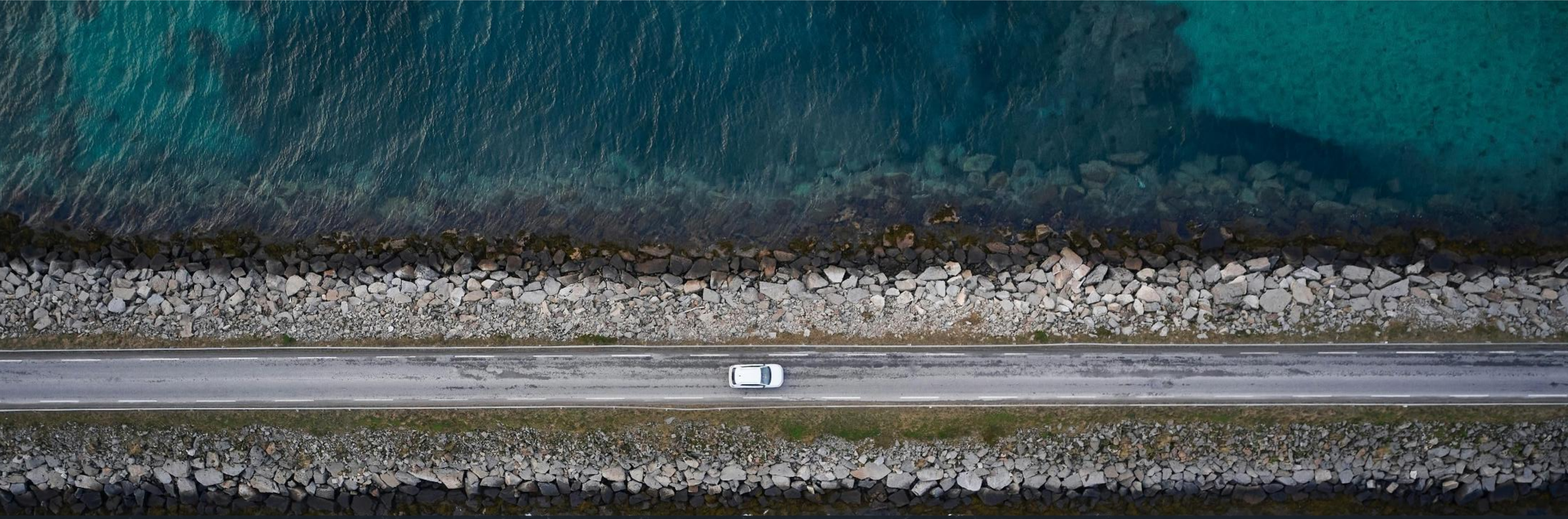
DRIVE（ドライブ 観光）
TOURISM

Understanding tourists who rent a car from KIX
関空からレンタカーを利用する観光客を理解する

[自動翻訳]

Research by Wakayama University students in collaboration with Kansai International Airport
和歌山大学学生と関西国際空港の共同研究



Project Aim 自動翻訳:

To understand **tourist motivations** in **drive tourism** and ultimately, explore how Kansai region can enhance their management and marketing.

