

アンケート調査

角間川地域活性化協議会 インバウンド視察事業

2015.10.9 - 2015.10.10

本アンケートについて

概要と質問対象コンテンツ

概要

2日間で体験した6つのコンテンツに関して、「素材として」「商品として」の2つの観点から5段階で評価

対象者と集計方法

国際教養大学からの参加者29名・モニターツアー終了後にWeb上で回答できるフォームURLを送信・集計

質問対象コンテンツ

1. The RYOKAN on 10(Fri)

2. The HANABI factory and making

3. The lunch with local people

4. The local festival and dance

5. The traditional Japanese house

6. The HANABI festival

旅館（樅峰苑）の宿泊について

模擬花火作りについて

地域住民との昼食作りについて

角間川盆踊り大会への参加について

本豪邸の見学について

大曲の花火-秋の陣-について

1. The RYOKAN on 10(Fri) *To only who went there

- 1. As potential (as a resource of local culture, what do you think about the RYOKAN?)
- 2. As products (as a products, how much you liked it?)
- 3 Please give the advice to the RYOKAN in order to make it better products.

As potential	As products	The advice in order to make it better products
5	5	
4	5	provide handouts/leaflets for the history and information about the ryokan.
5	5	It is difficult to reach the hotel (actually so many traditional Japanese hotel) without a Japan phone number and address.
		may need more room?
5	5	Depending on who they try to cater to they may want to consider alternatives as far as food is concerned.
5	4	Although it was an interesting experience to try traditional foods from the area I think there should be some other options also available for those who are picky about their food.
5	5	Some of the food might not go too well with all foreigners, especially fish and tofu. Asking in advance if they're okay with these two might be a good idea.
5	5	

2. The HANABI factory and making

- 1. As potential (as a resource of local culture, what do you think about the RYOKAN?)
- 2. As products (as a products, how much you liked it?)
- 3 Please give the advice to the RYOKAN in order to make it better products.

As potential	As products	The advice in order to make it better products
3	3	
5	5	
4	4	
4	5	
3	4	
4	5	
3	3	
4	4	more clear explanation in English
2	3	
5	5	super awesome. so attractive for tourist. But still need more effort on promoting this place. 1.website. 2.let people to book the study tour in the factory online. 3.provide transportation of teach them how to come. It is somehow hard to reach without a car and not many tourist would have a car.
5	5	I think the tour was great! I would not really change anything I thought it was a really neat and unique experience.
5	5	I thoroughly enjoyed the fireworks factory. It was extremely fascinating and educational.
4	4	
5	5	

3. The lunch with local people

- 1. As potential (as a resource of local culture, what do you think about the RYOKAN?)
- 2. As products (as a products, how much you liked it?)
- 3 Please give the advice to the RYOKAN in order to make it better products.

As potential	As products	The advice in order to make it better products
3	3	
4	4	
2	3	
4	5	
4	4	
3	4	
2	2	
3	3	
3	2	
5	5	normal meal. provide more options for the handmade nigiri?
5	5	I liked the lunch as well, perhaps there could have been some more local people to talk with about both the food and their lives.
4	4	Making the onigiri was very fun but maybe a bit more variety in the foods to make would be better.
4	4	Give more freedom to people making onigiri. I wanted mine saltier...
5	5	

4. The local festival and dance

- 1. As potential (as a resource of local culture, what do you think about the RYOKAN?)
- 2. As products (as a products, how much you liked it?)
- 3 Please give the advice to the RYOKAN in order to make it better products.

As potential	As products	The advice in order to make it better products
2	2	When I signed up for the tour, I was expect to be able to wear kimono but it turns out that only few people
2	2	
3	3	
5	5	
3	3	
4	4	
3	2	
2	2	
3	3	
5	5	one or two dances would be enough. they are all the same.
5	5	I loved the dance. It was fun to see the effort all of the older folks put into their practice and performances, and it was a lot
5	5	It was really great to connect with the older members of a community. They were all very warm and welcoming which made the whole experience a lot better.
4	4	When teaching the dance, doing a slow demonstration on how it goes before asking people to do it would be a good idea.
3	4	

5. The traditional Japanese house

- 1. As potential (as a resource of local culture, what do you think about the RYOKAN?)
- 2. As products (as a products, how much you liked it?)
- 3 Please give the advice to the RYOKAN in order to make it better products.

As potential	As products	The advice in order to make it better products
3	2	
2	2	
3	3	
5	5	
5	5	
4	4	
3	4	
4	3	map of the house will be useful.
2	2	
2	2	<p>1.properly show the treasure and give them a explanation. even the Meiji emperor standing point has no marks on it..... which i saw them everywhere else in Japan. even old Japanese items would be good. but it is just like a old man who don't clean his house so often.</p> <p>2.provide transportation of teach them how to come. It is somehow hard to reach without a car and not many tourist would have a car.</p>
5	5	I loved seeing the old house. I think if the owner wants he should deffinatly give tours. I think it might also help if some of the things in his storage were taken out of the boxes and perhaps put behind glass for people to see. Like wish some plaques with explanations about diffrent items would also serve to enhance the experience.
5	4	Maybe if we could learn a bit more history about that house in particular - any old photos of the house or people who used to live there. Going upstairs into the attic was a lot of fun!
5	5	Judging by the amount of objects stored in his safe building, he could easily turn that part of the house into a museum.
4	4	

6. The HANABI festival

- 1. As potential (as a resource of local culture, what do you think about the RYOKAN?)
- 2. As products (as a products, how much you liked it?)
- 3 Please give the advice to the RYOKAN in order to make it better products.

As potential	As products	The advice in order to make it better products
5	5	I feel like the cost of the tour is too high. I paid high price and expect a very good experience, but the whole tour except the Hanabi festival was not reach my expectation.
5	5	
3	3	
5	5	
5	5	
4	5	
4	4	
5	5	
4	5	
5	5	famous enough to attract people. sell more goods to the tourist like postcard. hope these all can help you:)
5	5	I think the festival was great! But knowing how the fireworks were made really made it special as was having a connection with one of the manufacturers.
5	5	This is an absolutely fantastic experience that I believe all people should try. Not only were the fireworks fantastic but the overall atmosphere of the event was exciting and fun.
5	5	Announce beforehand that there's mud.
5	5	