

An Analysis of the Questionnaire Investigation on the Images at Fuji City

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Abstract

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' images and needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. Hypothesis testing was executed based on that. We

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have set 13 Null hypotheses. In the hypothesis testing, 7 cases out of 13 null hypotheses were rejected and more than half of hypotheses were insisted clearly. We have obtained fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.

Mathematics Subject Classification: 62H15

Keywords: Fuji City, Area rebirth, Regional vitalization, festival, Hypothesis Testing.

1 Introduction

Shopping streets at local city in Japan are generally declining. It is because most of them were built in the so-called “High Growth Period (1954-1973)”. Therefore they became old and area rebirth and/or regional revitalization are required everywhere.

There are many papers published concerning area rebirth or regional revitalization. Inoue (2017) has pointed out the importance of tourism promotion. Ingu et al.(2017) developed the project of shutter art to Wakkanai Chuo shopping street in Hokkaido, Japan. Ohkubo (2017) has made a questionnaire research at Jigenji shopping street in Kagoshima Prefecture, Japan and analyzed the current condition and future issues. For about tourism, many papers are presented from many aspects as follows.

Yoshida et al. designed and conducted a visitor survey on the spot, which used a questionnaire to investigate the activities of visitors to the Ueno district in Taito ward, Tokyo. Doi et al. analyzed the image of the Izu Peninsula as a tourist

destination in their 2003 study “Questionnaire Survey on the Izu Peninsula.” Kano conducted tourist behavior studies in Atami city in 2008, 2009, 2014 and in other years.

In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Fuji city is located in Shizuoka Prefecture. Mt. Fuji is very famous all around the world and we can see its beautiful scenery from Fuji city, which is at the foot of Mt. Fuji. There are two big shopping street in Fuji city. One is Yoshiwara shopping street and another one is Fuji shopping street. They became old and building area rebirth and regional revitalization plan have started. Following investigation was conducted by the joint research group (Fuji Chamber of Commerce & Industry, Fujisan Area Management Company, Katsumata Maruyama Architects, Kougakuin University and Tokoha University). The main project activities are as follows.

- A.** Investigation on the assets which are not in active use
- B.** Questionnaire Investigation to Entrepreneur
- C.** Questionnaire Investigation to the residents and visitors

After that, area rebirth and regional revitalization plan were built.

In this paper, we handle above stated C. Four big festivals are held at Fuji city. Two big festivals are held at Yoshiwara district(Yoshiwara shopping street) and two big festivals at Fuji district(Fuji shopping street). At Yoshiwara district, Yoshiwara Gion Festival is carried out during June and Yoshiwara Shukuba (post-town) Festival is held during October. On the other hand, Kinoene Summer Festival is conducted during August and Kinoene Autumn Festival is performed during October at Fuji district. Many people visit these festivals including

residents in that area.

Therefore questionnaire investigation of C is conducted during these periods. Finally, we have obtained 982 sheets (Yoshiwara district: 448, Fuji district: 534). Basic statistical analysis and Bayesian Network analysis are executed based on that.

In this paper, a questionnaire investigation is executed in order to clarify residents and visitors' images and needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. Hypothesis testing was executed based on that. We have set 13 Null hypotheses. Some interesting and instructive results are obtained.

The rest of the paper is organized as follows. Outline of questionnaire investigation is stated in section 2. In section 3, Hypothesis testing is executed which is followed by the Remarks stated in section 4.

2 Outline and the Basic Statistical Results of the Questionnaire Research

2.1 Outline of the Questionnaire Research

A questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. The outline of questionnaire research is as follows. Questionnaire sheet is attached in Appendix.

- (1) Scope of investigation: Residents and visitors who have visited four big festivals at Fuji city in Shizuoka Prefecture, Japan

(2) Period:

Yoshiwara Gion Festival: June 11,12/2016

Yoshiwara Shukuba (post-town) Festival: October 9/2016

Kinoene Summer Festival: August 6,7/2016

Kinoene Autumn Festival: October 15,16/2016

(3) Method: Local site, Dispatch sheet, Self-writing

(4) Collection: Number of distribution 1400, Number of collection 982(collection rate 70.1%), Valid answer 982

2.2 Basic Statistical Results

Now, we show the main summary results by single variable.

