

CASE 8.1
MAPPING JAPANESE TOURISM BEHAVIOR
Drew Martin, University of Hawaii at Hilo

Instructor Notes

The Tourism Behavior Matrix below is an example of the responses of a particular Japanese tourist.

2006 Hawaii Visitor Self-Report Study

Date: 7/23/06 Informant: Eiji, a white male in his mid-30s

Location: King's Shops, he and his family just finish eating lunch

Part 1. Type of trip

1. How would you classify the trip that brings you to Hawaii? Is this a pure pleasure trip, partly, or entirely a trip related to work? If a conference, what is the name of the conference that you attending?

We are on a one-month family vacation.

2. Did you start this current trip that brings you to Hawaii from your home in another State, or in some other country other than the U.S.? Please name the city, state, and country where this current trip began.

We live in Toyota city in Aichi prefecture (near Nagoya).

3. Please describe the members of your immediate travel party for this trip. For example, how you traveling with family members? If yes, what are the relationships within the travel party?

I came with my wife and two children (ages 8 and 10).

4. Is your immediate travel party part of a larger group? For example, are you visiting Hawaii on a group tour? If yes, please name/describe the group?

Our trip party is just the immediate family.

5. What are some of things that happened a few years, months, or weeks ago that brought about this visit that includes you coming to Hawaii? [Use prompts: Please provide details.]

I like Hawaii. This is my 12th trip here. I like the blue sky, ocean, and the weather. The first time, I came with a friend. I visit almost every year.

6. Has any other member of your immediate travel party been to Hawaii before this current visit? If yes, please name the persons and describe the prior visits that have been completed.

Yes, I have brought my wife to Hawaii 10 times. My children have accompanied me as well.

7. Are you visiting one of more the islands in the State of Hawaii on this current trip, or just the Big Island?

We are going to spend one week on the Big Island, two weeks on Kauai, and 10 days on Oahu.

8. What made the difference in this current trip to the State of Hawaii versus not making the trip, doing some other activity, or just staying home?

I have work 20 years for my company. As a reward, the company has allowed me to take a one-month holiday. Hawaii was the only option. I can't think about any other place. I love it here!

9. Please describe the things that happened and thoughts you may have had during the years, months, or weeks before the trip about how many nights that was scheduled for this current visit in Hawaii and the total number of nights away from home.

I always visit Hawaii on my vacation. We knew that the extended vacation would be spent here.

10. Is there anything in particular on the Big Island that brings you here on this current trip? If yes, please describe.

I really like the beach at Kona. Also, we want to visit a coffee farm. My oldest son's summer project is about coffee farming.

11. Please describe the things that you are doing on the Big Island. What have you done and what will you be doing for the duration of your stay?

Today, we are shopping, eating lunch, and swimming in the pool. We will be having brunch at the Mauna Kea Hotel, going to the beach, and shopping.

Part 2. Flights, Accommodations, and Ground Transportation

1. What steps/events/thoughts occurred that relate to you getting flight tickets for this visit to the State of Hawaii? For example, did you use frequent flyer miles, did you reserve tickets on-line, or visit a travel agent? Please describe the steps.

One ticket was obtained from the redemption of Japan Airlines frequent travel miles. The other three tickets were purchased at the travel agency that we always use.

2. Was the airline company that you flew on something you thought about before getting tickets to visit the State of Hawaii or the Big Island? Please describe your thoughts about different airlines relating to the current visit to Hawaii.

Yes, the frequent mileage program for Japan Airlines was the driving force in deciding which airline to use.

3. Please describe your actual flights to the State of Hawaii and to the Big Island. What would you change, if anything?

There was a lot of turbulence during the flight. Also, the service of the airplane was a little slow. Japan Airline's service quality is slipping.

4. What steps/events/thoughts occurred that relate to you getting accommodations for this visit to the State of Hawaii? For example, did you reserve accommodations on-line, telephone for a place to stay, or visit a travel agent?

