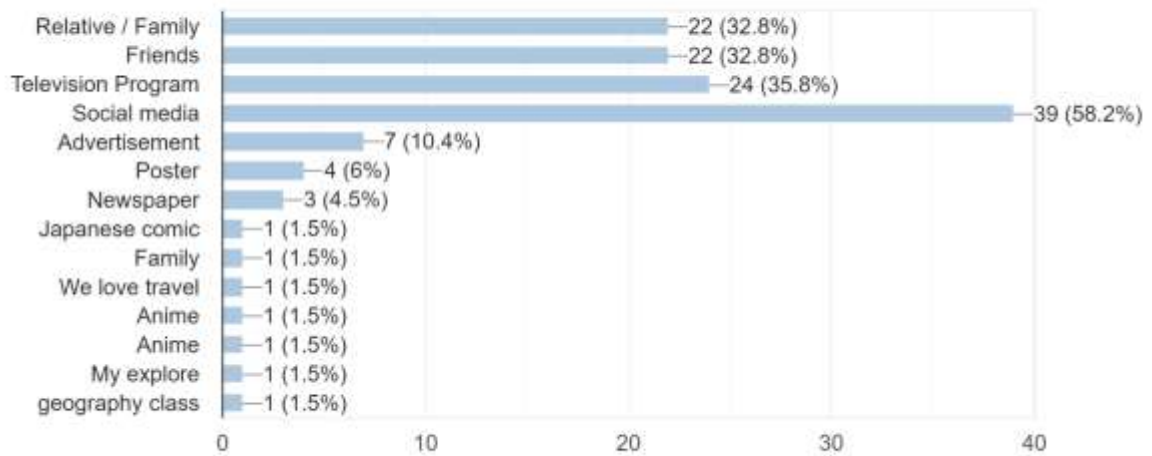
In the other hands, food is still the most that first came into their mind that is because they have experienced different type of food and the original and fresh from Japan along with the culture which is both 24 percent but anime and manga is less than 10 percent. For other can be list as follow:

- Tourist Attractions: mount Fuji, capital city and other cities.
- Nature and Landscape.
- Cleanness.
- Environment, people.
- Services.

- **BLUE** represents people who have been to Japan.
- **RED** represents people who haven't been to Japan.

Where did you first know Japan from?

คำตอบ 67 ข้อ



Where did you first know Japan?

คำตอบ 35 ข้อ

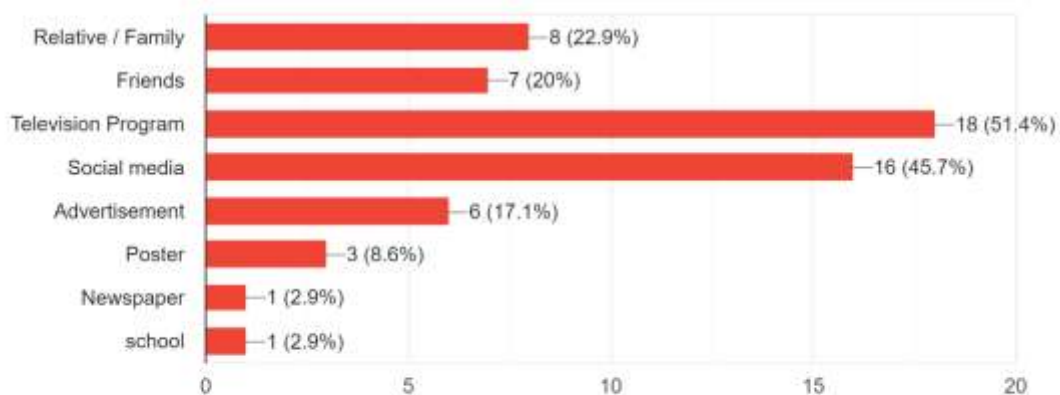


Figure 17. where they first know Japan (Source: my own research).

These figures will show where they first known Japan or where do they usually see pictures of Japan. The blue one represents the people who have been and the red one represents the people who have never been to Japan and they show that both of two groups first known Japan from social

media and television programs which took more than 50 percent. As we know that we use social media every day, and along with the social media is the advertisements.

Other than the television program and social media is friends and family because we meet them everyday and might have some conversation with different topics, and there are many different advertisements but it hard to see one exact topic that we want to see.

The next question asks them about the main purpose of their travel, which include travelling, work, gastronomy, study or exchange program, etc.

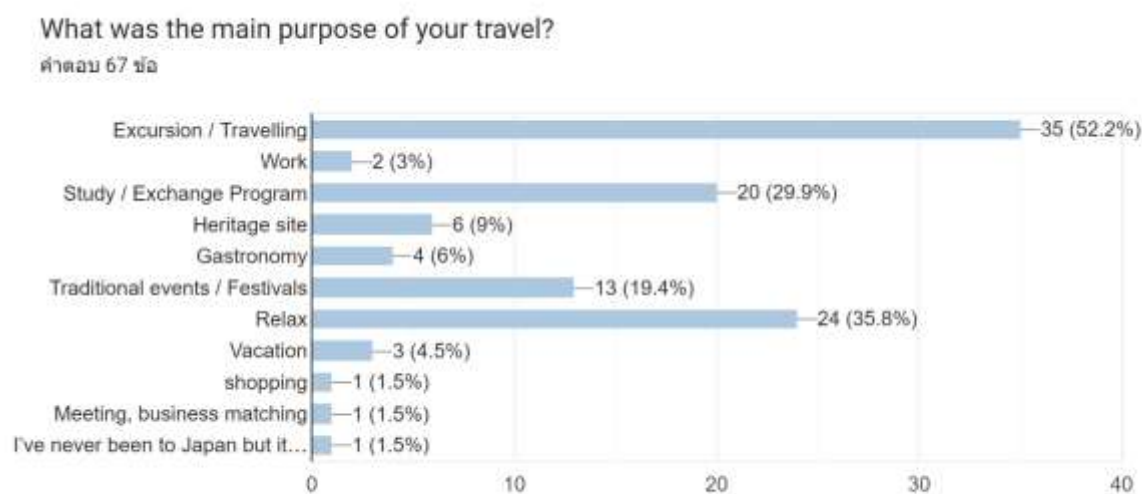


Figure 18. the main purpose of people who have been to Japan (Source: my own research).