2.2.1 Characteristics of answers

(1) Sex (Q7)

Male 48.9%, Female 51.1%

These are exhibited in Figure 1.

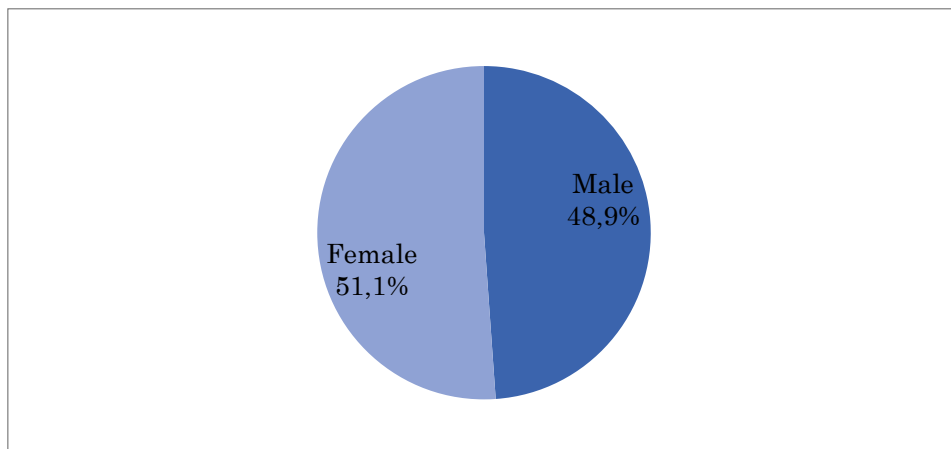


Figure 1: Sex (Q7)

(2) Age (Q8)

10th 16.2%, 20th 14.8%, 30th 22.4%, 40th 17.4%, 50th 11.6%, 60th 10.5%, More than 70 7.1%

These are exhibited in Figure 2.

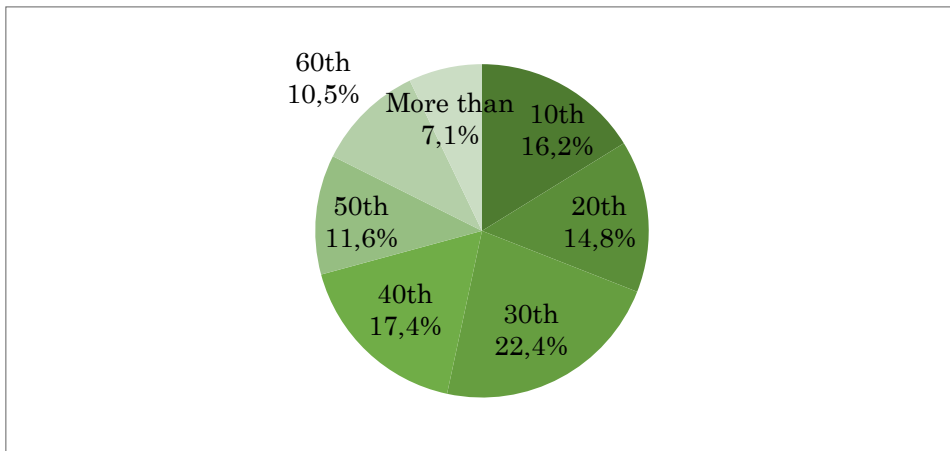


Figure 2: Age (Q8)

(3) Residence (Q9)

a. Fuji city 56.4%, b. Fujinomiya city 18.0%, c. Numazu city 7.2%, d. Mishima city 2.3%, e. Shizuoka city 4.2%, F. Else (in Shizuoka Prefecture) 5.1%, g. Outside of Shizuoka Prefecture 6.9%

These are exhibited in Figure 3.