ドライブツーリズムにおける 観光客の動機を 理解 し、最終的に関西地域がどのようにマネージメントとマーケティングを強化できるかを探る。

REPORT OUTLINE

レポート概要

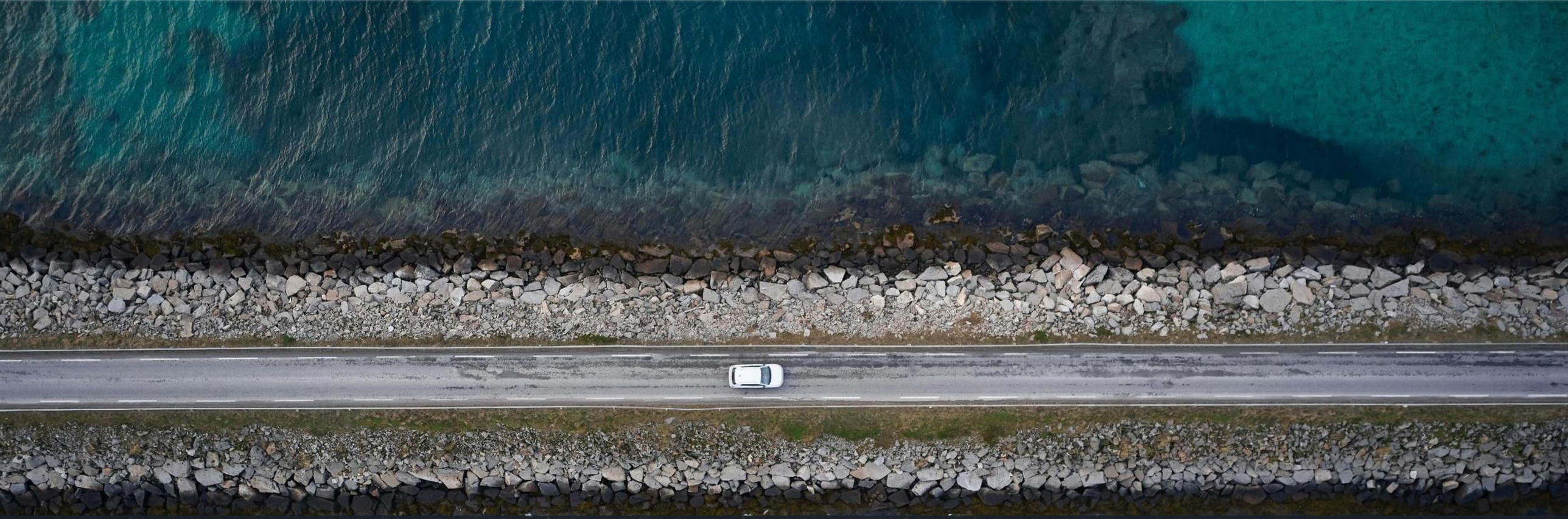
PROJECT BACKGROUND
プロジェクト 背景

DEVELOPMENTS
開発

RESULTS & RECOMMENDATIONS
結果と提言 推奨事項

LIMITATIONS
制限事項

STUDENT REPORTS
学生 レポート



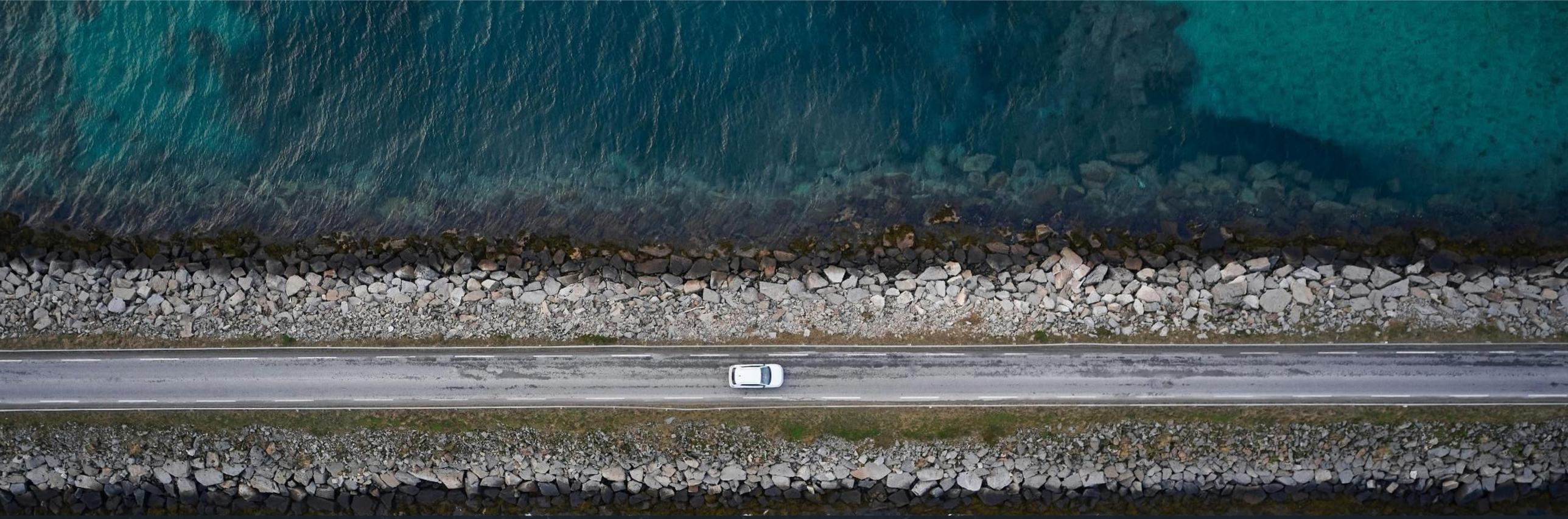
PROJECT BACKGROUND

DEVELOPMENTS

RESULTS & RECOMMENDATIONS

LIMITATIONS

STUDENT REPORTS



PROJECT BACKGROUND

DEVELOPMENTS

RESULTS & RECOMMENDATIONS

LIMITATIONS

STUDENT REPORTS

PROJECT BACKGROUND

プロジェクトの背景

How the project was initiated and developed | プロジェクトの立ち上げと展開

The project on understanding tourist behaviour in drive tourism was initiated by Kansai International Airport to the Dean of the Faculty of Tourism, Professor Oura Yumi

関西国際空港から観光学部長の大浦由美教授へ、ドライブ観光における観光客の行動を理解するためのプロジェクトが開始された。

KIX Kansai International Airport

wakayama univ. 和歌山大学 観光学部 Faculty of Tourism

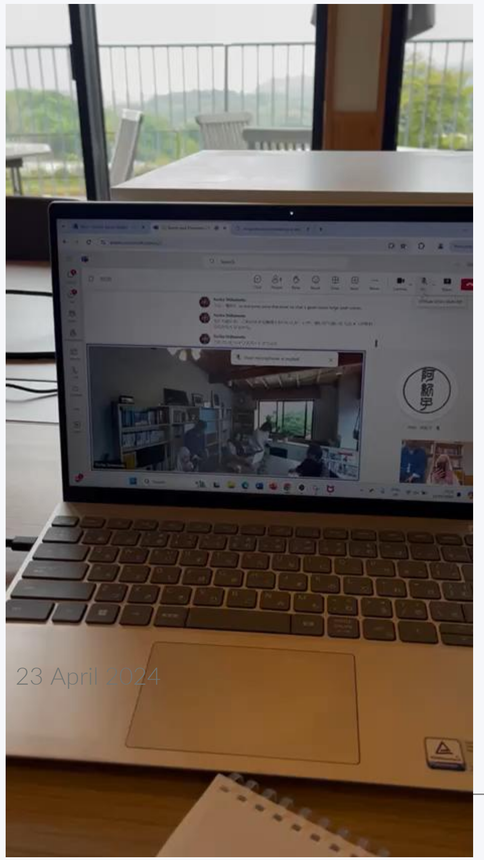
PROJECT BACKGROUND

プロジェクトの背景

The first group meeting between Wakayama University Faculty of Tourism's staff and KIX staff.

To better understand research goal and expectations.

和歌山大学観光学部スタッフとKIXスタッフによる初のグループミーティング。 研究目標と期待をよりよく理解すること。



Questions about your drive travel

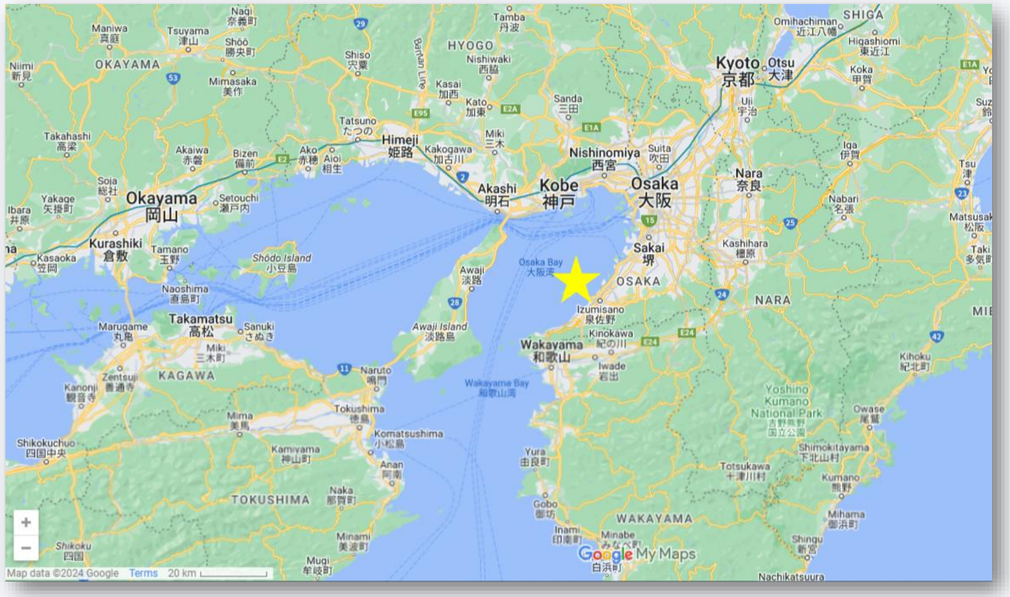
■Information

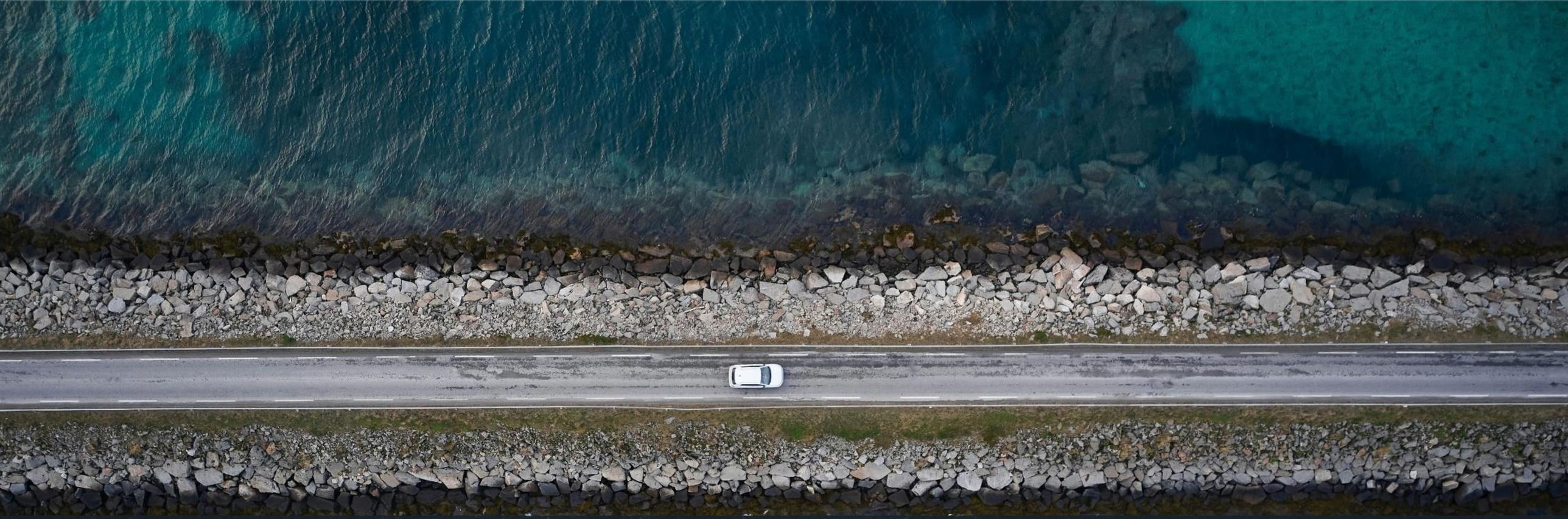
gender	☐ Men ☐ Women ☐ Other
age	☐ ~19 ☐ 20~29 ☐ 30~39 ☐ 40~49 ☐ 50~59 ☐ 60~
country and area	
number of people	
with whom	☐ family ☐ couple or friend ☐ other
How many time have you ever been to Japan?	

