MARKETING TOKYO AS A TOURISM DESTINATION:

Exploratory Study on the Satisfaction Structure and Destination Image of the Inbound Tourist

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Abstract

The main purpose of this study is to provide insights into the destination marketing plan for Tokyo. For this purpose, exploratory research on the tourist satisfaction structure of Japanese tourism and the tourism destination image of areas in Tokyo of Asian tourists (from the People's Republic of China, Taiwan, and Thailand) who had visited Japan as tourists within the past year, have been made. Concerning the identification of tourist satisfaction structure, the causal relationship between the overall satisfaction with Japanese tourism and satisfaction with each component was examined. In addition, the destination image of the tourist area of Tokyo was elucidated using correspondence analysis.

1. INTRODUCTION

The Japanese government has launched several Inbound Travel Promotion Projects, such as Visit Japan (2003), which is a program to attract 30 million international visitors to Japan (2010), and others. As Regards program to attract 30 million international visitors to Japan, the goal of 18 million visitors by 2016 has already been achieved.

These programs contribute to mutual international understanding, and in this age of shrinking national population, the arrival of international visitors could result in regional revitalization and business expansion in various industries. For these reasons, the public and the private sectors are collaborating.

Despite these circumstances, relevant academic studies on the destination marketing for attracting inbound travellers to the constant are lacking. Therefore, this study focuses on the exploratory research on tourist satisfaction and tourism destination image to provide insights towards planning the destination marketing of Tokyo. This study particularly aims to explain the tourist satisfaction structure of Japanese tourism, and the tourism destination image of

areas in Tokyo, which inbound travellers have formed.

The rest of this study is structured as follows. First, Section 2 reviews previous studies on tourist satisfaction as well as studies on tourism destination image. Section 3 provides a procedural overview of quantitative survey conducted among Asian people (from People's Republic of China, Taiwan, Thailand) who have travelled to Japan within the past year. Based on the survey results, in Section 4, the causal relationship between overall satisfaction with Japanese tourism and each component, and the identity of the destination image of various tourist areas in Tokyo are examined. Finally, limitations and future research are discussed in Section 5.

2. LITERATURE REVIEW

Tourist Satisfaction

Tourist perceptions are important for successful destination marketing because they influence the choice of a destination (Ahmed 1991). Conceptual and empirical studies concerning customer satisfaction and service quality, in both their nature and the way to measure them, abound in recent marketing literature (Cronin and Taylor 1992; Gronroos 1990; Oliver 1980; Parasuraman, Zeithaml, and Berry 1985). A review of the related literature shows an increase in the number of studies dealing with different aspects of consumer satisfaction in tourism.

It has been stated that the differences between tourism and consumer goods make it difficult to measure customer satisfaction in the tourism industry. It is important to identify and measure them with each component of the destination because customer satisfaction in one component affects overall destination satisfaction (Pizam, Neumann, and Reichel 1978). Overall destination satisfaction is the result of evaluating various experiences; therefore, the relative importance of each component to the overall satisfaction should be measured (Rust, Zahorik, and Keiningham 1996). The evaluations of both attractions and levels of service quality are regarded as crucial in determining overall tourist satisfaction (Whipple and Thach 1988).

The findings of previous studies demonstrate that there is a significant relationship between tourist satisfaction, intention to revisit, and positive word of mouth (Beeho and Prentice 1997; Hallowell 1996; Pizam 1994; Ross 1993). A similar relationship exists between tourist dissatisfaction, willingness to look for other destinations for further trips, and negative word of mouth (Pizam 1994). This means that positive tourist satisfaction is potentially important for all destinations worldwide (Kozak and Rimmington 1998).

Therefore, in destination marketing, identifying the structure of overall satisfaction of

destination and measuring overall satisfaction with each component, are considered important.

Tourism Destination Image

Since the early 1970s (Hunt 1971; Mayo 1973), the study on destination image has attracted considerable attention in tourism (Dolnicar and Grün 2013; Gallarza, Saura, and Garcia 2002; Martín and Rodríguez del Bosque 2008; Pike 2002). Because destination offers need to be communicated to particular markets and tourism segments, the destination image concept is considered especially important for competitive marketing (Day, Skidmore, and Koller 2002; Morgan and Pritchard 2002). Destination image has been considered as an essential element in the management of tourism and marketing strategy.

