

OVERTOURISM

Our Survey and Recommendations

Purpose

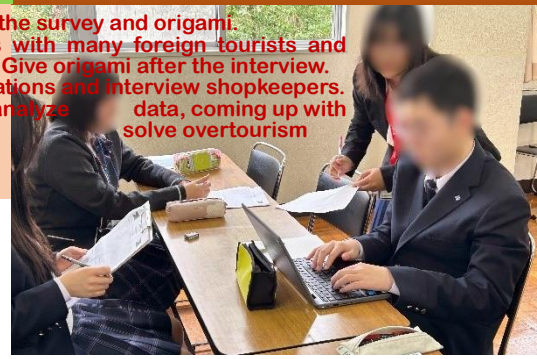
1. To make a survey of English-speaking tourists from overseas, to know where they came from, why they came to Japan, how they traveled to a tourist site, and their opinion of those tourist sites.
2. To know foreign tourists' opinions about a "tourist tax."
3. To know the opinions of people in the tourist industry about overtourism.
4. To make recommendations about solving overtourism in Japan.

ABSTRACT

Inbound tourism is causing overtourism in Japan. Using English interviews, we surveyed sites around Mount Fuji and Tokyo, to collect information from people there. In addition, we collected information from people in the tourism industry to know their opinions about measures for controlling the number of tourists in the future. By analyzing this data, we could make predictions about the effectiveness of these measures if used at tourist sites in Japan. We would like to share our results with everyone, especially people in the tourism industry.

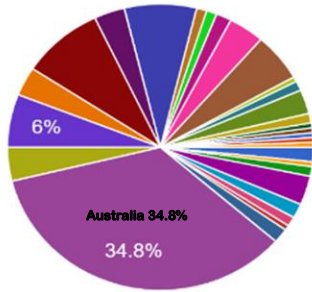
Method

1. Make questions for the survey and origami.
2. Go to tourist sites with many foreign tourists and conduct interviews. Give origami after the interview.
3. Make visual observations and interview shopkeepers.
4. Input answers and analyze data, coming up with ideas about how to solve overtourism.

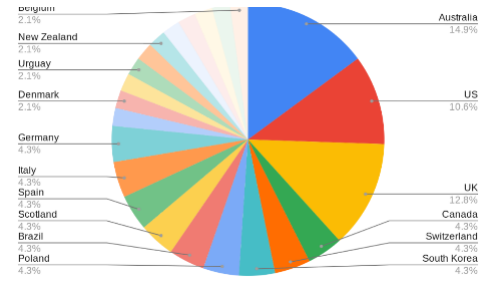


Where are you from? (Oshino Hakkei)

184 responses



Where are you from? (Tokyo) 45 responses

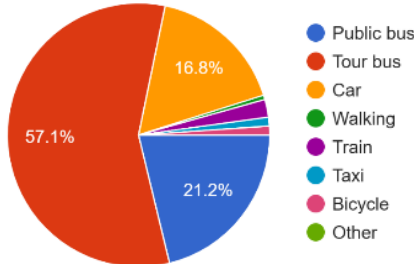
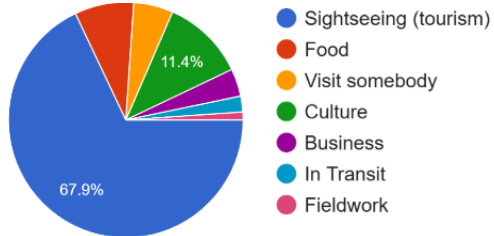


Observations

It was very crowded, especially at Oshino Hakkei and Asakusa. But tourists were kind and seemed very happy to answer our questions. Many people wanted to take pictures with us after we gave them origami. Some shopkeepers were too busy to talk to us.

What is the purpose of your trip?

(Oshino Hakkei) 184 responses



How did you get to Oshino Hakkei?

184 responses

Tourist Tax Positive Responses



Opinions of Tourist Sites		
Total Comments	Positive Comments	Negative Comments
121 responses	90.9%	9.1%

Tourist Tax		
Total Comments	Agree	Disagree
46 responses	89%	10.8%



Recommendations Results

1. Promote alternative tourist sites.
2. Better cooperation between tour and bus companies to prevent crowding.
3. Introduce a "tourist tax" of about 3000 yen.
4. Use tourist tax to improve transportation networks and traffic regulation.
5. Conduct interviews in other languages, ask about age group.

