

Characteristics of Tourists' Expectation and Satisfaction in Three World Natural Heritage Sites in Japan

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In this study, the objective was set to clarify characteristics of tourists' expectation and satisfaction at World Natural Heritage sites in Japan. The study subject was determined with tourists to the Natural Heritage Sites: Ogasawara Islands (n=400), Yakushima Island (n=492), and Shiretoko (n=400). In order to identify segments of tourists to these three World Natural Heritage sites, K-means was used to analyze the results. In World Natural Heritage sites, influences of negative impact on natural environment, due to over usage, is anticipated. In these areas, it is important to understand tourist attitudes and utilize this information.

Keywords: World Natural Heritage Sites, Japan, Tourists, Expectation, Satisfaction