More than 50 percent or the highest number is for travelling, following with relaxing which take 35.8 percent, then for study or exchange program is almost 30 percent. These number show their purpose when they went to Japan.

The figure 19 below also show that people who have never been to Japan also plan for their travel for excursion or travelling which take 80 percent of all people who have never been there, then follow with relaxing and festivals.

But in this question, the respondents are able to choose multiple choices, so they are not chosen only just for travel but in these two figures show that most people chose travelling and excursions for their main purpose.

What will be the main purpose of your Travel?

ค่าตอบ 35 ข้อ

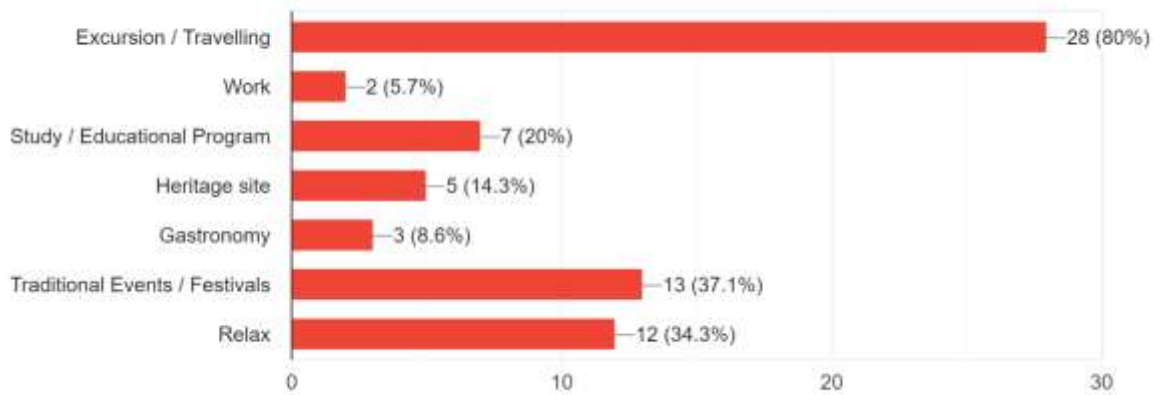


Figure 19. the main purpose of their travel for people who never been to Japan (Source: my own research).

The next question asks about their main interest in Japan. in this question I am able to combined two charts together. Because the question just asks about the general interest of the people so it is no specific answer for each group of people.

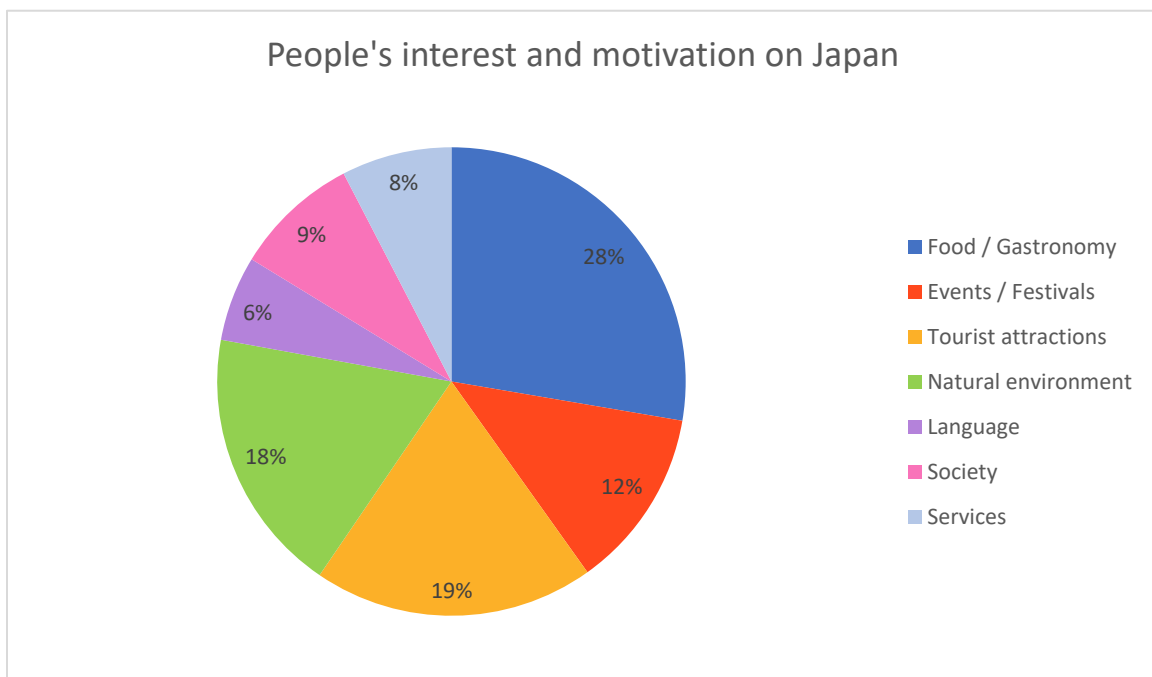


Figure 20. People's interest and motivation in Japan (Source: my own research).