■About your drive travel

1. How many days did you rent a car?	
2. Where did you visit?	
2-1. Which spot was the best?	
2-2. Did you visit roadside station ?	☐ Yes (where?:) ☐No
2-3. When did you decide the destination?	☐ Before visiting Japan ☐ After visiting Japan
3. Why you chose rent-a-car ?	☐ To visit the place which has no other transportation ☐ To have big luggage ☐ To save the cost ☐ To experience drive travel in Japan ☐ To have children or physically disabled person ☐ Other ( )
4. When did you book your car?	☐ Before visiting Japan ☐ After visiting Japan
5. How did you decide your drive route? ※地域PR施策の検討材料になる質問に修正/追加できればと思っております。	☐ Instagram ☐ YouTube ☐ Facebook ☐ Blog ( ) ☐ Website ( ) ☐ guidebook ☐ Other ( )
6. How much are you satisfied with your drive travel?	0% ☐ 20% ☐ 40% ☐ 60% ☐ 80% ☐ 100% ☐
6-1. What was the good point about drive travel in Japan?	
6-2. What was the bad/uneasy point about drive travel in Japan?	

Others





PROJECT BACKGROUND

DEVELOPMENTS

RESULTS & RECOMMENDATIONS

LIMITATIONS

STUDENT REPORTS

PROJECT DEVELOPMENTS

プロジェクト開発

Refining survey - Conduct preliminary research on drive tourism surveys

調査の精緻化 - ドライブ観光調査の予備調査を行う

Available online at www.sciencedirect.com
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PERGAMON
Tourism Management 25 (2004) 375–385
TOURISM MANAGEMENT
www.elsevier.com/locate/tourman

Tourist consumption systems among overseas visitors: reporting on American, German, and Australian visitors to New Zealand

S. Becken[a,*], J. Gnoth[b]

[a] Landcare Research NZ Ltd, P.O. Box 69, Lincoln 8152, New Zealand
[b] Department of Marketing, P.O. Box 56, Dunedin, New Zealand

Received 3 March 2003; accepted 23 May 2003

Abstract

In recognition of the model of tourist consumption systems and inherent interdependencies b tourists, this paper attempts to define segments that behave similarly in relation to these travel d there exist typical combinations of travel choices at the country level (New Zealand), and whether develop rules for creating a useful and valid tourist typology. A three-step method was applied visitors gathered in 2000 was used to segment tourists into types based on their transport-acc analysis, discriminating variables were identified that then allowed an easy classification of case (US, German and Australian visitors to New Zealand) into the same tourist types. This proce classification rules and additional heuristics. The tourist types identified in the second segn generated in the initial segmentation across a range of variables. Hence, it was first shown that in tourist types, and second that these can be identified using simple decision rules. The extracted obtainable and objective characteristics, which makes them useful to identify and manage ty impacts at the destination. The typology could be used in further research on decision-making, visitation patterns and economic impacts which would enable marketers and managers to better revealed that different countries of origin are characterised by their preferences for specific travel across nationalities, the country of origin has a modifying influence on the specific behaviour a

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Keywords: Tourist types; Travel style; Segmentation; Transport; Accommodation

Tourism Management Perspectives

Contents lists available at

Tourism Management

journal homepage: www.elsevi

ELSEVIER

Motivation and segmentation of the demand for destinations

Wilmer Carvache-Franco[a,*], Mauricio Carvache-Franco[b], Orly Ana B. Hernández-Lara[d]

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[b] Universidad Espíritu Santo-Ecuador, Km. 2,5 vía a Samborondón, Samborondón, Ecuador
[c] Universidad Católica de Santiago de Guayaquil, Facultad de Especialidades Empresariales, Km 1.5 Av. Carlos Julio Arosemena, Guayaquil, Ecuador
[d] Universitat Rovira i Virgili, Departament de Gestió d'Empreses, Spain

ARTICLE INFO

Keywords:
Segmentation
Motivation
Demand
Coastal
Marine destinations

ABSTRACT

Coastal and marine destinations offer a variety of activities for their visitors. The objective of this empirical study was, considering the above assertation, analyzing the segmentation of the demand for this kind of destination in terms of customer motivations. This project was an on-site investigation conducted in the city of Salinas, an important coastal and marine destination in Ecuador. The researchers used 385 questionnaires and analyzed them with multivariate statistical techniques. The results show six motivational factors: "Authentic coastal experience," "Heritage and nature," "Learning," "Novelty and social interaction," "Physical activities" and "Sun and beach." The study also shows the existence of two different segments of visitors. The first group labeled "Beach lovers" formed by tourists who have high motivation in such aspects related to the sun and the beach, this group refers to the motivational dimension "sun and beach." The second group, labeled "Multiple coastal motives," grouped tourists who have high values in all the motivational dimensions. The findings of this research suggest the need for a more refined and complete brand that could attract not only beach lovers but also other segments of tourists motivated by the different activities and features that this coastal and marine destination can offer.

1. ~~Nationality: 1~~ Ecuadorian ~~2~~ ~~Foreign~~

2. ~~Origin: 1~~ North American ~~2~~ European ~~3~~ South American ~~4~~ Asian

6 Rest of the world

3. - Country of origin_____

4. - Gender: 1 Male 2 Female 3 Other

5.- Marital status: 1 Single 2 Married 3 Others

6.- Age: 1 Less than 20 years 2 21-30 3 31-40 4 41-50 5 51-60 6 More than 61 years

7.- Educational level: 1 Primary 2 Secondary 3 University 4 Postgraduate / Master / Ph.D.

8.- What is your occupation?
~~1 Student 2 Researcher/ Scientist 3 Businessman 4 Private Employee~~
~~5 Public Employee 6 Pensioner 7 Unemployed 8 Other~~

9.- How many times have you visited Japan?

1 First time 2 2 times 3 3 times 4 More than 3 times

9.- How many times have you visited Kansai region (Fukui, Mie, Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, Tottori, and Tokushima Prefectures)?

1 First time 2 2 times 3 3 times 4 More than 3 times

10.- Who do you travel with?

1 Alone 2 With your family 3 with friends 4 With your partner 5 Others.....

11.- How many days did you stay in Kansai Region?

1 1 days 2 2 days and 1 night 3 3 days and 2 night 4 4 days and 3 night
5 5 days and 4 night 6 More than 6 days

Which cities did you visit? Please list them out.

_____

~~12.- What is your income level or monthly income (Dollars / month)?~~

~~1 Less than $500 2 From $501 to $1,000 3 From $1,001 to $1,500 4 From 1,501 to $2,000 5 From $2,001 to $2,500 6 From 2,501 to $3000 7 More than $3000~~

13.- What was your average daily expenditure per person in this visit? Including accommodation (please provide a range).