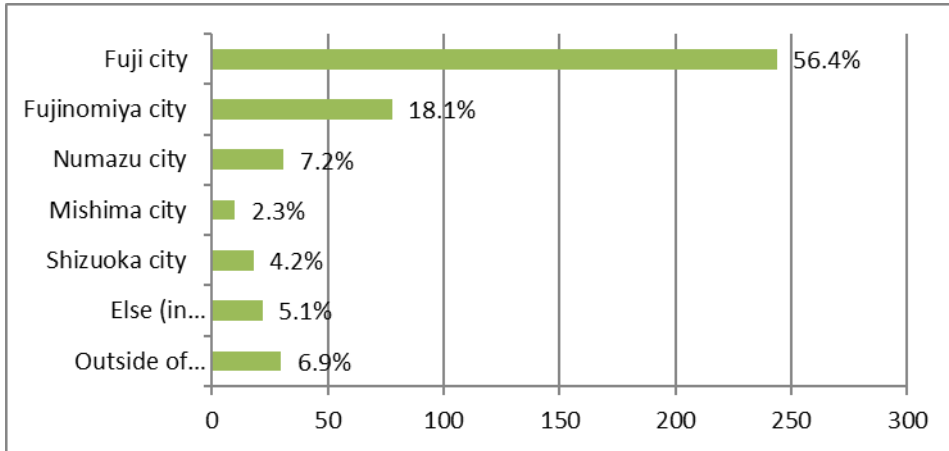


Figure 3: Residence (Q9)

2.2.2 Summary results for the items used in Hypothesis Testing

(1) How often do you come to this shopping street? (Q1)

Everyday 17.4%, More than 1 time a week 16.5%, More than 1 time a month 25.8%, More than 1 time a year 31.6%, First time 4%, Not filled in 4.8%

These are exhibited in Figure 4.

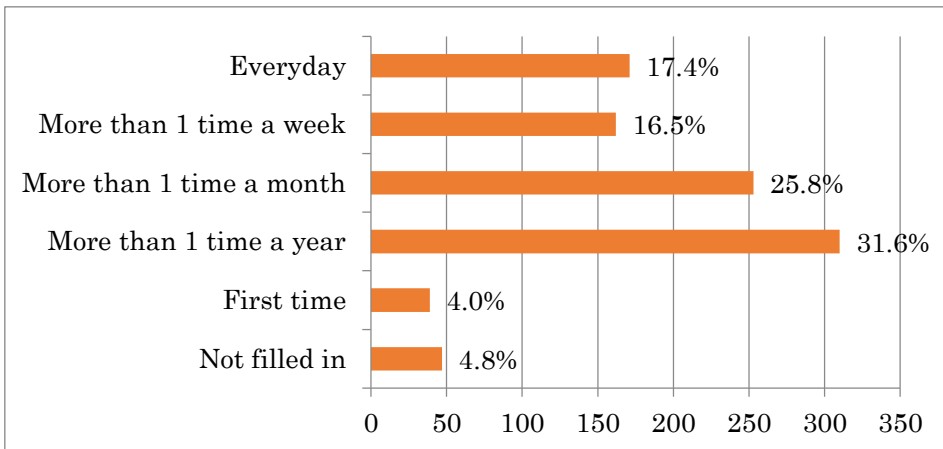


Figure 4: How often do you come to this shopping street? (Q1)

(2) What is the purpose of visiting here? (Q2)

Shopping 18.8%, Eating and drinking 13.4%, Business 7.4%, Celebration, event 40.2%, Leisure, amusement 4.0%, miscellaneous 16.1%

These are exhibited in Figure 5.

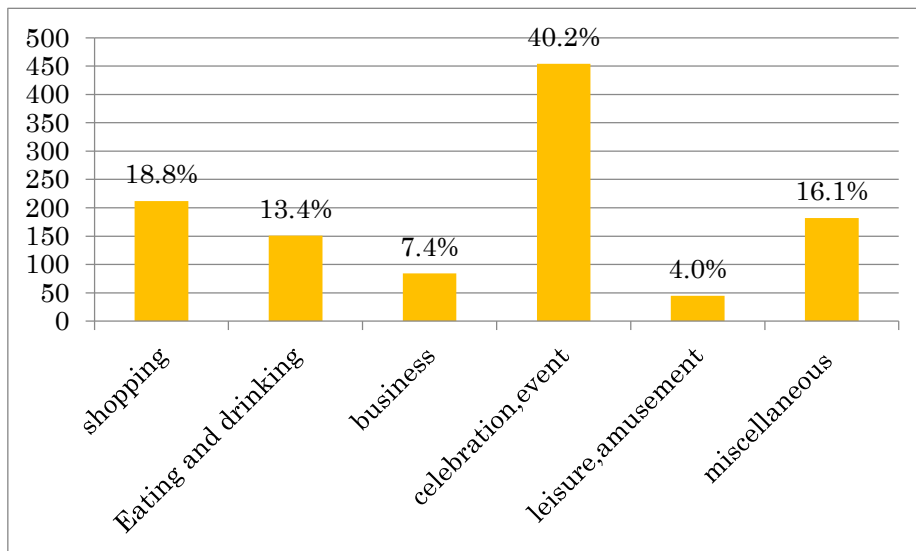


Figure 5: What is the purpose of visiting here? (Q2)

(3) How do you feel about the image of the surrounding area at this shopping street? (Q3)

These are exhibited in Figure 6.

