

A Study of the Impressive Experience in Japanese National Parks

HIROAKI ADACHI^{1*}

¹Japan Travel Bureau Foundation

Compared with the mean score of strength of impression, we studied who had magnificent impression. Results show that "the first-time visitor", "the under thirties", "female", "the people who spend a long time walking in the national park", "the people who visited national park on a clear day" have a magnificent impression.

Compared with the odds ratio, we studied the relationship between the strength of impression and the satisfaction of the visitor's activities. Results show that the satisfaction of "see the scenery" is strongly connected to the strength of impression. The satisfaction of "appreciate flowers and trees" is also strongly connected with the strength of impression. From these results, the satisfaction of "see the scenery" has a stronger connection with the strength of impression than the other activity satisfaction.

We also focused on the moment of impressive experience and studied the relationship between the strength of impression and the element of impression. Results show that "beauty" is strongly connected with the strength of impression. "Magnificence" has the next strongest connection with the greatness of impression. According to these results, "beauty" has a stronger connection with the greatness of impression than any other element. In addition, many respondents answered that "magnificence" and "beauty" of the national park could not be experienced through television or the internet.

Finally, a correlation analysis was conducted to study the difference between "impressive experience" and "overall satisfaction." Results show that "impressive experience" was more significantly correlated with "contribution to the richness of life" than "satisfaction". From the viewpoint of enrichment of one's life, "impressive experience" is an important index to manage national parks. "Impressive experience" was also more significantly correlated with "intention to recommend" than "satisfaction". Word-of-mouth is important to attract potential visitors to national parks. In regard to "intention to revisit," there is nothing statistically significant about the correlation coefficient between "impressive experience" and "overall satisfaction."

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