Tourism and Cultural Experience
An observation in Japan

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## Visitor’s Expectation in Japan

<table>
<thead>
<tr>
<th>Expectation, prior to their arrivals</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Japanese Food</td>
<td>76.2</td>
</tr>
<tr>
<td>2 Shopping</td>
<td>56.6</td>
</tr>
<tr>
<td>3 Sightseeing</td>
<td>46.8</td>
</tr>
<tr>
<td>4 Downtown</td>
<td>40.0</td>
</tr>
<tr>
<td>5 Hot Spa</td>
<td>33.4</td>
</tr>
<tr>
<td>6 Staying in Ryokan</td>
<td>25.2</td>
</tr>
<tr>
<td>7 Tasting Rice Wine</td>
<td>24.4</td>
</tr>
<tr>
<td>8 Cultural Experiences</td>
<td>22.8</td>
</tr>
<tr>
<td>9 Theme Park</td>
<td>15.6</td>
</tr>
<tr>
<td>10 Cherry blossom, Colored leaves…</td>
<td>13.7</td>
</tr>
</tbody>
</table>

Data: Japan Tourism Agency, Survey in 2014
Words Posted on Twitter linked to Japanese Food

- sushi
- sashimi
- firstfood
- tempura
- ramen
- unagi
- udon
- yakitori
- kaiseki
- izakaya
- takoyaki
- okonomiyaki
- bento
- sake
- gohan
- soba
- chopsticks
- itadakimasu
“Uobei”, an automatic Sushi Restaurant Chain

[Image: GENKI SUSHI CO., LTD. HP: http://www.genkisushi.co.jp/uobei/]

画像: GENKI SUSHI CO., LTD. HP: http://www.genkisushi.co.jp/uobei/
“Uobei”, an automatic Sushi Restaurant Chain

Good Food,
Reasonable price,
Well designed order system,
+
Surprise & Excitement
Formula of Cultural Experience in this case

Cultural Experience in “Uobei”
Shopping as a part of Cultural Experience

“Cultural Experience” is cross sectional

<table>
<thead>
<tr>
<th>Expectation</th>
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</thead>
<tbody>
<tr>
<td>1 Local Food</td>
</tr>
<tr>
<td>2 Local Shopping</td>
</tr>
<tr>
<td>3 Sightseeing</td>
</tr>
<tr>
<td>4 Downtown</td>
</tr>
<tr>
<td>5 Hot Spa</td>
</tr>
<tr>
<td>6 Staying in accommodation</td>
</tr>
<tr>
<td>7 Tasting Local Drink</td>
</tr>
<tr>
<td>8 Cultural Experiences</td>
</tr>
<tr>
<td>9 Theme Park</td>
</tr>
<tr>
<td>10 Seasonal attractions…</td>
</tr>
</tbody>
</table>

Cultural Experience in destination

Tourism provides opportunities for wide range of industries including manufacturers
Communication and delivery is the key!
Conventional form of tourism in the last century, typically in the educational trip by schools (in Japan)

At Horyuji Temple in Nara, the oldest wooden structure in the world, constructed in 7th century
Conventional form of tourism in the last century, typically in the educational trip by schools (in Japan)

At Horyuji Temple in Nara, the oldest wooden structure in the world, constructed in 7th century
An example of modern day guided tour in Kyoto

Courtesy of Kyoto Cycling Tour Project
Experiencing traditional dyeing, known as “Youzen” in Kyoto, originated in 17th century

京都の友禅染体験

Courtesy by Marumasu Nishimuraya, Since 1905

丸益西村屋 明治三十八年創業
Tips for creating “Experience”

✓ Active participation of visitors
✓ Guide -> Interpreter -> Communicator (Moderator?)
✓ Different mode of mobility
✓ Involvement of non-tourism industry players