_____ (Currency: _____)

MOTIVATION QUESTION 8

14.- Rate from 1 to 6 (1 being little and 6 a lot) the reasons to visit Kansai Region? (Mark with an X)

	REASONS TO VISIT	1	2	3	4	5
1	Importance of tourism in natural areas					
2	Importance of Kansai region's history & culture					
3	Importance of coastal marine tourism					
4	Experience marine wildlife sites and national parks.					
5	Historical attractions experiences					
6	Real culture and traditions experiences					
7	Experience related to the coastal landscape of Salinas					
8	The access to rural farm goods					
9	Share interesting experiences with the local population					
10	Stay among the coastal population					
11	Strong feelings of experiences lived					

12	~~Explore Kansai regions cuisine~~					
13	The lifestyle of the coastal population of Kansai region					
14	Learn traditional dances					
15	Learn local languages of Kansai region					
16	Interest in myths and legends					
17	Interest in local handicrafts					
18	Importance of sun-beach tourism					
19	Importance of swimming					
20	~~Experience the water sports~~					
21	~~To rest~~ and relax					
22	Safety and protection					
23	Environmental quality of air, water and soil					
24	I want to see the things that I normally do not see					
25	To visit family and friends					
26	~~Nightlife~~					
27	For knowing the flora and fauna					
28	~~For its tourist attractions~~					
29	~~For its commercial activity~~					

15. Please rate from 1 to 6 (1 being little and 6 a lot) your overall satisfaction about Salinas? (Mark with an X)

	OVERALL VARIABLES	1	2	3	4	5
1	Overall satisfaction					
2	Satisfaction considering the invested time and effort					
3	Satisfaction in comparison with previous expectations					

16. Rate from 1 to 6 (1 being little and 6 a lot) your intention to visit again and recommend Salinas? (Mark with an X)

RETURN AND RECOMMENDATION VARIABLES	1	2	3	4	5

PROJECT DEVELOPMENTS

プロジェクト開発

Refining survey and convert into digital survey. Test with members.

アンケートを改良し、デジタル・アンケートに変換。 メンバーでテスト。

Available online at www.sciencedirect.com

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Tourism Management 25 (2004) 375–385

TOURISM MANAGEMENT

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Keywords: Tourist types; Tra

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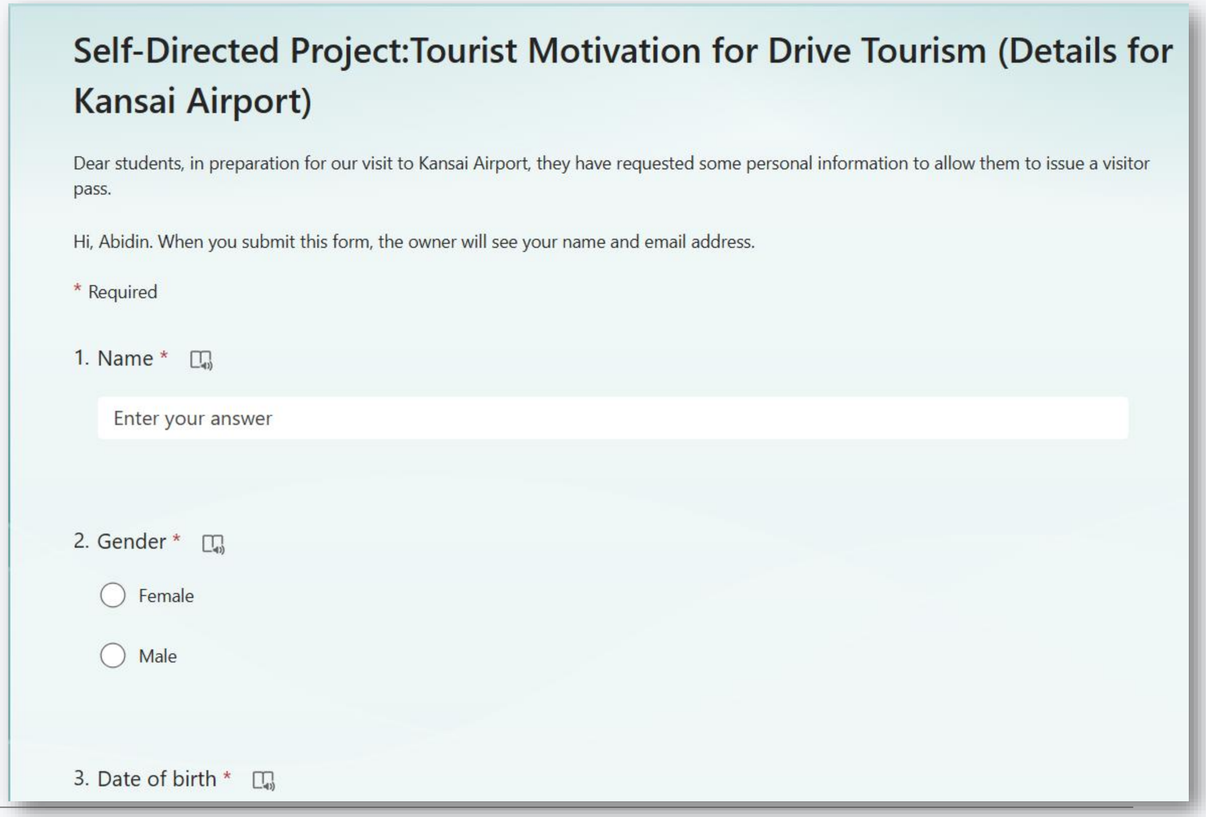


Self-Directed Project:Tourist Motivation for Drive Tourism (Details for Kansai Airport)

Dear students, in preparation for our visit to Kansai Airport, they have requested some personal information to allow them to issue a visitor pass.

Hi, Abidin. When you submit this form, the owner will see your name and email address.

* Required

1. Name *

Enter your answer

2. Gender *

Female

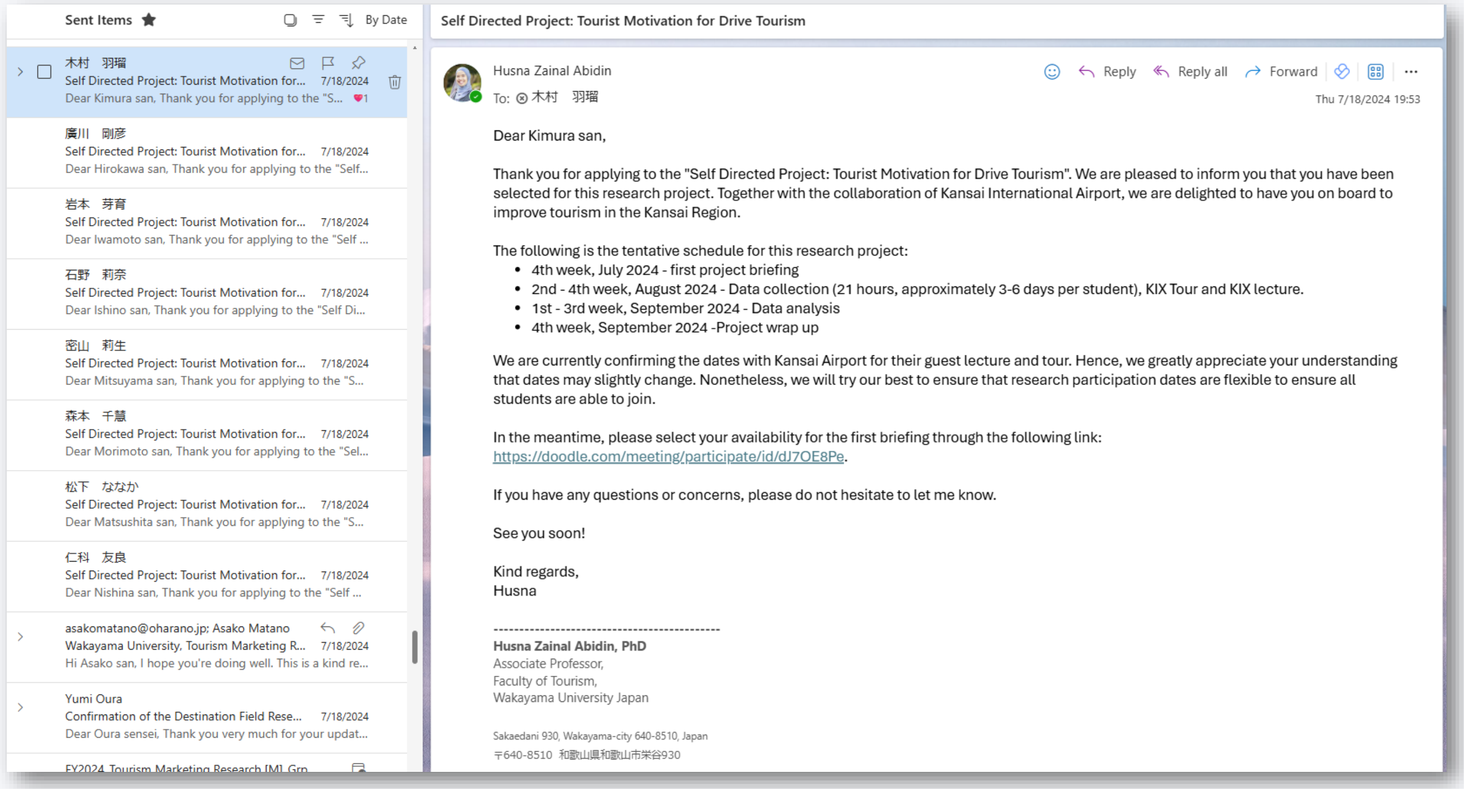
Male

3. Date of birth *

PROJECT DEVELOPMENTS

プロジェクト開発

Student recruitment | 学生募集



	Student No.
1	27151043
2	27161007
3	27161017
4	27161103
5	T2310069
6	T2310086
7	T2310091
8	T2310100
9	T2310107