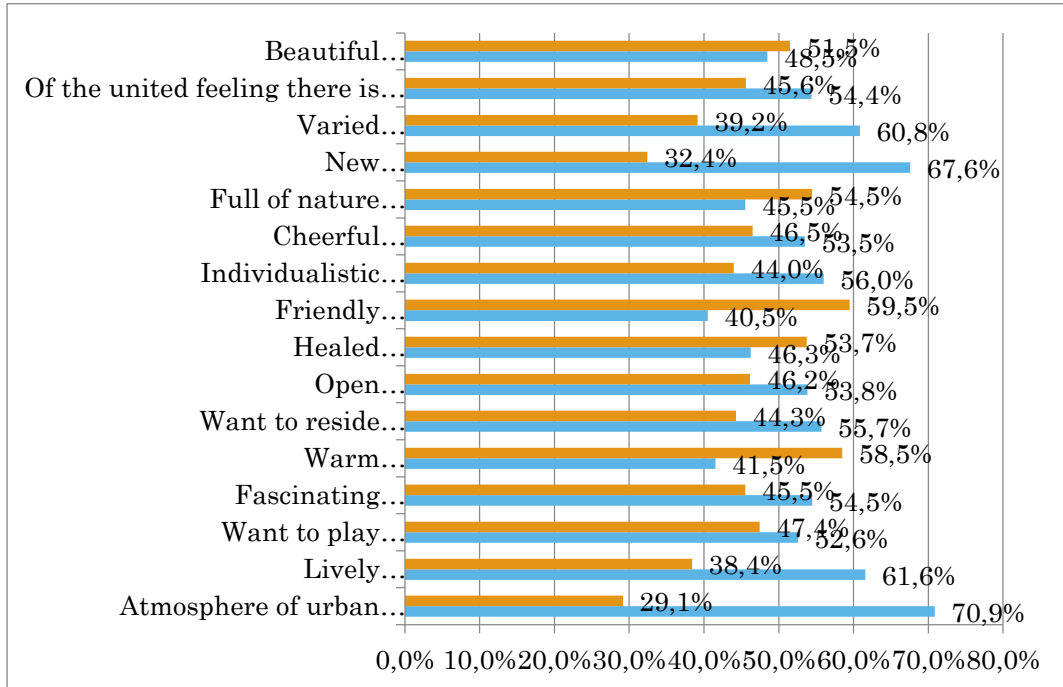


Figure 6: How do you feel about the image of the surrounding area at this shopping street? (Q3)

(4) There are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4)

Can use it 44.1%, Cannot use it 31.4%, Have no idea 24.5%

These are exhibited in Figure 7.

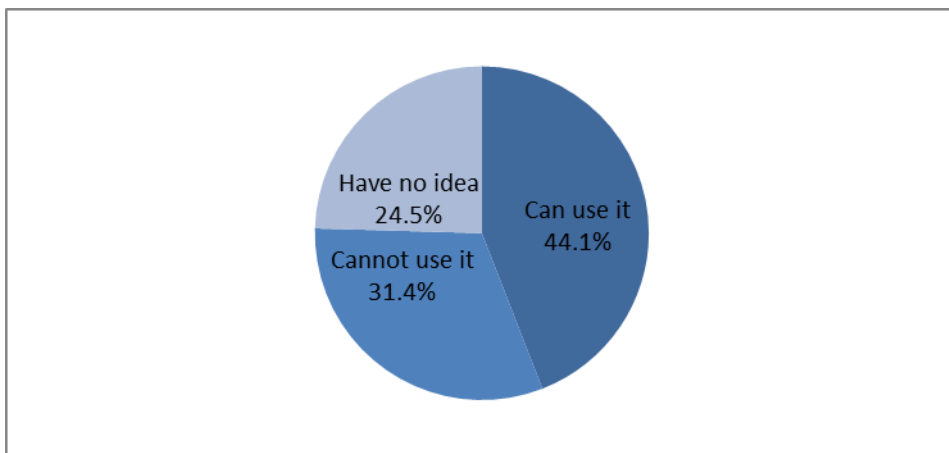


Figure 7: here are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4)

3 Hypothesis Testing

Hereinafter we make hypothesis testing based upon the questionnaire investigation data.