In this chart, food also take the first place of people's interest and motivation which is almost 30 percent, then the tourist attractions which is 19 percent and 18 percent is nature environment. so, we can see that food is the most powerful image in Japan as we can see on the figure 16 and figure 20 above, because we can see Japanese food all around the world but the actual Japanese food have more than just sushi, for example soba and onion in Ochijuku, sushi is like a signature of Japan because of the fresh ingredient and materials, if we see sushi, we can know that it is from Japan.

After there will be the questions asking the respondents about their interests by using scale what I have mentioned on Chapter III, to see how much interest they have to Japan by using 1 (not interesting) to 5 (very interesting). And also compare between two groups and see the different between a group who have experiences and a group who have not.

First question asks about how interesting is Japanese culture:

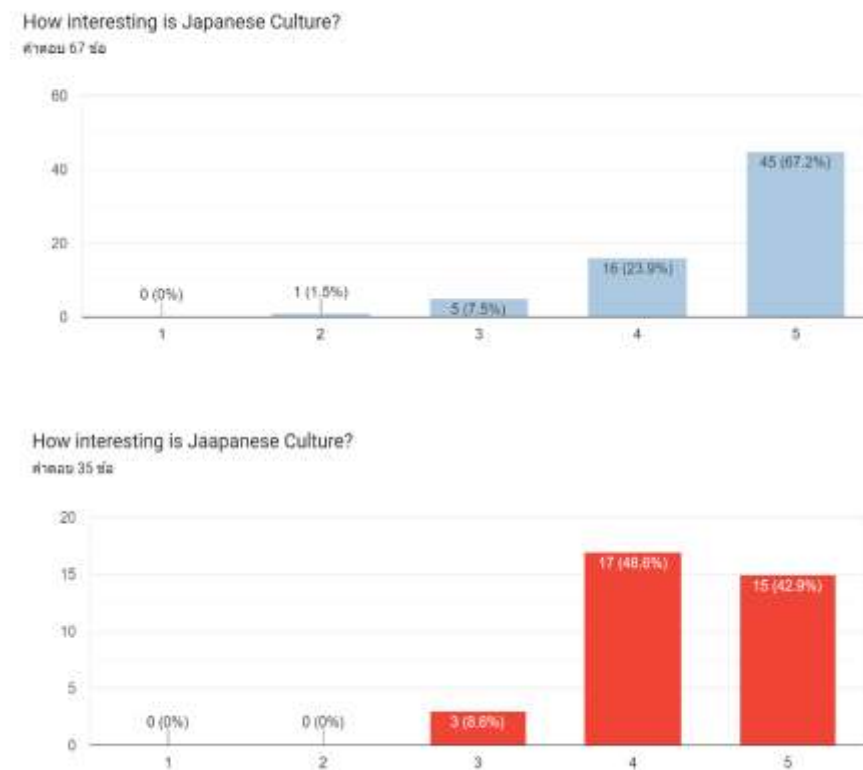


Figure 21. people's interest in Japanese culture (Source: my own research).

- **BLUE** represents people who have been to Japan. and **RED** represents people who haven't been to Japan.

On these two figures show that most people on the red chart chose 4 which mean it is interesting and follow with 5 or very interesting, almost 100 percent or more than 90 percent said that Japanese culture is interesting. But on the Blue chart, more than 50 percent said that Japanese culture is very interesting like they have experienced by themselves. This can explain that the first impression on Japanese culture was good and they might share to other who haven't been there and they have high expectations. But there was only 1 person who said that it is not interesting among all people who have been there.

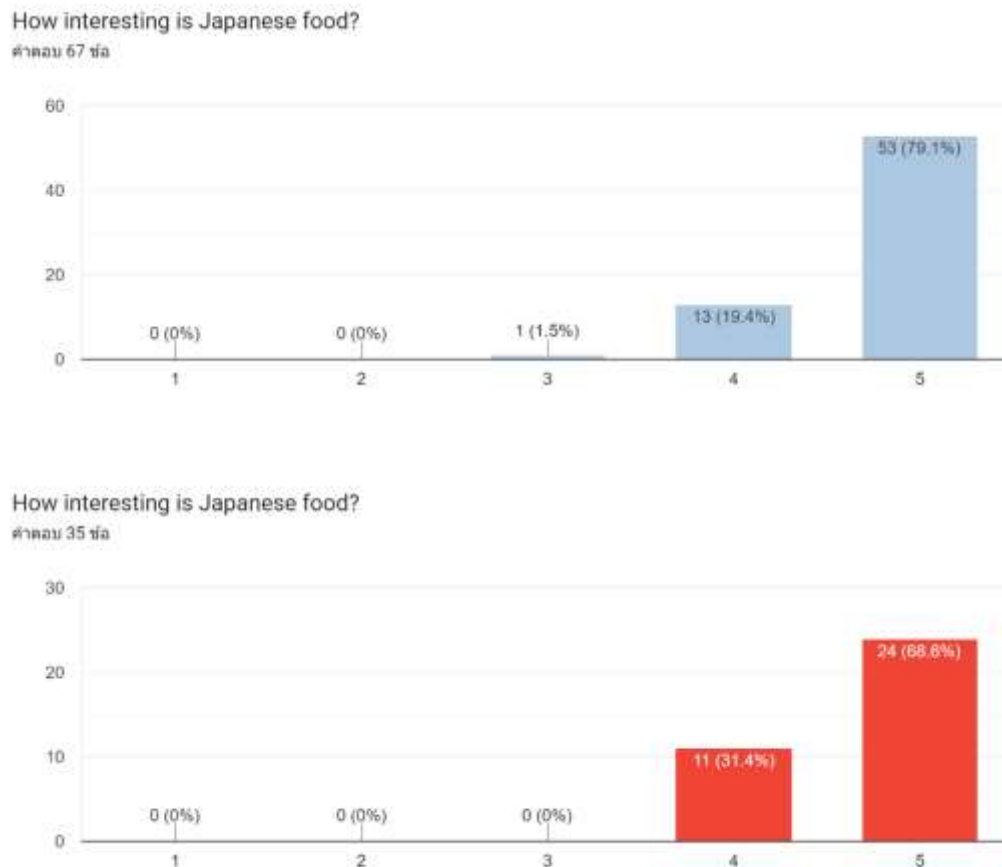


Figure 22. people's interest in Japanese food (Source: my own research).