PROJECT DEVELOPMENTS

プロジェクト開発

Student recruitment | 学生募集

Recruitment

	Student No.
1	27161007
2	27161017
3	27161103
4	T2310069
5	T2310091
6	T2310100
7	T2310107
8	T2310086
9	27151043

Data Collection

	Student No.
1	27161007
2	27161017
3	27161103
4	T2310069
5	T2310091
6	T2310100
7	27151043
8	T2310086
9	T2310107

Final

	Student No.
1	27161007
2	27161017
3	27161103
4	T2310069
5	T2310091
6	T2310100
7	27151043
8	T2310086
9	T2310107

PROJECT DEVELOPMENTS

プロジェクト開発

Off-campus training form (and application for fieldwork expense support)
学外研修申請書（およびフィールドワーク費用支援申請書）

学外研修届（兼 フィールドワーク経費補助願）

2024 年 8 月 20 日

観光学部（観光学研究科）長　殿

下記により、学外研修を実施いたします。なお、必要に応じて「研修旅行願」を別途提出いたします。

記

届出（申請）者	☐ 教授 ☑ 准教授 ☐ 講師 ☐ 助教 ☑ 兼任教員 Husna Zainal Abidin
科目名	Self-Directed Project
日時	2024-08-22 （Thu）～ 2024-09-08 （Sun）
研修先（所在地）	KANSAI Airport (1-banchi, Senshu-Kuko Kita, Izumisano-shi, Osaka 549-8501)
内容 学修上期待できる効果と実施の必要性を踏まえて具体的に記入してください。	Research Activities: Collect and analyze data on international tourists who rent cars at KIX airport, ex. demographics motivations, and travel routes. ☑ シラバス記載有り ☐ シラバス記載無し
交通手段	Train
参加予定者（学生）	合計 9 名 （別途履修者名簿を添付し、参加者に〇をつけてください。）
参加予定者（教職員）	Husna Zainal Abidin 合計 1 名
フィールドワーク経費補助	☐ 申請する ☑ 申請しない
以下はフィールドワーク経費補助を申請する場合のみご記入ください。（実施３週間前まで）	
経費補助対象学生 他学部生と非正規学生は対象外です。 最大１５人まで。	☐ 上記参加予定者（学生）と同じ ☐ 上記参加予定者（学生）と異なる （ 名） （履修者名簿に対象者が分かるように記載してください。）
経費補助による教育効果測定のための方法	
行程表及び所要経費（見込み）	裏面「行程表」のとおり

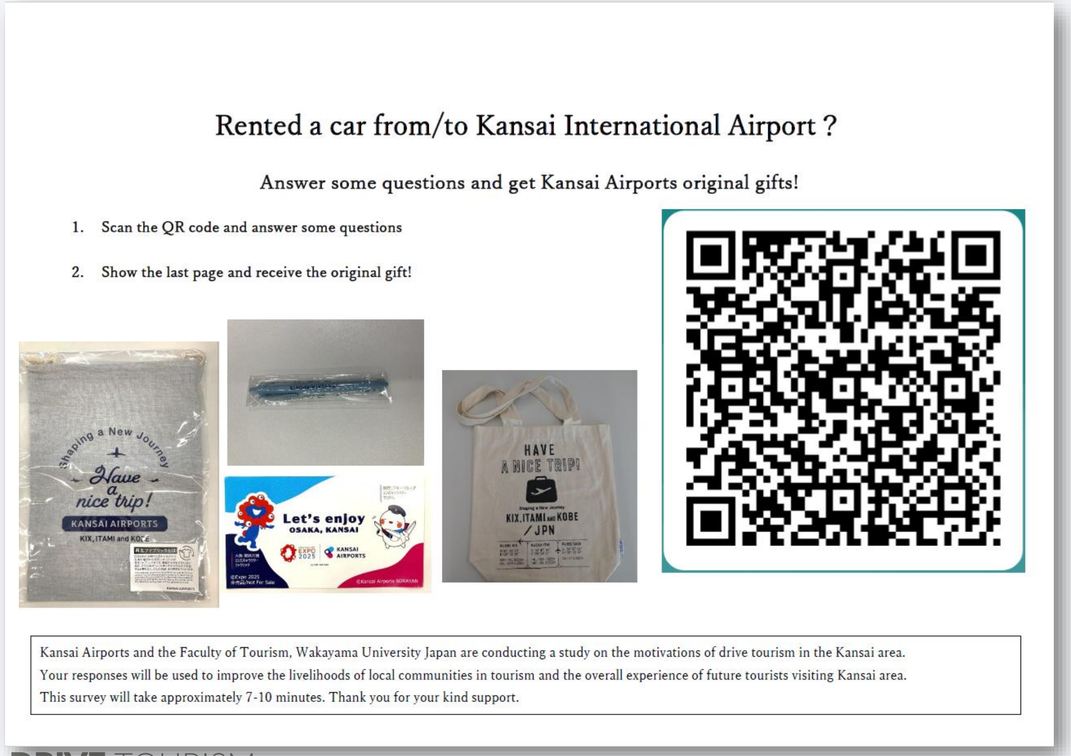
Other administrative forms for students
その他の学生用管理フォーム

PROJECT DEVELOPMENTS

プロジェクト開発

Designing flyers and posters | チラシやポスターのデザイン

Flyer handout designed by KIX
KIXがデザインしたフライヤー



Rented a car from/to Kansai International Airport ?

Answer some questions and get Kansai Airports original gifts!

1. Scan the QR code and answer some questions
2. Show the last page and receive the original gift!

Kansai Airports and the Faculty of Tourism, Wakayama University Japan are conducting a study on the motivations of drive tourism in the Kansai area.
Your responses will be used to improve the livelihoods of local communities in tourism and the overall experience of future tourists visiting Kansai area.
This survey will take approximately 7-10 minutes. Thank you for your kind support.