From the Internet, we found accommodations. On the "I love Hawaii" web site, a posting listed a vacancy at The Shores condominium. The owner of the unit is Japanese and he was willing to rent us the condo at a reduced rate.

5. Were the accommodations that you are using here on the Big Island something you thought about before the visit the State of Hawaii or the Big Island? If yes or if no, please describe your thoughts you had before this trip about different accommodations relating to the current visit to Hawaii.

We knew about The Shores from our previous trip to Hawaii, but the high price has kept us from book a room there. Usually, we stay at the Bay Club and purchase a package tour. To our surprise the price was very reasonable for the condo at The Shores. We looked at the web page that shows the room. It looked good, so I booked it.

6. What steps/events/thoughts occurred that relate to you getting ground transportation (such as taking taxicabs) for this visit to the State of Hawaii? For example, did you reserve ground transportation on-line, telephone, or visit a travel agent? Please describe the steps.

We called Alamo's Japan office to book the car. By using my JCB credit car to hold the reservation, I got a cheaper rate. At the time, JCB had a sales promotion campaign that provided discounts when the card was used.

7. Were the ground transportations that you are using here on the Big Island something you thought about before the visit the State of Hawaii or the Big Island? If yes or if no, please describe your thoughts you had before this trip about different ground transportations relating to the current visit to Hawaii.

We knew that a car would be needed to get around the island. We wanted to see as much of the Big island as possible.

Part 3. Sources of Information about Hawaii and the Big Island

1. Before this visit to Hawaii, did you talk with friends, travel agents, family members, and/or local Hawaii persons about this current trip to Hawaii?

Yes, we talked with co-workers, friends, and family members. We asked them what they had seen, how they felt about their experience, and whether they would go back again.

2. What information did you learn and/or was useful before visiting Hawaii? Please describe.

A friend told me about a good beach to visit and a good restaurant, the Puka Puka Kitchen in Hilo.

3. Did you or anyone else in your immediate travel party get a travel book in the months or weeks before this visit to Hawaii and the Big Island? If yes, what books did you get?

We looked at several guidebooks. We found Chikyo no Arukikata (How to travel the globe): Big Island to be a very useful book.

4. Did you talk to a travel agent or visit travel agents in person or online before starting this visit to Hawaii?

When we reserved the air tickets, I talked to the travel agent about places to visit and things to do.

Part 4. Places Visited and Doing Activities on the Big Island

Where did you visit or definitely will visit during your visit to the Big Island?

<i>Kailua-Kona</i>	<i>Hapuna Beach</i>	<i>Chain of Craters Road</i>
<i>Parker Ranch</i>	<i>King's Shops</i>	<i>Prince Kuhio Plaza</i>
<i>Waikoloa Village</i>	<i>Huggo's Bubba Gump</i>	<i>Mauna Loa Visitor</i>
<i>Kapa'a Beach Park</i>	<i>Volcanoes National</i>	<i>Center</i>
<i>Akaka Falls</i>	<i>Park</i>	<i>Waiamea</i>
<i>Imiloa Astronomy Center</i>	<i>Umauma Falls</i>	<i>Coffee Farm</i>
<i>Snorkeling</i>	<i>Boiling Pots</i>	<i>Rainbow Falls</i>
	<i>Big Island Candy</i>	

Part 5. Eating Out and Dinning Experiences

Please name and describe some of your eating out and dinning experiences during your visit to the Big Island.

At King's Village, we ate at Merryman's Café—very delicious. Wanted to eat Japanese food, but the Japanese restaurant was closed. Also, at Merryman's we wanted to order pizza, but they were out.

Part 6. Memories of the Big Island

What do you think will be your memories of your visit to the Big Island after this trip is over?
The lava and the stars are amazing here. Also, we liked looking at the words and pictures that were created by people that put white rock/dead coral on top of the black lava rock

Part 7. Alternatives

If you had the chance to not make this trip to the Big Island and spend your time and money on something else, what would you spend your time and money on?

There really was no alternative in my mind. I love Hawaii. I suppose that other destinations of interest would include Australia or the mainland U.S.