- **BLUE** represents people who have been to Japan. and **RED** represents people who haven't been to Japan.

The second question asks them about their interest on Japanese food. On these two charts, as we can see that both groups of people have similar diagram, most of people from both groups chose 5 which mean very interesting and if we combined two charts together, more than 70 percent or 77 people they said food in Japan is interesting or as we can see on the figure 20, most people is interest on Japanese food.

Next, I ask about Japanese tradition:

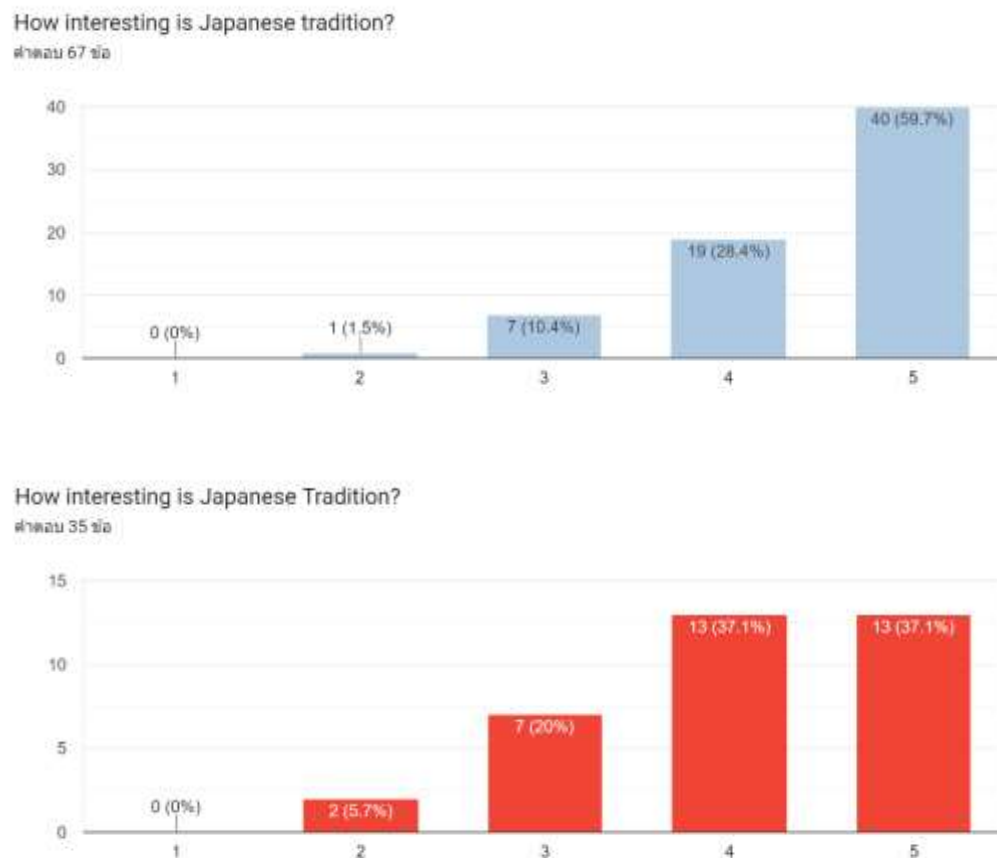


Figure 23. people's interest in Japanese traditions (Source: my own research).

- **BLUE** represents people who have been to Japan. and **RED** represents people who haven't been to Japan.

In this question we can see some differences from the first two because there are more people said Japanese tradition is not really interesting but on the blue chart there are more people said it is interesting. This may because of the experiences from the group of people who have been

to Japan. to know better how interesting, we need to experience by ourselves so the next charts will show the differences between these two groups of people.