Poster designed by Wakayama Uni
ポスターデザイン：和歌山大学

PROJECT DEVELOPMENTS

プロジェクト開発

Designing flyers and posters | チラシやポスターのデザイン

PROJECT DEVELOPMENTS

プロジェクト開発

Designing monitor posters | モニターポスターのデザイン

Initial draft

Final monitor poster

PROJECT DEVELOPMENTS

プロジェクト開発

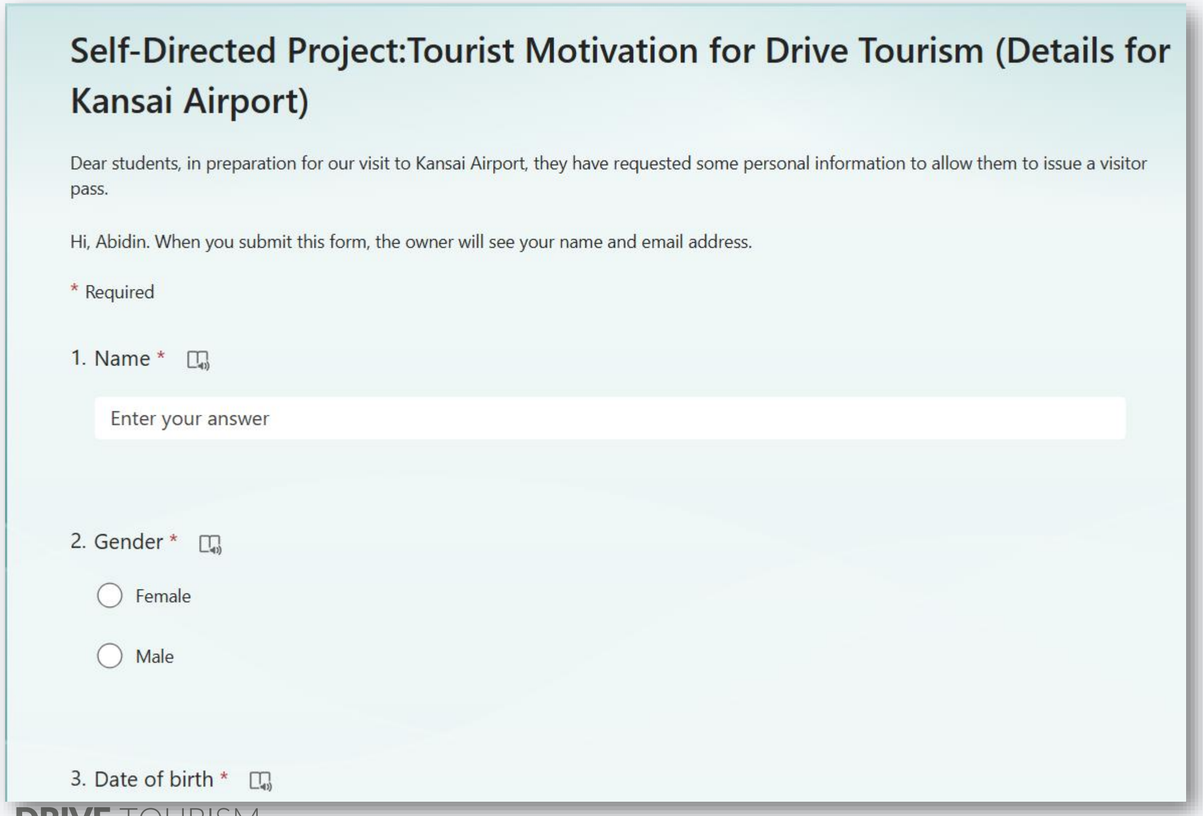
Designing monitor posters | モニターポスターのデザイン

Final monitor poster

PROJECT DEVELOPMENTS

プロジェクト開発

Included bilingual survey option. Translated survey into Chinese.
バイリンガル・アンケート・オプションを含む。 アンケートを中国語に翻訳。



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Hi, Abidin. When you submit this form, the owner will see your name and email address.

* Required

1. Name *

Enter your answer

2. Gender *

Female

Male

3. Date of birth *

中文（简体）

关西地区游客动机和体验调查

关西国际机场和日本和歌山大学旅游学院正在开展一项关于关西地区自驾游动机的研究。您的回答将用于改善当地社区在旅游业中的生计以及未来游客访问关西地区的整体体验。

本调查大约需要 5-10 分钟。感谢您的支持。
(本调查使用软件自动翻译。请注意，其中可能存在一些错误。感谢您的理解)

* 必答题

1. 居住国 *

输入你的答案

2. 性别 *

男性

女性

其他

PROJECT DEVELOPMENTS

プロジェクト開発

Meetings and student support times | ミーティングと学生サポートの時間

August 2024

M	T	W	T	F	S	S
			1	2 Meeting #1	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 KIX Tour + Lecture (2-3 hrs)	23 Data collection →	24	25
26	27	28	29	30	31	1
Data collection →						

September 2024

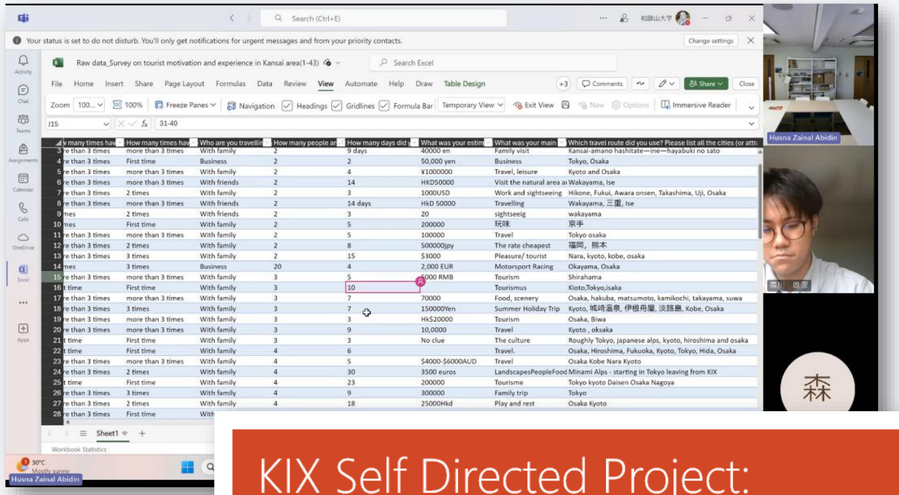
M	T	W	T	F	S	S
2	3	4	5	6	7	8
Data collection →						
9	10	11	12 *Meeting #2	13	14	15
				Data analysis →		
16	17	18	19	20	21	22
Data analysis →						
23	24	25	26	27	28	29
Data analysis →						
~~20 *Meeting #3~~		Meeting #3				

02.08.24	Briefing
22.08.24	Lecture + KIX Tour
12.09.24	Reflections & data analysis
20.09.24	Online support
27.09.24	Online support
02.10.24	Reflections & wrap up meeting
07.10.24	Student report deadline

PROJECT DEVELOPMENTS

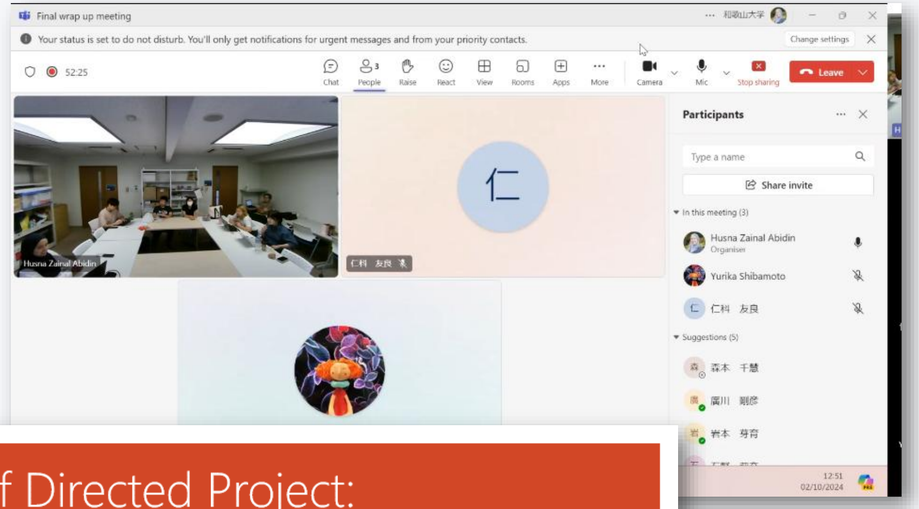
プロジェクト開発

Hybrid meetings | **ハイブリッド・ミーティング**



KIX Self Directed Project: Meeting #2 agenda

1. Recap of KIX Self-Directed Project
2. Brief student reflections & thoughts
3. Brief overview on descriptive analysis
4. Group presentation
5. Final comments