Although the definition of destination image varies among scholars, it is generally considered to be an individual's mental representation of beliefs, feelings, and overall perception of a particular destination (Hunt 1971; Crompton 1979; Embacher and Buttle 1989; Fakeye and Crompton 1991). In other words, the destination image is a recognition of the psychological properties and emotions of the destination (Echtner and Ritchie 1991).

Further, destination image is influenced by tourists' beliefs, experiences, commercial and non-commercial information sources, and, in the social media environment of today, content generated by the tourists themselves (Stepchenkova and Li 2014). Many scholars view image as a critical part of a brand, reflected by a set of brand associations from a branding perspective. Recent literature concerning destination image is converging with destination branding ones (Li and Kaplanidou 2013). From the perspective of branding theory, understanding the most distinct destination associations in a tourist's mind, strengthening their linkages to the destination brand, and communicating this distinctiveness to targets are among the main goals of destination marketing.

Therefore, for the purposes of destination marketing, identifying the psychological properties and emotional components of the destination is important.

3. METHODOLOGY

Objectives

The survey of this study has two aims. First, to identify the structure of the overall satisfaction of Japanese tourism, and to measure the overall satisfaction with each component of Japanese tourism (15 components).

Second, to identify the destination image (26 psychological properties and emotions) of each tourist area of Tokyo (12 areas).

Sample and Data collection

This survey—a two-stage online investigation—was conducted between 28 June and 11 July 2016. An Internet survey method targeting residents of People's Republic of China, Taiwan, and Thailand was employed. Information was extracted from those who had visited Japan for tourism purposes within the past year. In the end, 629 samples were obtained as subjects.

In the final sample, 48.2 % were males and 51.8 % were females; 23.7% were in their 20s, 52.6% in their 30s, 19.7% in their 40s, 3.7% in their 50s, and 0.3% were more than 60 years old. In addition, sample composition by residence was 34.5% from China, 32.1% from Taiwan, 33.4% from Thailand.

In addition, 29.6% of respondents had visited Japan once previously 30.8% 2 times, 15.4% 3 times, 6.7% 4 times, and 17.5% 5 times or more.

Questionnaire Design

The survey items are as shown below, and are based on the framework of Alegre and Garau (2011). A questionnaire consisting two sections was structured for measuring Asian tourists' satisfaction with Japan as a tourism destination, and the destination image of 12 sightseeing areas in Tokyo.

In the first section, the influence on the overall satisfaction level in Japanese tourism was obtained. This section comprised fifteen questions. Items that measure the variables in this research were presented in Table 1. All the items were rated on a 5-point scale (1 = not at all, and 5 = extremely).

The second section, comprising 26 questions based on a 5-point scale ranging from 'not at all' to 'extremely', was structured to measure tourist image of various tourist areas (12 areas) in Tokyo.

Methods of Analysis

In the first analysis, to examine the causal relationship between overall satisfaction with Japanese tourism and satisfaction for each component (variables), multiple regression analysis was employed using overall satisfaction as the objective variable, using 15 components as the explanatory variables. Subsequently, to clarify the satisfaction structure, standard partial regression coefficient was used for each explanatory variable; customer satisfaction (CS) portfolio analysis was performed in order to examine the relationship between satisfaction level with each component and its degree of importance.

In the second analysis, to identify the image of each tourist area of Tokyo (12 areas), correspondence analysis was performed. Gallarza, Saura, and García (2007) introduced a variety

of approaches to study images. Among them, correspondence analysis is a useful approach to elucidate the relationship between tourism destinations and image attributes (Whitlark and Smith 2001).

4. RESULTS AND DISCUSSION

Multiple regression analysis: causal relationship between overall satisfaction with Japanese tourism and satisfaction for each component

Multiple regression analysis was conducted using the overall satisfaction level for Japanese tourism as the objective variable, with variables of each component (15 components) as explanatory variables. Table 1 reports the results of multiple regression analysis.

