

Tourism and Cultural Experience

An observation in Japan

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Visitor's Expectation in Japan

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

Data: Japan Tourism Agency, Survey in 2014

Words Posted on Twitter linked to Japanese Food

sushi



sashimi



takoyaki



firstfood



okonomiyaki



unagi



ramen



tempura



udon



yakitori



soba



bento



izakaya



gohan

kaiseki



sake



chopsticks

itadakimasu

“Uobei”, an automatic Sushi Restaurant Chain



画像：GENKI SUSHI CO.,LTD. HPキャプチャ <http://www.genkisushi.co.jp/uobei/>

“Uobei”, an automatic Sushi Restaurant Chain

味よし、活きよし、笑顔よし

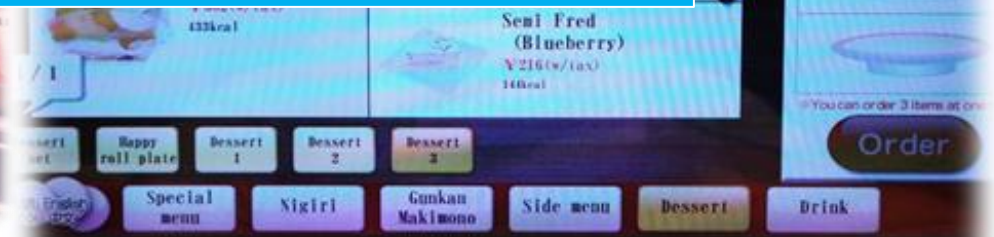
あれもこれも魚米品質



魚べい

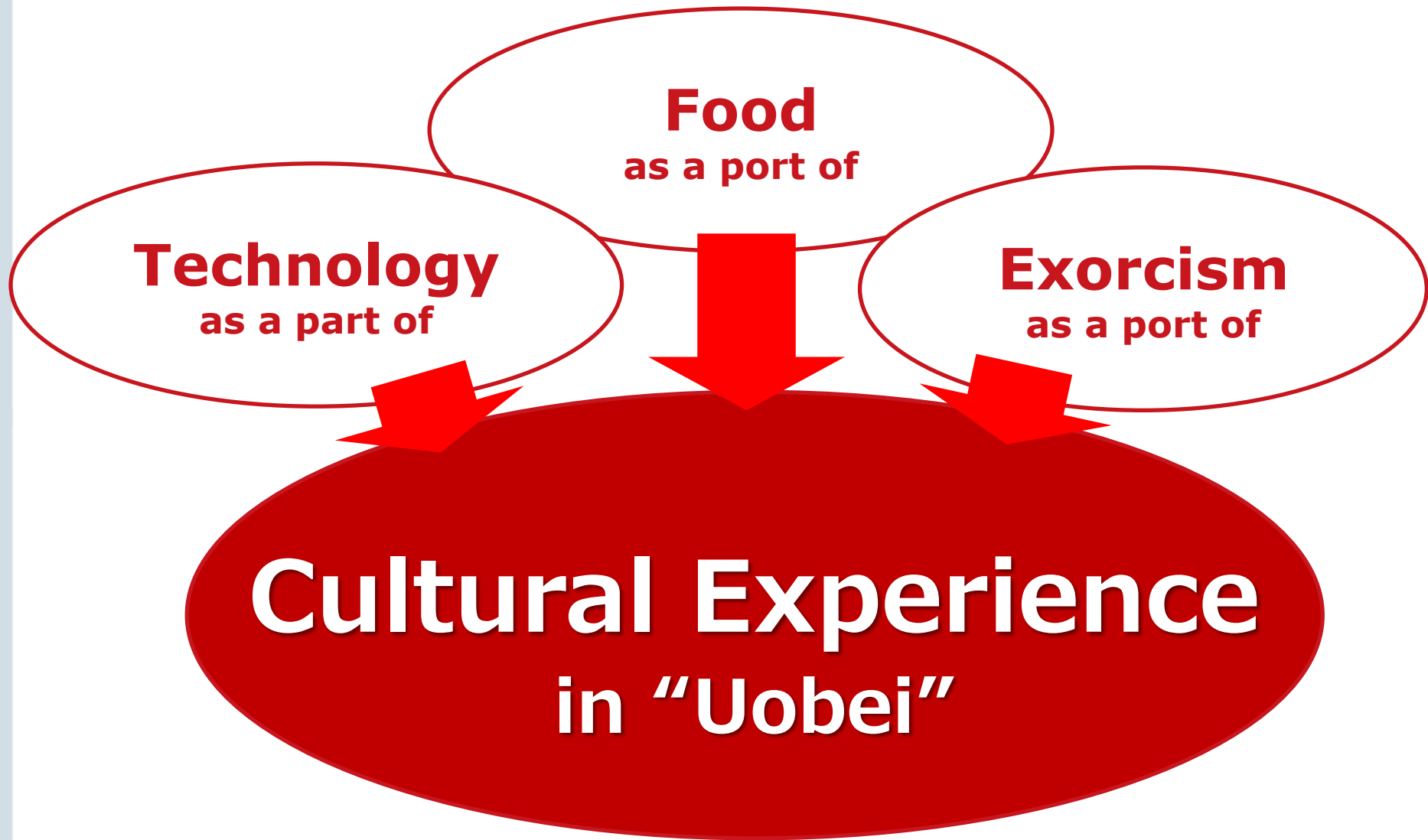
元飲食店グループ

Good Food,
Reasonable price,
Well designed order system,
+
Surprise & Excitement



画像：GENKI SUSHI CO.,LTD. HPキャプチャ <http://www.genkisushi.co.jp/uobei/>

Formula of Cultural Experience in this case



Shopping as a part of Cultural Experience



Japanese school bag, Iron kettle, Kitchen knife, Thermos bottle, "Green Pocky", Horse oil, Cool gel patch, High-end rice cooker, "Washlet"

“Cultural Experience” is cross sectional

	Expectation
1	Local Food
2	Local Shopping
3	Sightseeing
4	Downtown
5	Hot Spa
6	Staying in accommodation
7	Tasting Local Drink
8	Cultural Experiences
9	Theme Park
10	Seasonal attractions...



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