3.1 Setting Hypothesis

We set the following 13 themes before setting Null Hypothesis.

A-1) Visitors to Yoshiwara district come more than those to Fuji district for the purpose of celebration, event.

A-2) Visitors to Yoshiwara district come more than those to Fuji district for the purpose of shopping.

A-3) Visitors to Yoshiwara district come more than those to Fuji district in visiting more than 1 time a year.

A-4) Visitors to Yoshiwara district come more than those to Fuji district in visiting every day.

A-5) Visitors to Yoshiwara district feel it open more than those to Fuji.

A-6) Visitors to Yoshiwara district feel it urbane more than those to Fuji.

A-7) Visitors to Yoshiwara district feel it friendly more than those to Fuji.

A-8) Visitors to Yoshiwara district feel it warm more than those to Fuji.

A-9) Visitors to Fuji district feel it historic more than those to Yoshiwara.

A-10) Visitors to Fuji district come more than those to Yoshiwara district in visiting more than 1 time a week.

A-11) Visitors to Fuji district feel it beautiful more than those to Yoshiwara.

A-12) Visitors to Fuji district feel it historic more than those to Yoshiwara.

A-13) Visitors to Fuji district think that old building of 50 years old can be used in

the future more than those to Yoshiwara.

Now, we set the following 13 Null hypotheses.

B-1) There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district for the purpose of celebration, event” or not.

B-2) There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district for the purpose of shopping” or not.

B-3) There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district in visiting more than 1 time a year” or not.

B-4) There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district in visiting every day” or not.

B-5) There is not so much difference whether “visitors to Yoshiwara district feel it open more than those to Fuji” or not.

B-6) There is not so much difference whether “visitors to Yoshiwara district feel it urbane more than those to Fuji” or not.

B-7) There is not so much difference whether “visitors to Yoshiwara district feel it friendly more than those to Fuji” or not.

B-8) There is not so much difference whether “visitors to Yoshiwara district feel it warm more than those to Fuji” or not.

B-9) There is not so much difference whether “visitors to Fuji district feel it historic more than those to Yoshiwara” or not.

B-10) There is not so much difference whether “visitors to Fuji district come more than those to Yoshiwara district in visiting more than 1 time a week” or not.

B-11) There is not so much difference whether “visitors to Fuji district feel it beautiful more than those to Yoshiwara” or not.

B-12) There is not so much difference whether “visitors to Fuji district feel it historic more than those to Yoshiwara” or not.

B-13) There is not so much difference whether “visitors to Fuji district think that old building of 50 years old can be used in the future more than those to Yoshiwara” or not.

3.2 Hypothesis Testing

χ^2 hypothesis testing is executed in order to clarify tourists' behavior. χ^2 hypothesis testing is to clarify the difference between the expected value and the observed data, which is shown in Eq.(1)

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i} \quad (1)$$

Where O_i is an observed data and E_i is an expected value. The results of statistical hypothesis testing are as follows.

Null Hypothesis B-1) There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district for the purpose of celebration, event” or not.

Summary table concerning Null Hypothesis B-1) is exhibited in Table 1.

Table 1: Summary table for Null Hypothesis B-1)

Q2: What is the purpose of visiting here?: celebration, event

Research place		Q2: celebration, event		Total
		No	Yes	
Yoshiwara	Frequency	202	246	448
	%	45.09	54.91	100.00
Fuji	Frequency	326	208	534
	%	61.05	38.95	100.00
Total	Frequency	528	454	982
	%	53.77	46.23	100.00

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that visitors to Yoshiwara district come more than those to Fuji district for the purpose of celebration, event.

Null Hypothesis B-2): There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district for the purpose of shopping” or not.

Summary table concerning Null Hypothesis B-2) is exhibited in Table 2.