Table 1：Multiple regression analysis for Japanese tourist satisfaction

components (variables)	B	SE	β	F	t	p	S
Japanese food ·Gourmet	0.1240	0.0341	0.1277	13.2524	3.6404	0.0003	**
Temples and shrines	0.0655	0.0312	0.0810	4.4080	2.0995	0.0362	*
Security	0.0878	0.0319	0.1007	7.5692	2.7512	0.0061	**
Japanese traditional culture such as kabuki and sumo	0.0171	0.0285	0.0225	0.3601	0.6001	0.5487	
Local festivals, events	0.0333	0.0306	0.0436	1.1796	1.0861	0.2779	
Hospitality such as "omotenashi"	0.0941	0.0301	0.1110	9.7699	3.1257	0.0019	**
Cleanliness	0.0506	0.0343	0.0533	2.1782	1.4759	0.1405	
Accommodation such as hotels and inns	0.0608	0.0334	0.0689	3.3203	1.8222	0.0689	
Shopping	0.0703	0.0339	0.0738	4.3118	2.0765	0.0383	*
Contemporary culture such as animation and idols	0.0232	0.0289	0.0302	0.6440	0.8025	0.4226	
Nature and scenery	0.0962	0.0329	0.1052	8.5226	2.9194	0.0036	**
Sightseeing spot of a well-being introduced in SNS.	0.0187	0.0293	0.0243	0.4073	0.6382	0.5236	
Multilingual support	0.0479	0.0305	0.0747	2.4706	1.5718	0.1165	
People who speak a foreign language	0.0256	0.0286	0.0422	0.8020	0.8956	0.3708	
Free Wi-Fi environment	0.1018	0.0265	0.1487	14.8056	3.8478	0.0001	**
constant term	0.4675	0.1689		7.6642	2.7684	0.0058	**

（R^2: 0.6986 ＊ $p < 0.05$ ＊＊ $p < 0.01$）

Table 2：Descriptive statistics

components (variables)	n	M	s2	SD	Minimum	Maximum
Japanese food ·Gourmet	629	4.312	0.355	0.596	1.000	5.000
Temples and shrines	629	4.122	0.512	0.716	1.000	5.000
Security	629	4.326	0.440	0.663	1.000	5.000
Japanese traditional culture such as kabuki and sumo	629	4.114	0.579	0.761	1.000	5.000
Local festivals, events	629	4.052	0.575	0.758	1.000	5.000
Hospitality such as "omotenashi"	629	4.216	0.466	0.683	2.000	5.000
Cleanliness	629	4.490	0.371	0.609	2.000	5.000
Accommodation such as hotels and inns	629	4.307	0.430	0.655	2.000	5.000
Shopping	629	4.324	0.369	0.608	2.000	5.000
Contemporary culture such as animation and idols	629	4.076	0.567	0.753	1.000	5.000
Nature and scenery	629	4.445	0.400	0.633	2.000	5.000
Sightseeing spot of a well-being introduced in SNS.	629	4.086	0.566	0.752	1.000	5.000
Multilingual support	629	3.790	0.813	0.901	1.000	5.000
People who speak a foreign language	629	3.682	0.908	0.953	1.000	5.000
Free Wi-Fi environment	629	3.970	0.714	0.845	1.000	5.000
Overall satisfaction	629	4.326	0.335	0.579	1.000	5.000

Several of the proposed variables are significant predictors of overall satisfaction for Japanese tourism. The effect of 'Japanese food · Gourmet (β =0.1277, p < 0.01)', 'Temples and shrines (β =0.0810, p < 0.05)', 'Security (β =0.1007, p < 0.01)', 'Hospitality such as "omotenashi" (β =0.1110, p < 0.01)', 'Shopping (β =0.0738, p < 0.05)', 'Nature and scenery (β =0.1052, p < 0.01)', and 'Free Wi-Fi environment (β =0.1487, p < 0.01)' were found to be significant. See Table 1 for details. Further, note that descriptive statistics for each index are shown in Table 2.

CS portfolio analysis for Japanese tourism: Japanese tourism and satisfaction for each component

CS portfolio analysis is conducted based on the overall satisfaction for Japanese tourism and the importance of each explanatory variable. The results are shown in Figure 1. The vertical axis represents satisfaction, the horizontal axis represents severity, and the intersection denotes the mean value.