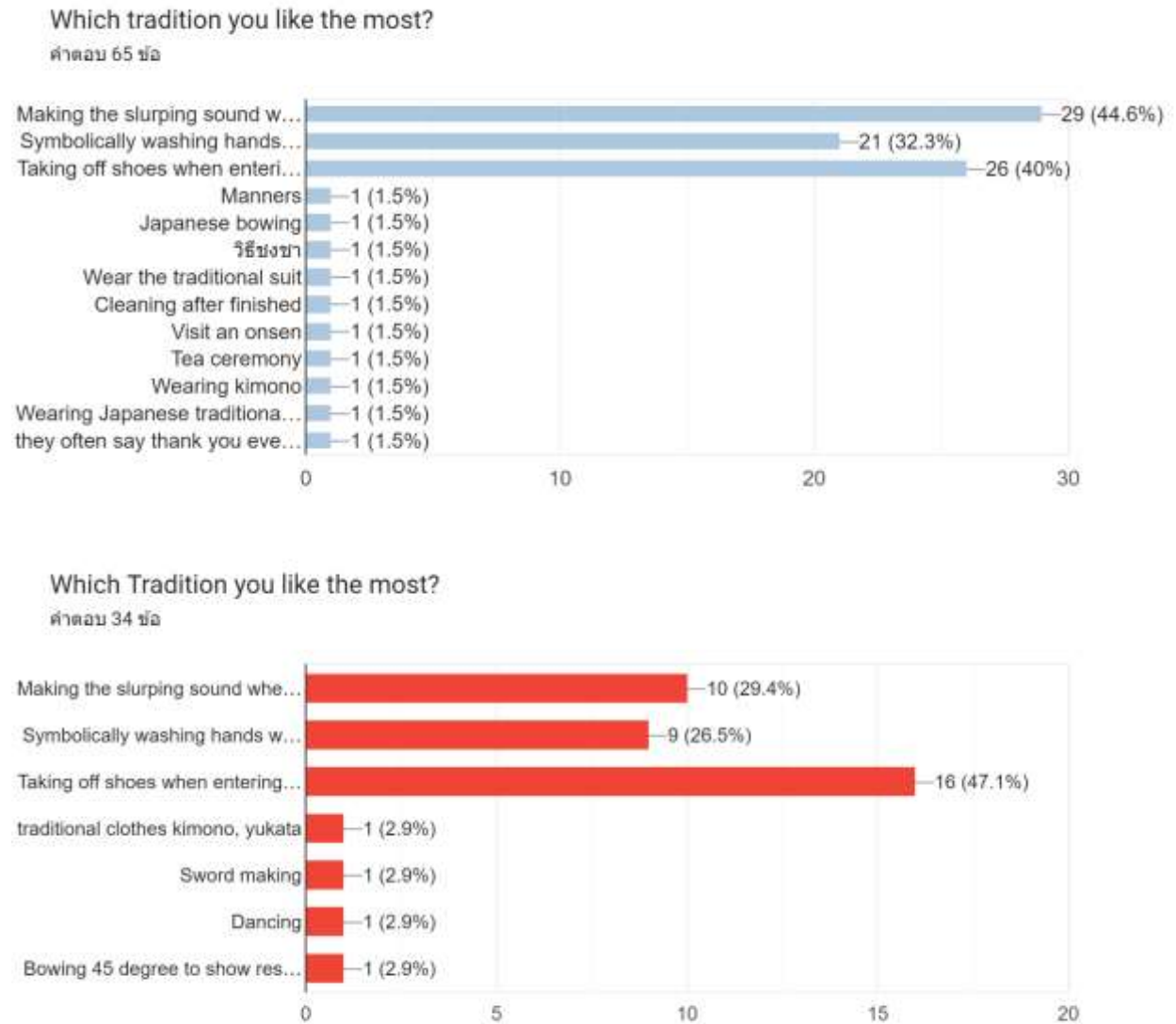


Figure 24. favorite Japanese tradition (Source: my own research).

The third most purpose of people who have been to Japan is Exchange Program. After they visited Japan, they have learned a lot of things about Japanese culture or traditions. They have experienced and know the reasons or history behind Japanese life style. So, they think it is interesting. But if we compare with people who have never been, they don't know much about Japan, they might think it is interesting because it is different from their tradition and culture. But

sometimes it might think some it not interesting because it might go against their culture and tradition. For example, in Laos in Thailand, making loud slurping sound when eating soup is rude or it is not a well behave when having meals with someone or in public but in Japan making slurping sound when eating soup, it shows that the soup is delicious or the hosts can feel that guests is enjoying the food. It also depends on people thinking, some people would like to try something new, so they think it is interesting but some people think different.

Next question asks about events and festival in Japan:

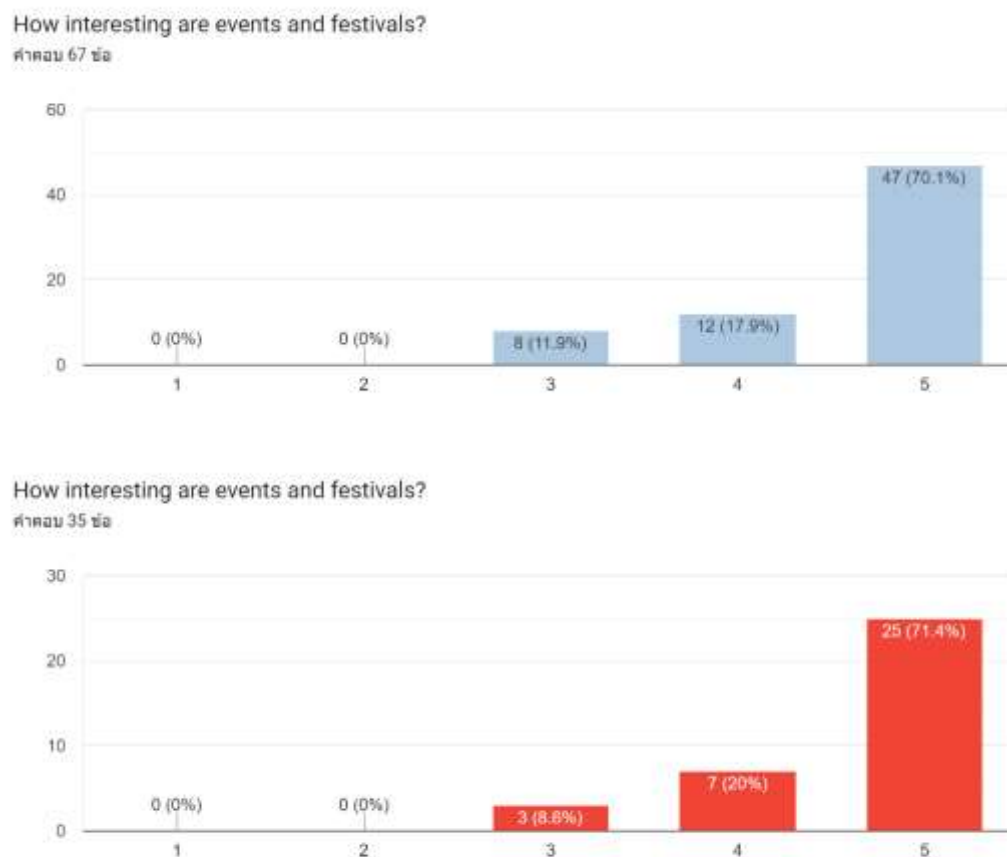


Figure 25. people's interest in Japanese Events and Festivals (Source: my own research).