KIX Self Directed Project: Meeting #3 agenda

1. Recap of KIX Self-Directed Project
2. Brief recap on group presentations
3. Final comments

PROJECT DEVELOPMENTS

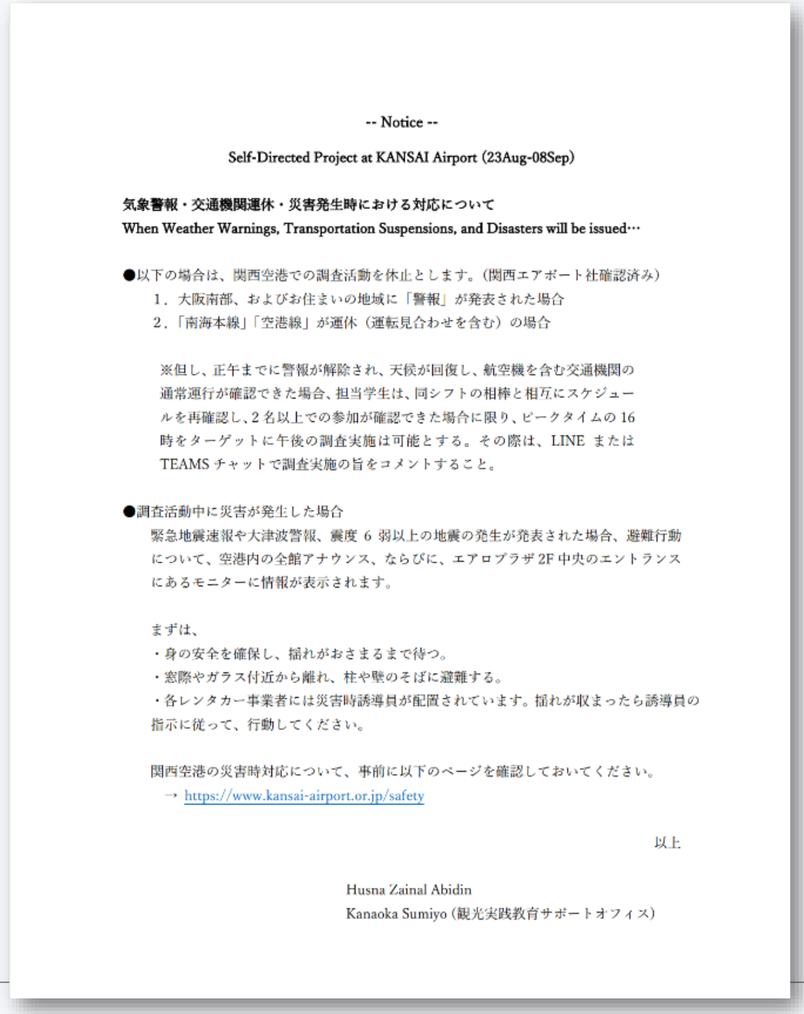
プロジェクト開発

Lecture and KIX Tour | **講演と関空ツアー**

PROJECT DEVELOPMENTS

プロジェクト開発

Risk management
リスク管理



-- Notice --

Self-Directed Project at KANSAI Airport (23Aug-08Sep)

気象警報・交通機関運休・災害発生時における対応について
When Weather Warnings, Transportation Suspensions, and Disasters will be issued…

●以下の場合は、関西空港での調査活動を休止とします。(関西エアポート社確認済み)
1．大阪南部、およびお住まいの地域に「警報」が発表された場合
2．「南海本線」「空港線」が運休（運転見合わせを含む）の場合

※但し、正午までに警報が解除され、天候が回復し、航空機を含む交通機関の通常運行が確認できた場合、担当学生は、同シフトの相棒と相互にスケジュールを再確認し、2名以上での参加が確認できた場合に限り、ピークタイムの16時をターゲットに午後の調査実施は可能とする。その際は、LINE または TEAMS チャットで調査実施の旨をコメントすること。

●調査活動中に災害が発生した場合
緊急地震速報や大津波警報、震度 6 弱以上の地震の発生が発表された場合、避難行動について、空港内の全館アナウンス、ならびに、エアロプラザ 2F 中央のエントランスにあるモニターに情報が表示されます。

まずは、
・身の安全を確保し、揺れがおさまるまで待つ。
・窓際やガラス付近から離れ、柱や壁のそばに避難する。
・各レンタカー事業者には災害時誘導員が配置されています。揺れが収まったら誘導員の指示に従って、行動してください。

関西空港の災害時対応について、事前に以下のページを確認しておいてください。
→ https://www.kansai-airport.or.jp/safety

以上

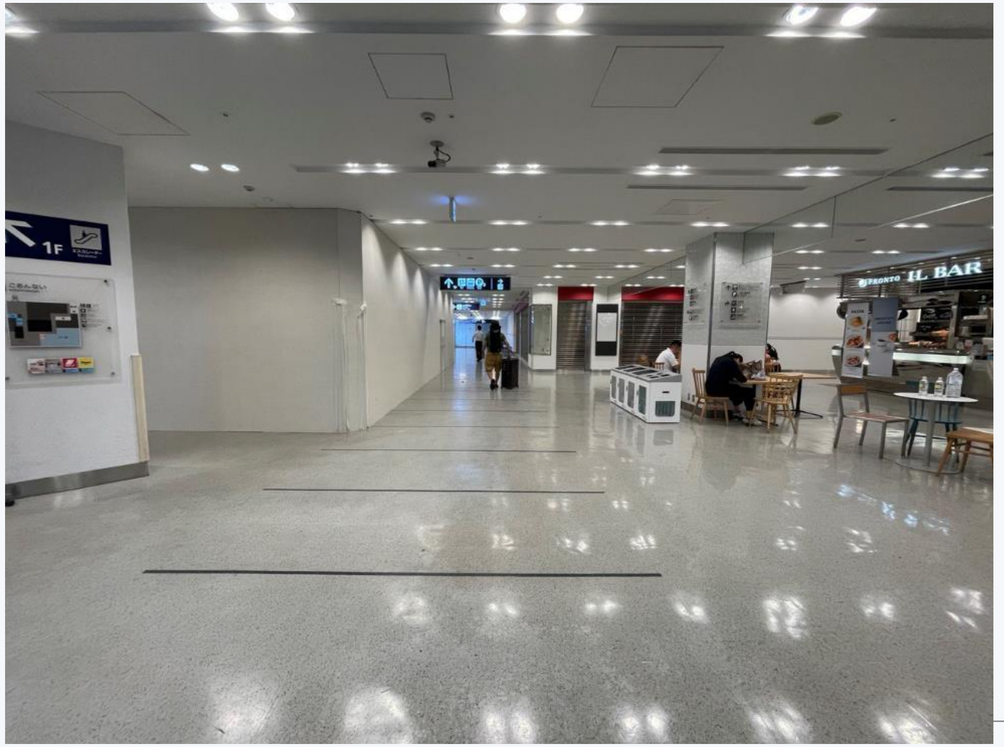
Husna Zainal Abidin
Kanaoka Sumiyo (観光実践教育サポートオフィス)