Table 3：Importance of each variable for Japanese tourist satisfaction

components (variables)	ß	importance	satisfaction
Japanese food・Gourmet	0.1277	-0.01431	4.312
Temples and shrines	0.0810	-0.2035	4.122
Security	0.1007	0	4.326
Japanese traditional culture such as kabuki and sumo	0.0225	-0.21145	4.114
Local festivals, events	0.0436	-0.27345	4.052
Hospitality such as "omotenashi"	0.1110	-0.1097	4.216
Cleanliness	0.0533	0.163752	4.490
Accommodation such as hotels and inns	0.0689	-0.01908	4.307
Shopping	0.0738	-0.00159	4.324
Contemporary culture such as animation and idols	0.0302	-0.2496	4.076
Nature and scenery	0.1052	0.119237	4.445
Sightseeing spot of a well-being introduced in SNS.	0.0243	-0.24006	4.086
Multilingual support	0.0747	-0.53577	3.790
People who speak a foreign language	0.0422	-0.64388	3.682
Free Wi-Fi environment	0.1487	-0.35612	3.970

The four quadrants are as follows: priority improvement items (satisfaction: low; importance: high), non-priority improvement items (satisfaction: low; importance: low), priority maintenance items (satisfaction: high; importance: high), and non-priority maintenance items (satisfaction: high; importance: low).
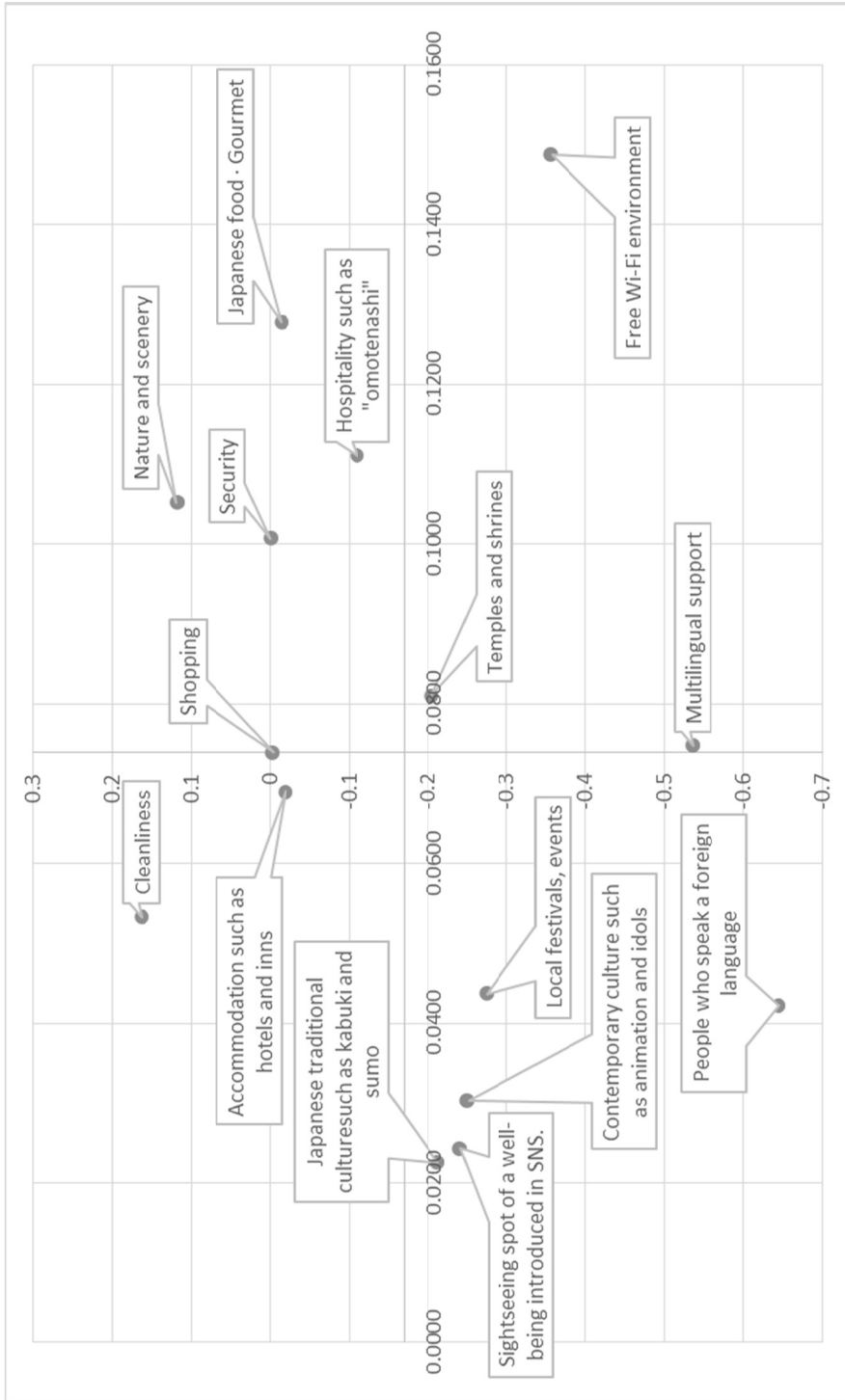
Figure 1 : CS portfolio analysis for Japanese tourism

