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A STUDY ON CHINESE MIDDLE-CLASS TOURISTS' PERCEPTION OF JAPAN: AN ANALYSIS BASED ON TRAVEL NOTES FROM THE INTERNET

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Abstract

China and Japan are neighbors separated only by a narrow strip of water. Due to historical and political factors, the Chinese have always held conflicted and reserved emotions regarding Japan. However, since 2010, there has been a sharp increase in the number of Chinese tourists visiting Japan. Since 2015, China has been the largest source of tourists to Japan. A pattern is observed when data regarding the geographic origins of tourists are examined: the tourists include mainly young middle-income groups aged 20–40 years.

An increasing number of Chinese tourists publish notes about their travel experiences on Internet platforms. In this study, content analysis is used to examine the tourism perception of Chinese middle-class tourists to Japan. Travel notes from www.ctrip.com and www.mafengwo.com were collected from January 2018 to February 2019. High-frequency words and statistical frequency were extracted from 794 samples using the RostCM6.0 software. Liszt scale analysis is used to evaluate the level of satisfaction of tourists for the following four aspects: natural landscape, humanistic characteristics, tourism service, and social environment.

Our findings are as follows: (1) Chinese middle-class tourists hold an overall positive impression of their travels in Japan. (2) They expressed high satisfaction with the tourist attractions and accommodations. (3) They were pleased with daily transportation, shopping, and other facilities. (4) They felt safe while traveling in Japan. Based on these results, this paper proposes some viable methods for the sustainable development of tourism and non-governmental exchanges between China and Japan.

Keywords: Chinese Middle-Class, Tourists, Perception, Japan, Internet, Travel Notes.