- **BLUE** represents people who have been to Japan. and **RED** represents people who haven't been to Japan.

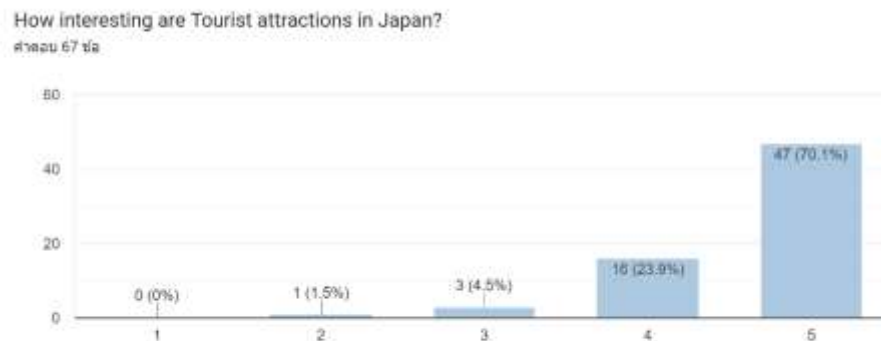
In these two charts we don't have much differences from two groups of people. both charts have almost the same number, around 70 percent of people chose 5 which mean they think Japanese events and festivals are interesting.

There are two festivals that people on both groups chose the most are:

- Participating in the firework festival which is almost 50 percent from all respondents chose this festival.
- Hanami and Cherry Blossom festival which is in spring season when the Sakura or the cherry blossom bloom and people go out with friends and family and having pick nick under Sakura trees and enjoy the view and enjoy the Sakura petal falling down like pink snow. More than 50 percent from all respondents chose this option and it is the most from all choices.

Then following with other festivals like throwing beans at people who dressed as demons during the Setsuban festival; in the pass they believed that Japanese demons scared of beans and throwing beans can protect people from demons, Sapporo snow festival, New Year.

The last question on scaling question asks about their interest on Japanese tourist attractions:



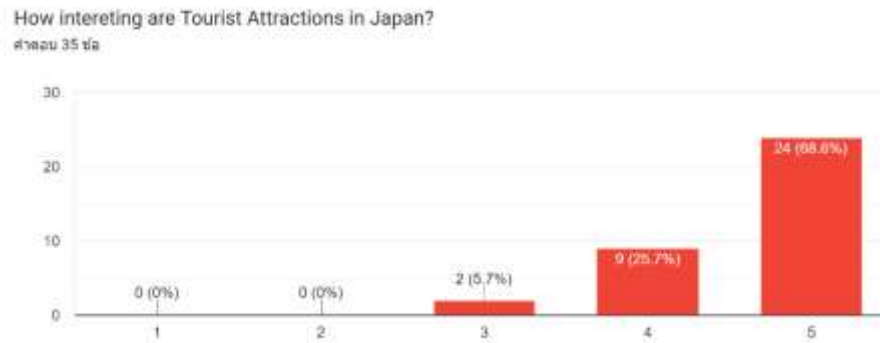


Figure 26. people's interest in Japanese tourist attractions (Source: my own research).

On these figures also don't have much differences. Most people chose 5 on this question, around 70 percent from all the respondents. This can show that Japanese tourist attraction make quite good impression not just expectation. More than 80 percent of all respondents chose Mount fuji which is the most from other choices, mount fuji is the signature of Japan with the red sun; mount fuji in the past was a volcano but now it covers with snow on the peak and has color blue, we can say it is the most important attraction of Japan, if we go to Japan but don't see or visit mount fuji means we not arriving Japan even if we were in Japan. following with another most chosen choice is Fushimi Inari-Taisha in Kyoto, around 40 percent of all respondents.

Next, I asked the respondents if people who have been to Japan, would they like to visit Japan again if they have chance.

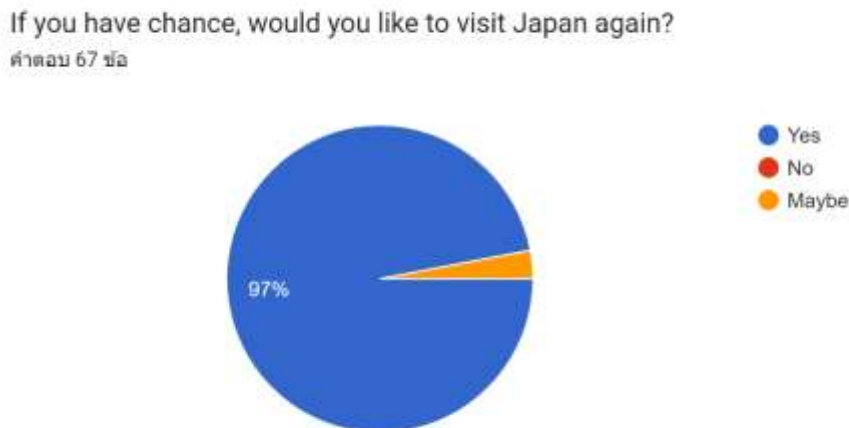


Figure 27. revisiting Japan (Source: my own research).