'Satisfaction' represents the average value of satisfaction for each explanatory variable, while 'importance' represents the value obtained by dividing.

Each standard regression coefficient by the sum of each of the standard regression coefficient

Priority maintenance items are 'Japanese food · Gourmet', 'Nature and scenery', 'Hospitality such as "omotenashi"', and 'Security'. The only priority improvement item is 'Free Wi-Fi environment'. This indicates that there is a delay in improving the free Wi-Fi environment in tourism areas.

Correspondence analysis for Japanese tourism

Correspondence analysis is conducted based on the results of the image survey of the 12 areas of Tokyo shown in Table 4.

The results of correspondence analysis are shown in Figure 2. Correspondence analysis map is shown in two dimensions in Figure 2. 63.7% (Dimension1: 0.375, Dimension2: 0.262)of this map is explained in this two-dimensional map.

Figure 2 shows three groups, which are depicted by ellipses. The first group comprises of 'folksy' and 'safe' characterised respondents represented by Asakusa. The second group is a group of 'luxury', 'higher price', 'excited' and 'delicious meal' respondents typified by Ginza, Shibuya, and Shinjuku. The third group is 'artistic', 'cultural', etc. respondents represented by Aoyama and Hiroo.

Table 4 : Tourism destination image of 12 areas in Tokyo as percentages

|	Shibuya	Aoyama	Omotesando	Shinjuku	Ginza	Roppongi	Hiroo	Harajuku	Asakusa	Ueno	Akihabara	Ikebukuro	Total:Ave.
Vibrant, lively	40.3	37.8	34.4	44.7	36.6	26.8	32.3	40.5	25.8	25.9	30.8	18.0	32.8
Calm	22.1	35.6	27.8	22.4	18.3	31.3	37.1	24.9	38.2	31.3	24.1	21.3	27.9
Fashionable	28.5	33.3	35.6	26.3	33.2	29.5	35.5	30.6	28.5	19.3	20.0	16.4	28.1
Cultural	35.2	37.8	35.6	35.2	24.8	30.4	33.9	28.9	39.8	25.3	27.7	21.3	31.3