Table 2: Summary table for Null Hypothesis B-2)

Q2: What is the purpose of visiting here?: Shopping

Research place		Q2: Shopping		Total
		No	Yes	
Yoshiwara	Frequency	341	107	448
	%	76.12	23.88	100.00
Fuji	Frequency	429	105	534
	%	80.34	19.66	100.00
Total	Frequency	770	212	982
	%	78.41	21.59	100.00

significance probability 0.109

The null hypothesis is not rejected. It can be said that there is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district for the purpose of shopping” or not.

Null Hypothesis B-3) There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district in visiting more than 1 time a year” or not.

Summary table concerning Null Hypothesis B-3) is exhibited in Table 3.

Table 3. Summary table for Null Hypothesis B-3)

Q1: How often do you come to this shopping street?: Everyday

Research place		Q1: Everyday		Total
		Visit everyday	Less than that	
Yoshiwara	Frequency	58	365	423
	%	13.71	86.29	100.00
Fuji	Frequency	113	399	512
	%	22.07	77.93	100.00
Total	Frequency	171	764	935
	%	18.29	81.71	100.00

significance probability 0.001

The null hypothesis is rejected with 1% significance level. It can be said that visitors to Yoshiwara district come more than those to Fuji district in visiting more than 1 time a year.

Null Hypothesis B-4) There is not so much difference whether “visitors to Yoshiwara district come more than those to Fuji district in visiting every day” or not.

Summary table concerning Null Hypothesis B-4) is exhibited in Table 4.

Table 4: Summary table for Null Hypothesis B-4)

Q1: How often do you come to this shopping street? : Once a year

Research place		Q1: Once a year		Total
		Once a year	More than that	
Yoshiwara	Frequency	167	256	423
	%	39.48	60.52	100.00
Fuji	Frequency	143	369	512
	%	27.93	72.07	100.00
Total	Frequency	310	625	935
	%	33.16	66.84	100.00

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that visitors to Yoshiwara district come more than those to Fuji district in visiting every day.

Null Hypothesis B-5) There is not so much difference whether “visitors to Yoshiwara district feel it open more than those to Fuji” or not.

Summary table concerning Null Hypothesis B-5) is exhibited in Table 5.

Table 5: Summary table for Null Hypothesis B-5)

Q3: How do you feel about the image of the surrounding area at this shopping street? : Open

Research place		Q3: Open		Total
		Think so/ Not specified	Do not think so	
Yoshiwara	Frequency	290	158	448
	%	64.73	35.27	100.00
Fuji	Frequency	320	214	534
	%	59.93	40.07	100.00
Total	Frequency	610	372	982
	%	62.12	37.88	100.00

significance probability 0.122

The null hypothesis is not rejected. It can be said that there is not so much difference whether “visitors to Yoshiwara district feel it open more than those to Fuji” or not.

Null Hypothesis B-6) There is not so much difference whether “visitors to Yoshiwara district feel it urbane more than those to Fuji” or not.

Summary table concerning Null Hypothesis B-6) is exhibited in Table 6.

Table 6: Summary table for Null Hypothesis B-6)

Q3: How do you feel about the image of the surrounding area at this shopping street? : Urban

Research place		Q3: Urban		
		Think so/ Not specified	Do not think so	Total
Yoshiwara	Frequency	170	278	448
	%	37.95	62.05	100.00
Fuji	Frequency	183	351	534
	%	34.27	65.73	100.00
Total	Frequency	353	629	982
	%	35.95	64.05	100.00

significance probability 0.232

The null hypothesis is not rejected. It can be said that there is not so much difference whether “visitors to Yoshiwara district feel it urbane more than those to Fuji” or not.

Null Hypothesis B-7) There is not so much difference whether “visitors to Yoshiwara district feel it friendly more than those to Fuji” or not.

Summary table concerning Null Hypothesis B-7) is exhibited in Table 7.

Table 7. Summary table for Null Hypothesis B-7)

Q3: How do you feel about the image of the surrounding area at this shopping street? : Friendly

Research place		Q3: Friendly		
		Think so/ Not specified	Do not think so	Total
Yoshiwara	Frequency	360	88	448
	%	80.36	19.64	100.00
Fuji	Frequency	409	125	534
	%	76.59	23.41	100.00
Total	Frequency	769	213	982
	%	78.31	21.69	100.00

significance probability 0.154

The null hypothesis is not rejected. It can be said that there is not so much difference whether “visitors to Yoshiwara district feel it friendly more than those to Fuji” or not.