As we can see that 97 percent of people who have been there said “Yes” and only 3 percent said “Maybe”. and the question for the group of people who haven’t been to Japan is if they plan to Japan in the future.

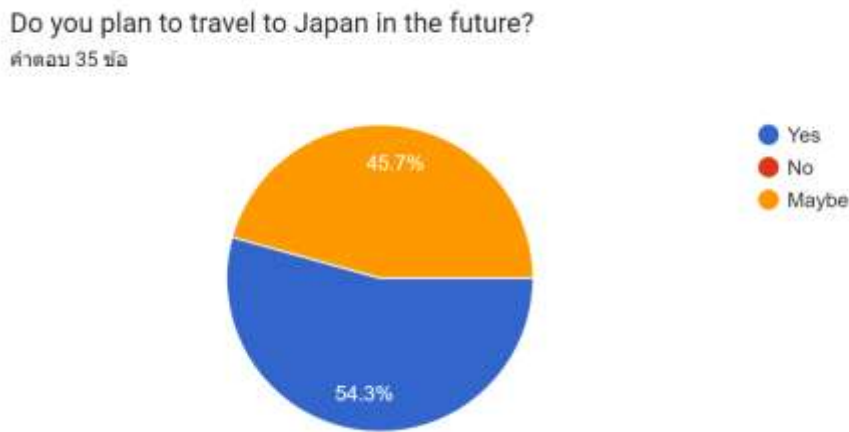


Figure 28. Planning to visit Japan in the future (Source: my own research).

On this chart more 54.3 percent said “Yes” then the rest said “Maybe”. but on both charts, we can also see that no one from the respondents said “No”. especially, people who have been to Japan really would like to visit Japan, even half of people who have never been there also would like to Visit Japan. so, the last question asks which season do they prefer travelling to Japan. from all respondents:

- Summer almost 30 percent from all respondents.
- Autumn 36 percent.
- Winter 47 percent.
- 60 percent.

In this question, spring is the most chosen option from both group of people.

CHAPTER V

CONCLUSION

5.1. Conclusion

Japan is an island country in East Asia. It is situated in the northwest Pacific Ocean, with the five main islands are Hokkaido, Honshu (the mainland), Shikoku, Kyushu, and Okinawa. Tokyo is the nation's capital and largest city, followed by Yokohama, Osaka, Nagoya, Sapporo, Fukuoka, Kobe and Kyoto.

During the Edo era of Japan, from around 1600 to the Meiji Restoration in 1867, travel was regulated within the country through the use of Shukuba or post stations. Towns where travelers had to present appropriate documentation. Despite these restrictions, porter stations and horse stables, as well as places for lodging and food were available on well-travelled routes. During this time, Japan was a closed country to foreigners, so no foreign tourism existed in Japan.

Following the Meiji Restoration and the building of a national railroad network, tourism became more of an affordable prospect for domestic citizens and visitors from foreign countries could enter Japan legally.

Japan is good with the illustration of everything to surprise and impressed foreigners. Japan is also good at marketing to attract more people from all over the world. For example, Anime is Japanese animation which attract many people especially the teenager. So, Japan makes a town which is the original inspiration and the author of those anime and build cities which full of Anime stuff and it makes people would like to visit those places.

Japanese culture and tradition can be also attracted foreigner because Japan is very different from other country in Asia or we can say unique. With unique culture Japan able to gain a lot of tourists who like to learn and try different culture and tradition, along with the history. The video games nowadays also inspired by the styles of Anime and real Japanese history.

Japan is small islands country but it has diversity of tourist attractions, it covers a wide range of tourism products, they have beautiful nature, historical sites, theme park, high quality of traditional and modern food, fruit and vegetable, and wellness like onsen which is popular tradition

of Japan to go to hot spring bath. Not only that, Japan also has something that no one has like some of the attraction on Chapter II, page 20. With a very good services and kind people.

According to location of the country, Japan is high-tech country but also historic and ancient. For example, Japan has the bullet speed train all around the country which is one of the 10 fastest train in the world. With that make an easy accessibility for everyone, or the robots which help tourists for the directions or in the restaurant.

Japan not only have wonderful places, culture and tradition, but Japan also has quite a lot and strict etiquette. It is normal for many countries because different countries have their own life styles, culture and tradition. But most of Japanese etiquettes are quite different and proper from most of countries. Especially with the chopstick, they might have the same believe as other Asian countries like China, Vietnam and Korea, Japan has way more etiquettes with chopstick. This can be the reason for the people who would like to try learning other countries etiquette and it is quite a bit challenge for them or people who love challenging.

Through many years, Japan slightly gaining a lot of foreign tourists, the most visited was on 2019. If there was no Covid-19, Japan will gain more. Japan is one of the most wanted to visit for so many people according to all the information that I have got, and the number of the arrivals in Japan rapidly increase in every year by 5 percent according to JNTO statistics.

5.2. Recommendation and suggestion

Japan is just a small island country, but Japan has such a huge amount of tourist or visitors, Japan is also popular country even if Japan doesn't have much materials but Japan is rich with its cultural and historical, natural and heritage. As a result of this research, cultural as a tourism product is the most popular among people.

As a result of the survey, it is seen that most people think that Food in Japan is the most interesting from both group of people who have been and never been to Japan before. Japan is rich with its natural and fresh food materials such as fruit and seafood especially salmon and there are fruit farms can be seen in Japan, it allows people to enjoy the freshness of the fruit and the fruit can cost a lot of money in the supermarket. Even in many countries has Japanese restaurant.

