

Tourist Behaviors During Countryside Stays

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Summary

This paper examines the behaviors of tourists during countryside stays, which have not been examined in the previous research in Japan, conducting an online questionnaire survey for 19,995 respondents. Four notable results emerged. (i) Analyzing all sample data, males exhibit higher participation rates for various activities, such as farming and cooking activities, during countryside stays, whereas using only data of individuals who previously stayed in rural areas, females exhibited higher participation rates. (ii) Variable clustering reveals that the same people tend to participate in “farming activities,” “making crafts,” “interacting with local residents,” and “farm-inn.” (iii) A considerable number of respondents indicated that they use internet search and websites as tourist information sources. By age group, the elderly have a higher use rate for “guidebooks” and “media,” and younger people have a higher use rate for “websites that show lists of tours and accommodations” and “SNS (Social Networking Services) information from strangers.” (iv) Following a countryside stay, behaviors such as “purchasing agricultural products from the farmers who were encountered at the travel destination” and “interacting with local residents” are practiced more by those who participated in group tours than personal travel. Based on these results, the use of rural resources appears to be systematically established in group tour itineraries rather than through personal travel. The findings provide practical information for promotional activities concerning countryside stays.

Key words: Countryside stay, Farm-inn, Tourist behavior