

Comparative study of the psychological evaluation for the sightseeing scenes by Japanese, Korean and Chinese subjects

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1 Introduction

Japan is faced with decline of population, because of low birthrate. Especially, in the many regions without active industries, aging is advancing. Under this condition, tourism is being paid attention, as newer industry, because the demand for travel increases in the countries around Japan. However, the needs of people in these countries have not been clarified in detail. In this study, the similarities and differences in the psychological evaluation for the sightseeing scenes in Hiroshima by Japanese, Korean and Chinese subjects are examined, to find the new attractive points felt by foreigners.

2 Outline of the experiment

Forty scenes as the stimuli in the psychological experiments were chosen from 778 scenes of the photo gallery in the homepages for sightseeing in Hiroshima prefecture. In the selection, all of the scenes were classified to 34 groups by KJ technique and one scene was extracted from each group as a representative. Then, the six scenes were added for comparison with other scenes.

The questionnaire consisted of two parts, a face sheet and a psychological evaluation sheet for each scene. The face sheet included the subjects' attributes and the consciousness of Japan and Hiroshima. The psychological evaluation sheet consisted of comprehensive evaluation items, Willingness to visit, Interest, Likeness of Japan, etc. and 13 image evaluation items based on the Semantic Differential technique.

The foreign students in Hiroshima University and Hiroshima Shudo University took part in the experiment, as the Chinese and Korean subjects. The students in Hiroshima University were used as the Japanese subjects. The number of the Chinese, Korean and Japanese subjects were 90, 26 and 127, respectively.

3 Comprehensive evaluations by the three subjects groups

In the evaluation of Willingness to visit, the scenes largely occupied by artificial elements were evaluated lower. On the other hand, the scenes including nature and the scenes of Japanese gardens were evaluated higher. These tendencies were almost similar among the three subjects groups. However, few natural scenes were evaluated higher by the foreign subjects and lower by the Japanese subjects.

In Likeness of Japan, the similarities among the three subjects groups were shown in the scenes with historical shrines or temples and the traditional streetscape scenes. However, the evaluation of the Japanese subjects differed from it of the foreign subjects in the scenes of ravines and the scenes of terraced paddy fields. These scenes were evaluated more Japanese by former subjects. It is supposed that the foreign subjects were used to see the natural scenes like them in their mother countries.

4 The relationships between the evaluation

The factor analysis of the principal factor method was applied to the data combined the image evaluation by three subjects groups. Based on the pairs of bipolar adjectives with high factor loadings, factor 1 to 4 extracted were interpreted as Inherency, Pleasantness, Traditionality and Openness.

According to the correlation coefficients between the comprehensive evaluation items and these four factors, Inherency had more influence on Willingness to visit in the foreign subjects compared with the Japanese subjects. In the results of the Chinese subjects, Likeness of Japan was related to Inherence. On the other hand, Pleasantness affected Likeness of Japan in the results of the Japanese subjects.

5 Conclusion

In the psychological evaluation for the forty sightseeing scenes in Hiroshima, the similarities and differences among three subjects groups were grasped. However, the foreign students were living in Japan and they might obtain the knowledge and the experiences concerned with Japan. Therefore, it will be required to compare the results with the evaluation by the people who have lived in their mother countries and have not been in other countries.

Keywords: sightseeing scene, foreign student, psychological evaluation