Japanese people have excellent imagination and creativity, they can make anything looks more attractive and interesting, from really weird products to really creative products. There are also a lot of technology use in many places in urban and suburban. For example, the robots to help the tourists and vending machine that we can see everywhere in Japan, including food, toys, accessories like keychain, figure model of anime characters, etc.

On the other hands, Japanese tradition, etiquettes, language, events and festivals are something more serious because Japanese people are so strict with their tradition and culture, it is something different from other and some of them can be seen in video games, movies, series and Anime. This shows that Japanese is really famous so they use Japan as a marketing to attract customers or to increase supply.

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Appendix 1: Declaration of Consultations with Supervisor

STATEMENT ON CONSULTATION PRACTICES

As a supervisor of **Khathavouth Khanphet** (Student's name) I0HA05 (Student's NEPTUN ID), I here declare that the final essay/thesis/master's thesis/portfolio¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend/don't recommend² the final essay/thesis/master's thesis/portfolio to be defended in a final exam.

The document contains state secrets or professional secrets: yes no³

Place and date: Gyöngyös, 2022. October 24.


Internal supervisor

¹ Please select applicable and delete non-applicable.

² Please underline applicable.

³ Please underline applicable.

Appendix 2: Student's declaration

DECLARATION

I, the undersigned, Khathavouth Khanphet hereby declare under penalty of perjury that the thesis I submitted under the title “People’s interest and motivation in travelling to Japan” is entirely the result of my own work. When I used other authors' works, either printed or electronic, I accurately cited the sources.

I understand that the electronic copy of the thesis / diploma thesis will be placed in the library of the Hungarian University of Agriculture and Life Sciences after the defense where the readers of the library will have access to it.

Signed in Gyöngyös on 23th (day) October (month), 2022 (year)

Signature of thesis writer:



.....

Appendix 3: The questionnaire

1. Have you ever been to Japan before?

Mark only one option.

- ☐ Yes (if yes, please continue to the next page).
- ☐ No (if no, please go to this website to get to another questionnaire).

2. If you think about Japan, what first come into your mind?

Open question.

3. What made or make you want to go to Japan?

Open question.

4. Where did you first know Japan from?

Multiple answers.

- ☐ Relatives / Family
- ☐ Friends
- ☐ Television program
- ☐ Social media
- ☐ Advertisement
- ☐ Poster
- ☐ Newspaper
- ☐ Other _____

5. What was or will be the main purpose of your travel?

Multiple answers.

- ☐ Excursion / Travelling
- ☐ Work
- ☐ Study / Exchange Program
- ☐ Heritage site
- ☐ Gastronomy
- ☐ Traditional events / Festivals
- ☐ Relax
- ☐ Other _____

6. What make you interested in Japan the most?

Multiple answers.

- ☐ Food / Gastronomy.
- ☐ Events / Festivals.
- ☐ Tourist attractions.
- ☐ Natural environment.
- ☐ Language.
- ☐ Society.
- ☐ Services.
- ☐ Other _____

7. How interesting in Japanese culture?

Mark only one circle / scaling answer from 1- not interesting to 5 – very interesting.

- ☐ Not interesting.
- ☐ Not really interesting.
- ☐ Neutral.
- ☐ Interesting.
- ☐ Very interesting.

8. How interesting is Japanese food?

Mark only one circle / scaling answer from 1 to 5.

- ☐ Not interesting.
- ☐ Not really interesting.
- ☐ Neutral.
- ☐ Interesting.
- ☐ Very interesting.

9. How interesting is Japanese tradition?

Mark only one circle / scaling answer from 1 to 5.

- ☐ Not interesting.
- ☐ Not really interesting.
- ☐ Neutral.
- ☐ Interesting.
- ☐ Very interesting.

10. Which tradition you like the most?

Multiple answers.

- ☐ Making the slurping sound when eating noodles.
- ☐ Symbolically washing hands when entering a shrine.
- ☐ Taking off shoes when entering someone's house.
- ☐ Other _____

11. How interesting are events and festivals?

Mark only one circle / scaling answer from 1 to 5.

- ☐ Not interesting.
- ☐ Not really interesting.
- ☐ Neutral.
- ☐ Interesting.
- ☐ Very interesting.

12. Which events or festivals do you like the most?

Multiple answers.

- ☐ Participating in the firework festivals or bon odori festivals during the summer by wearing a yukata.
- ☐ Throwing beans at people who dressed as demons during the “setsubun” festival.
- ☐ Hanami and cherry blossom festival.
- ☐ Other _____

13. How interesting are Tourist attractions?

Mark only one circle / scaling answer from 1 to 5.

- ☐ Not interesting
- ☐ Not really interesting
- ☐ Neutral
- ☐ Interesting
- ☐ Very interesting

14. Which tourist attractions you like the most?

Multiple answers.

- ☐ Mount Fuji.
- ☐ Osaka Castle.
- ☐ Fushimi Inari-Taisha Shrine, Kyoto.
- ☐ Other _____

15. If you have a chance, would you like to visit Japan again or do you plan to visit Japan in the future?

Mark only one option.

- ☐ Yes
- ☐ No
- ☐ Maybe

16. Which season do you prefer travelling to Japan?

Multiple answers.

- ☐ Summer
- ☐ Autumn
- ☐ Winter
- ☐ Spring

17. What is your nationality?

Open question.

18. How old are you?

Mark only one option

- ☐ 15 – 25
- ☐ 26 – 35
- ☐ 36 – 50
- ☐ 51 – 65
- ☐ 65+

19. Gender

Mark only one option

- ☐ Male
- ☐ Female
- ☐ Prefer not to say