Null Hypothesis B-8) There is not so much difference whether “visitors to Yoshiwara district feel it warm more than those to Fuji” or not.

Summary table concerning Null Hypothesis B-8) is exhibited in Table 8.

Table 8: Summary table for Null Hypothesis B-8)

Q3: How do you feel about the image of the surrounding area at this shopping street? : Warm

Research place		Q3: Warm		
		Think so/ Not specified	Do not think so	Total
Yoshiwara	Frequency	375	73	448
	%	83.71	16.29	100.00
Fuji	Frequency	402	132	534
	%	75.28	24.72	100.00
Total	Frequency	777	205	982
	%	79.12	20.88	100.00

significance probability 0.001

The null hypothesis is rejected with 1% significance level. It can be said that visitors to Yoshiwara district feel it warm more than those to Fuji.

Null Hypothesis B-9) There is not so much difference whether “visitors to Fuji district feel it historic more than those to Yoshiwara” or not.

Summary table concerning Null Hypothesis B-9) is exhibited in Table 9.

Table 9: Summary table for Null Hypothesis B-9)

Q2: What is the purpose of visiting here?

Research place		Q2		Total
		No	Yes	
Yoshiwara	Frequency	398	50	448
	%	88.84	11.16	100.00
Fuji	Frequency	402	132	534
	%	75.28	24.72	100.00
Total	Frequency	800	182	982
	%	81.47	18.53	100.00

significance probability 0.000

The null hypothesis is rejected with 1% significance level. It can be said that visitors to Fuji district feel it historic more than those to Yoshiwara.

Null Hypothesis B-10) There is not so much difference whether “visitors to Fuji district come more than those to Yoshiwara district in visiting more than 1 time a week” or not.

Summary table concerning Null Hypothesis B-10) is exhibited in Table 10.

Table 10: Summary table for Null Hypothesis B-10)

Q1: How often do you come to this shopping street?: Once a year

Research place		Q1: More than once a week		Total
		More than once a week	Less than that	
Yoshiwara	Frequency	128	295	423
	%	30.26	69.74	100.00
Fuji	Frequency	205	307	512
	%	40.04	59.96	100.00
Total	Frequency	333	602	935
	%	35.61	64.39	100.00

significance probability 0.002

The null hypothesis is rejected with 1% significance level. It can be said that visitors to Fuji district come more than those to Yoshiwara district in visiting more than 1 time a week.

Null Hypothesis B-11) There is not so much difference whether “visitors to Fuji district feel it beautiful more than those to Yoshiwara” or not.

Summary table concerning Null Hypothesis B-11) is exhibited in Table 11.

Table 11: Summary table for Null Hypothesis B-11)

Q3: How do you feel about the image of the surrounding area at this shopping street?: Beautiful

Research place		Q3: Beautiful		Total
		Think so/ Not specified	Do not think so	
Yoshiwara	Frequency	335	113	448
	%	74.78	25.22	100.00
Fuji	Frequency	377	157	534
	%	70.60	29.40	100.00
Total	Frequency	712	270	982
	%	72.51	27.49	100.00

significance probability 0.144

The null hypothesis is not rejected. It can be said that there is not so much difference whether “visitors to Fuji district feel it beautiful more than those to Yoshiwara” or not.

Null Hypothesis B-12) There is not so much difference whether “visitors to Fuji district feel it historic more than those to Yoshiwara” or not.

Summary table concerning Null Hypothesis B-12) is exhibited in Table 12.

Table 12. Summary table for Null Hypothesis B-12)

Q3: How do you feel about the image of the surrounding area at this shopping street?: Historic

Research place		Q3: Historic		
		Think so/ Not specified	Do not think so	Total
Yoshiwara	Frequency	387	61	448
	%	86.38	13.62	100.00
Fuji	Frequency	476	58	534
	%	89.14	10.86	100.00
Total	Frequency	863	119	982
	%	87.88	12.12	100.00

significance probability 0.188

The null hypothesis is not rejected. It can be said that there is not so much difference whether “visitors to Fuji district feel it historic more than those to Yoshiwara” or not.

