



The Research of regional resource

Date :2016.04.28

Questionnaires

1. Reason for applying for the tour (Please circle every answer applicable)

1. The theme of the tour 2. Price 3. Destinations 4. Course 5. Experience Program
6. Meal 7. Accommodation Facility 8. Timing 9. Invited by family or friends 10. Others

2. How did you know about the tour? (Please circle every answer applicable)

1. Web Page of Travel Agencies 2. Web Site of Kakumagawa 3. Other Websites 4. Blogs, Twitters, or Facebook of any Individuals
5. Brochures or Flyers of travel agencies 6. Introduced by family, friends, and acquaintances 7. Others

3. Have you ever visited the destinations of this monitor tour before for a trip?

1. Yes (How many times _____ (including this tour) 2. First time to visit for a trip

4. Please give us your feedbacks on Experience Program.

1. Very Satisfied 2. Satisfied 3. Somewhat Satisfied 4. Average
5. Not Satisfied as Expected 6. Not Satisfied 7. Not Satisfied At All

5. Please tell us your overall opinions on the facilities, guides, hospitality of local people, accommodations and reasons

1. Very Satisfied 2. Satisfied 3. Somewhat Satisfied 4. Average
5. Not Satisfied as Expected 6. Not Satisfied 7. Not Satisfied At All

6. After the experience program and watching Kakumagawa, has any change occurred to your awareness?

1. Awareness about people in Kakumagawa increased. 2. Became more interested in interact with Kakumagawa
3. Impressed by regional revitalization activity of Kakumagawa people 4. Others

7. Did you feel anything “New” or “Different” about this tour compared to other tours?

1. Felt so very much 2. Felt so 3. Felt so a bit 4. No opinion
5. Didn't feel so very much 6. Didn't feel so 7. Didn't feel so at all

8. Please write suggestions if you have any idea of experience program that would be added to the tour.

9. During this trip, roughly how much have you used for one person?

1. Souvenir Yen 2. Foods and Drinks Yen 3. Othres Yen

10. If this tour was a general tour, how much would you spend to join the tour?

Roughly Yen

1. Reason for applying for the tour (Please circle every answer applicable)

	Choices	Number of answer
1	The theme of the tour	1
2	Price	1
3	Destinations	1
4	Course	
5	Experience Program	
6	Meal	
7	Accommodation Facility	
8	Timing	
9	Invited by family or friends	1
10	Others	7

2. How did you know about the tour?

	Choices	Number of answer
1	Web Page of Travel Agencies	
2	Web site of Kakumagawa	
3	Other Websites	
4	Blogs, Twitters, or Facebook	
5	Brochures or Flyers of Travel Agencies	
6	Introduced by family, friends and acquaintances	1
7	Others	7

3. Have you ever visited the destinations of this monitor tour before for a trip?

Choices

Number of answer

1

Yes

2

First time to visit for a trip

7

4. Please give us your feedbacks on Experience Program.

Evaluation	Good points	Bad points
1 Very satisfied	1. I saw Fireworks with music for the first time. 2. I have only seen fireworks in Tokyo. They looked mostly the same, but this one is globally known, and it was eye-opening and energetic. 3. The tour guide was very generous. (I felt the warm hearts of Akita people throughout the tour.) 4. The service and meals at Ryokan was good 5. Very thankful about people being patient with my children with smile despite their noises.	
1 Very satisfied	It was my first time to experience "Sado", so it was very interesting. Also, the firework workshop was very interesting because I could see things I have never seen before, and I could actually make fireworks by myself. Onsen was also my first experience, it was all interesting because I could try so many new things	
2 Satisfied	The fireworks at night was really beautiful. Onsen was great. Meals at Tazawako was very good too.	
2 Satisfied	It was good to see the fireworks. The accommodation was good.	The sushi(hanazushi) was not for Korean's taste, so it would be great if that is fixed.
3 somewhat satisfied	Detailed explanations made the trip more interesting.	
1 Very satisfied	Fireworks Onsen Yupopo	
	Shopping and foods were great The guide was very generous, and I could enjoy thanks to that.	
	Onsen Detailed explanations by the guide	

5. Please tell us your overall opinions on the facilities, guides, hospitality of local people, accommodations and reasons

Evaluation	Good points	Bad points
1 Very satisfied	1. The first accomodation Shouhouen had a very interesting history and has much worthy of watching. 2. Agricultural Science Museum is very good place to go for people living in cities. They exhibit many things I saw for the first time. 3. The firework workshop was worthy of visiting. I have only seen fireworks being fired in the sky. But after seeing the workshop, I could imagine the process of making it (ie the star-shaped one is small ball)	
1 Very satisfied	Everything was good, but especially the Onsen was great. Overall, I am satisfied.	
2 Satisfied	Everyone was very kind, and the facilities and meals at the hotel were great.	It would be much better if the hotel has Wi-Fi
2 Satisfied	Various explanations were very good.	
	The Onsen at the accommodation was really good. The fireworks are unforgettable.	
1 Very satisfied	The explanations were really easy to understand and very good.	
1 Very satisfied	1. "Sado" tea ceremony 2. Fireworks 3. Onsen	It would be great if there are seasonal events.
	The hotel was so clean.	

6. After the experience program and watching Kakumagawa, has any change occurred to your awareness?

	Choices	Number of answer
1	Awareness about people in Kakumagawa increased	
2	Became more interested in interact with Kakumagawa	1
3	Impressed by regional revitalization of Kakumagawa people	7
4	Others	

7. Did you feel anything “New” or “Different” about this tour compared to other tours?

	Choices	Number of answer
1	Felt so very much	1
2	Felt so	4
3	Felt so a bit	3
4	No opinion	
5	Didn't feel so very much	
6	Didn't feel so	
7	Didn't feel so at all	

8. Please write suggestions if you have any idea of experience program that would be added to the tour.

Number

Answer

1 This time, the program was held in April which is the busiest time of the year for agriculture. Next time, I would like to learn how to plant and make rice in not the busy period so that local people will not be bothered.

9. During this trip, roughly how much have you used for one person?

	Souvenirs	Foods and Drinks	Others
1	1,000 yen	0 yen	6,000 yen
2	0 yen	95 yen	0 yen
3	1,080 yen	1,120 yen	0 yen
4	1,000 yen	600 yen	0 yen
5	0 yen	600 yen	0 yen
6	1,800 yen	0 yen	0 yen
7	700 yen	600 yen	0 yen
8	2,700 yen	500 yen	0 yen

10. If this tour was a general tour, how much would you spend to join the tour?

Number	Price
1	25,000 yen
2	10,000 - 15,000 yen
3	8,500 yen
4	18,000 yen
5	15,000 yen
6	10,000 yen
7	20,000 yen
8	10,000 yen
Average (※)	14,625 yen