Convenient	43.1	43.0	30.0	47.0	42.0	36.6	37.1	40.5	29.6	38.0	38.5	27.9	37.8
Inconvenient	11.5	14.1	14.4	9.9	8.4	9.8	19.4	8.1	9.7	11.4	6.7	9.8	11.1
Artistic	28.1	37.0	24.4	25.0	25.2	18.8	32.3	26.0	29.6	24.7	22.6	21.3	26.2
Clean	39.5	45.9	40.0	42.4	38.2	38.4	41.9	46.2	41.9	38.6	31.3	31.1	39.6
Dirty	11.9	13.3	11.1	10.2	13.0	15.2	25.8	15.0	8.1	5.4	7.7	14.8	12.6
Traditional	24.1	32.6	27.8	26.3	19.5	27.7	30.6	32.9	37.6	24.7	21.0	14.8	26.6
Popular	22.9	34.8	28.9	22.4	21.4	26.8	40.3	26.6	38.7	34.9	28.7	27.9	29.5
Luxury	27.7	28.9	32.2	30.3	45.8	30.4	27.4	26.6	19.9	19.3	18.5	23.0	27.5
Latest trend	43.5	27.4	28.9	40.1	33.6	33.9	25.8	32.9	16.1	22.9	27.7	26.2	29.9
Enjoyable	43.5	43.7	37.8	43.8	37.4	33.9	35.5	40.5	34.9	34.3	35.9	27.9	37.4
Safety	34.0	44.4	35.6	42.1	30.9	40.2	37.1	45.7	39.8	44.0	30.3	29.5	37.8
Sophisticated	21.3	23.7	33.3	24.7	24.0	33.9	25.8	24.3	20.4	16.3	19.0	21.3	24.0
Crowded	22.9	14.8	16.7	27.6	24.4	14.3	25.8	23.7	19.4	13.9	21.0	6.6	19.3
young	39.1	31.1	27.8	39.8	37.4	20.5	29.0	41.0	22.0	22.9	30.8	31.1	31.1
kindness	33.6	40.0	30.0	34.5	30.2	38.4	37.1	37.0	37.6	35.5	33.3	26.2	34.5
Higher prices	28.1	25.9	31.1	32.6	43.5	24.1	25.8	24.3	17.2	14.5	21.0	16.4	25.4
Attractions	38.3	37.0	32.2	37.8	35.1	35.7	41.9	38.2	42.5	37.3	32.3	32.8	36.8
joyfull	29.6	32.6	26.7	35.9	29.8	25.0	32.3	32.9	24.7	31.3	31.3	18.0	29.2
Excited	38.7	37.8	43.3	42.1	37.4	32.1	25.8	38.2	29.6	24.7	29.7	27.9	33.9
Delicious	42.7	36.3	31.1	44.4	38.5	38.4	27.4	39.9	32.8	36.1	27.7	27.9	35.3
Good security	34.4	45.2	37.8	36.2	35.1	37.5	40.3	33.5	40.9	43.4	36.9	36.1	38.1
Folksy	30.0	31.9	26.7	32.2	28.2	26.8	40.3	28.9	34.4	28.9	25.6	18.0	29.3
Total:Ave.	32.6	34.6	31.2	34.2	31.7	30.3	33.7	33.1	30.4	28.2	27.2	23.7	
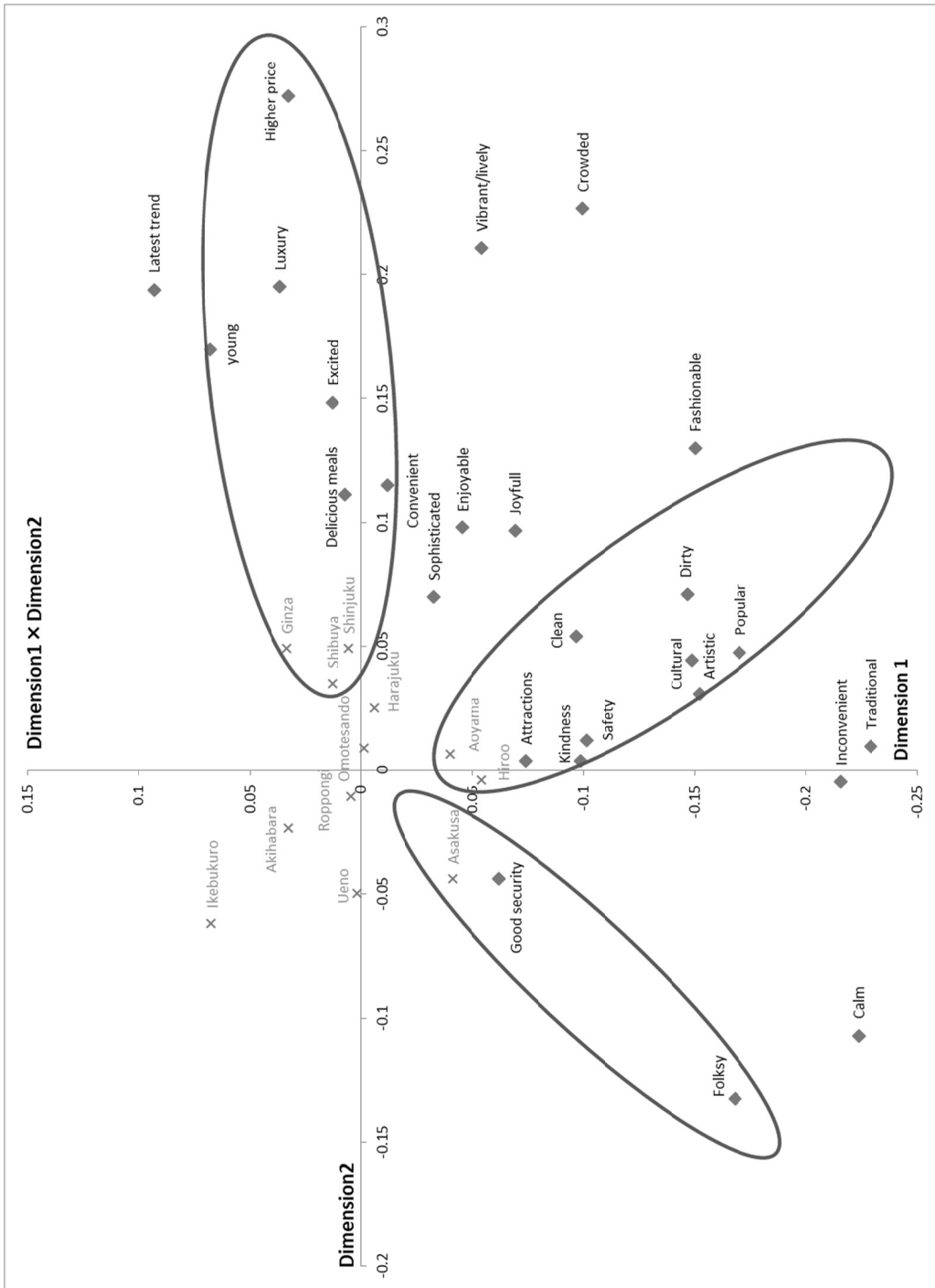
Figure 2：Two-dimensional correspondence analysis map