Null Hypothesis B-13) There is not so much difference whether “visitors to Fuji district think that old building of 50 years old can be used in the future more than those to Yoshiwara” or not.

Summary table concerning Null Hypothesis B-13) is exhibited in Table 13.

Table 13: Summary table for Null Hypothesis B-13)

Q4: There are many old building at the age of nearly 50 years. Do you think we can still use them?

Research place		Q4		Total
		Can use it	Cannot use it/ Have no idea	
Yoshiwara	Frequency	173	275	448
	%	38.62	61.38	100.00
Fuji	Frequency	260	274	534
	%	48.69	51.31	100.00
Total	Frequency	433	549	982
	%	44.09	55.91	100.00

significance probability 0.002

The null hypothesis is rejected with 1% significance level. It can be said that visitors to Fuji district think that old building of 50 years old can be used in the future more than those to Yoshiwara.

4 Remarks

The Results for Hypothesis Testing are as follows. We set the following 13 themes.

A-1) Visitors to Yoshiwara district come more than those to Fuji district for the purpose of celebration, event.

A-2) Visitors to Yoshiwara district come more than those to Fuji district for the purpose of shopping.

A-3) Visitors to Yoshiwara district come more than those to Fuji district in visiting more than 1 time a year.

A-4) Visitors to Yoshiwara district come more than those to Fuji district in

visiting every day.

A-5) Visitors to Yoshiwara district feel it open more than those to Fuji.

A-6) Visitors to Yoshiwara district feel it urbane more than those to Fuji.

A-7) Visitors to Yoshiwara district feel it friendly more than those to Fuji.

A-8) Visitors to Yoshiwara district feel it warm more than those to Fuji.

A-9) Visitors to Fuji district feel it historic more than those to Yoshiwara.

A-10) Visitors to Fuji district come more than those to Yoshiwara district in visiting more than 1 time a week.

A-11) Visitors to Fuji district feel it beautiful more than those to Yoshiwara.

A-12) Visitors to Fuji district feel it historic more than those to Yoshiwara.

A-13) Visitors to Fuji district think that old building of 50 years old can be used in the future more than those to Yoshiwara.

7 cases out of 13 are rejected and more than half of hypotheses (A-1, A-3, A-4, A-8, A-9, A-10, A-13) were insisted clearly.

5 Conclusion

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' images and needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. Hypothesis testing was executed based on that.

In the hypothesis testing, 7 out of 13 null hypotheses were rejected and more than half of hypotheses (A-1, A-3, A-4, A-8, A-9, A-10, A-13) were insisted clearly. Although it has a limitation that it is restricted in the number of research, we could obtain the fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.

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Appendix

Questionnaire Sheet about the Image Around the Shopping Street

1. How often do you come to this shopping street?
 - a. Everyday
 - b. () times a week
 - c. () times a month
 - d. () times a year
 - e. miscellaneous ()

2. What is the purpose of visiting here? (Plural answers allowed)
 - a. shopping
 - b. eating and drinking
 - c. business
 - d. celebration, event
 - e. leisure, amusement
 - f. miscellaneous ()

3. How do you feel about the image of the surrounding area at this shopping street? Select the position.

Beautiful	Ugly
Of the united feeling there is	Scattered
Varied	Featureless
New	Historic
Full of nature	Urban
Cheerful	Gloomy
Individualistic	Conventional
Friendly	Unfriendly
Healed	Stimulated

Open	• • • • •	exclusive
Want to reside	• • • • •	Do not want to reside
Warm	• • • • •	Aloof
Fascinating	• • • • •	Not fascinating
Want to play	• • • • •	Want to examine deliberately
Lively	• • • • •	Calm
Atmosphere of urban	• • • • •	Atmosphere of rural area

4. There are many old building at the age of nearly 50 years. Do you think we can still use them?
- a. Can use it b. Cannot use it C. Have no idea

5. Is there any functions or facilities that will be useful?

6. Comments

7. Sex

- a. Male
- b. Female

8. Age

- a. 10th
- b. 20th
- c. 30th
- d. 40th
- e. 50th
- f. 6th
- g. More than 70

9. Residence

- a. Fuji City
- b. Fujinomiya City
- c. Numazu City
- d. Mishima City
- e. Shizuoka City
- f. Miscellaneous in Shizuoka Prefecture
- g. Outside of Shizuoka Prefecture []