5. CONCLUSION

In order to provide insights into the destination marketing plan for Tokyo, this study conducted an exploratory research into the tourist satisfaction structure of Japanese tourism and the tourism destination image of areas in Tokyo of Asian tourists (from the People's Republic of China, Taiwan and Thailand) who had visited Japan for sightseeing within the past year.

The identification of tourist satisfaction structure, particularly the causal relationship between overall satisfaction with Japanese tourism and each component was carried out. As a result, the causal relationship between overall satisfaction and seven components are empirically supported. In addition, the results of CS portfolio analysis reveal that among the components, 'free Wi-Fi environment' is the most important component to improve, which indicates the delay in improving the free Wi-Fi environment in tourism areas.

In addition, the destination image of the tourist area of Tokyo was elucidated by correspondence analysis. The correspondence analysis shows three groups. The first group consists of the 'folksy' and 'safe' characterised respondents represented by Asakusa. The second group consists of the 'luxury', 'higher price', 'excited' and 'delicious meal' characterised respondents typified by Ginza, Shibuya, and Shinjuku. The third group consists of the 'artistic', 'cultural', etc. respondents represented by Aoyama and Hiroo. By understanding these distinct destination associations in a tourist's mind, strengthening their linkages to the destination brand, and communicating this distinctiveness to targets, it is possible improvements in destination marketing.

In this study, however, there are some limitations to making more concrete and focused impacts on the marketing plan of the destinations in Tokyo. Of these limitations, one of the most important is that the study focuses on only respondents from three countries. Therefore, it should be replicated among other groups of foreign tourists in Japan, as the differences in culture and nationality may have an influence on the results. Another limitation is in measuring the destination image. In other words, changes to images before and after the visit to each target area have not been captured. These are left for the future.

Finally, it is hoped that this study will be valuable to tourism organizations and businesses particularly in Tokyo in evaluating their existing performance levels and designing their future management and destination marketing strategies.

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