PROJECT DEVELOPMENTS

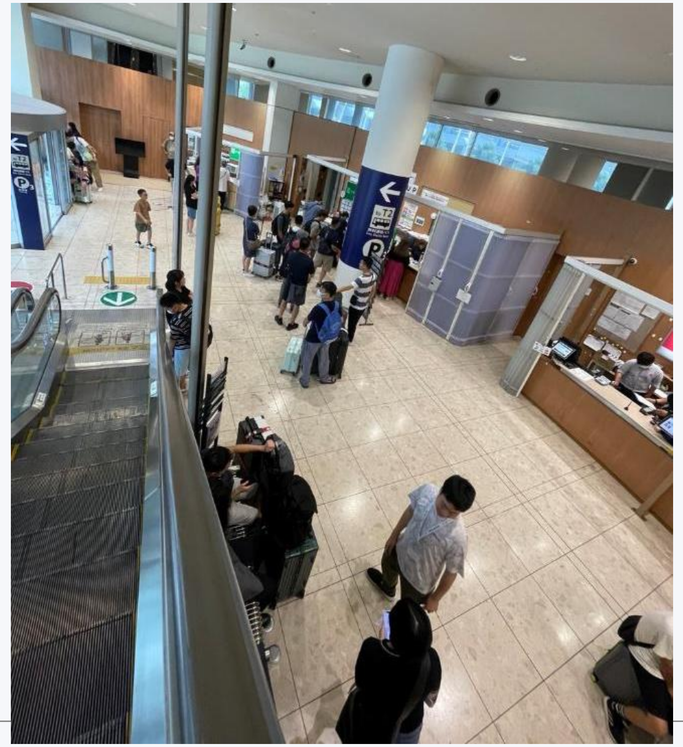
プロジェクト開発

Student fieldwork at KIX | **関空での学生フィールドワーク**

Students' designated area by KIX [2F]
KIX[2F]**の学生専用エリア**



Car return area [1F]
クルマ返却エリア［1F］



Storeroom to place merchandise and students' belongings
商品と生徒の荷物を置く倉庫

PROJECT DEVELOPMENTS

プロジェクト開発

Student fieldwork at KIX | 関空での学生フィールドワーク

9月	1日	2日	3日	4日	5日	6日	7日	8日
密山　莉生								
廣川　剛彦	16ー							
仁科　友良	○					16ー		
岩本　芽育	○	○						
石野　莉奈		12ー15						
森本　千慧						16ー	15ー	15ー
ベアトリス								
松下　ななか	○							

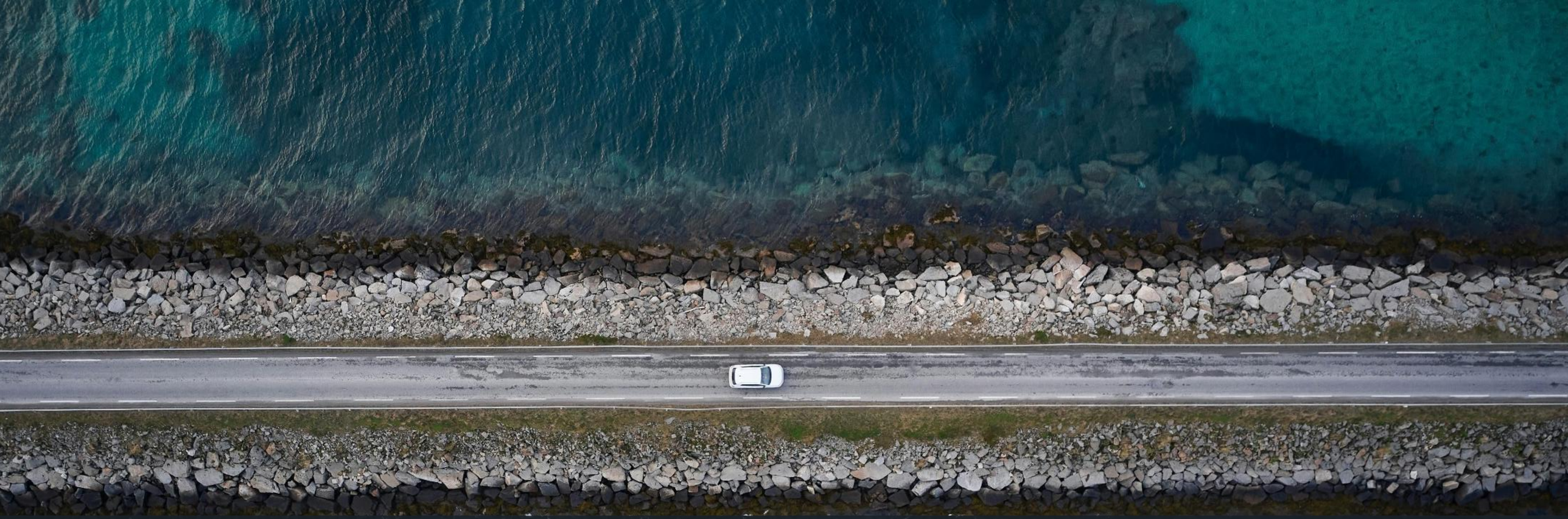
PROJECT DEVELOPMENTS

プロジェクト開発

Student fieldwork at KIX. Daily feedback sent through google forms

関空での学生のフィールドワークグーグルフォームを通じて送られる日々のフィードバック

	Haru Kimura					date	how many
	木村　羽瑠					8/23/2024	3
	1回目					8/24/2024	6
Date	8/23					8/25/2024	4
Time	8:00~12:00					8/26/2024	5
How many	3					8/27/2024	4
Comment	午前中の返却の人がほとんどいない。午後に行くことおすすめ。メインの客層は中華圏なので英語が通じず、回答してもらえないことが多かった。					8/28/2024	7
						8/29/2024	7
	Rina Ishino	Rina Ishino	Rina Ishino			8/30/2024	0
	石野　莉奈	石野　莉奈	石野　莉奈			8/31/2024	0
	1回目	2回目	3回目			9/1/2024	0
Date	8/28	8/29	9/2			9/2/2024	5
Time	12:00~17:00	13:30~17:00	11:00~15:00			9/3/2024	0
How many	5	5	5			9/4/2024	0
Comment	中国版のアンケートができてより多くの人が回答してくれるようになった。家族連れの方が回答してくれるので、返却の手続きをしていない人の方に声かける方がいいと感じた。	１５時ごろから返す人が増えてきて、１時間で３つくらいの答えが得れた。また、一度断られてしまっても同じ家族の違う人に声をかけたりすると答えてもらえる場合が多いと感じた。	１４時半からピークで約１時間で５件得られるような日だった。時間に余裕をもって空港に来ているのか、家族づれの方が答えてくれる可能性が高いと感じた。			9/5/2024	0
						9/6/2024	2
	Mei Iwamoto	Mei Iwamoto	Mei Iwamoto	Mei Iwamoto		9/7/2024	0
	岩本　芽青	岩本　芽青	岩本　芽青	岩本　芽青		9/8/2024	0
	1回目	2回目	3回目	4回目		total	43
Date	8/24	8/28	8/29	9/2			
Time	11:00~16:00	12:00~18:00	11:00~17:00	11:00~15:00			
How many	2	7	5	5			
Comment	中華圏が主で、英語がわからない人も多かった。返却に来ているので、フライトの時間まで余裕がなさそうで断られた。借りに来る人は多かった。今日のピークは14:30~15:30だった。１２人くらいに聞いたが、回答してくれたのは６人で、確率は５０％。子連れの母親はあまり聞いてくれない。子供が大きければ、子どもの方が聞いてくれる。女性よりも男性の方が聞いてくれる。「Excuse me. Do you have time?」と聞くよりも、「Hi, I'm a university student. Please scan this QR code, and answer this questionare. I'll give you gifts.」と言った方がいい。カウンターの人に聞いたところ、リピーターが多く、日本人の休日を避けたい傾向にある。早めに返しに来る人多い。あとは、土日の方が航空券高く、夜の便の方が高いので、土日はあまり返却がないかもしれない。	中国版が効果的だった。欧米系、ヨーロッパ系の人の方が答えてくれやすい。タイっぽい人は英語でも厳しそうだった。	回平は返却ほぼゼロ。２Fもいない。１５時以降になって急に増え、２家族で固定している人もいた。今日は比較答えてくれる人いた。人によりけり。時間がなくて帰りながら答えてくれる人もいれば、そのまま答えてくれていない人もいる。ちんみに、１１人の２家族の団体が、人数分のグッズを欲しがり、渡したが、あとで答えると言っていた。しかし、回答してくれていない。	今日は回答してくれる人が多く、９０％くらい答えてくれた。ヨーロッパ系の人が答えてくれなかったので英語が話せないか、人によるのかと思います。約30~１時間ほどで５人聞けました。ピークは14:00~14:30。グッズは貴物になるからと回答してくれたが、断る人もいた。			



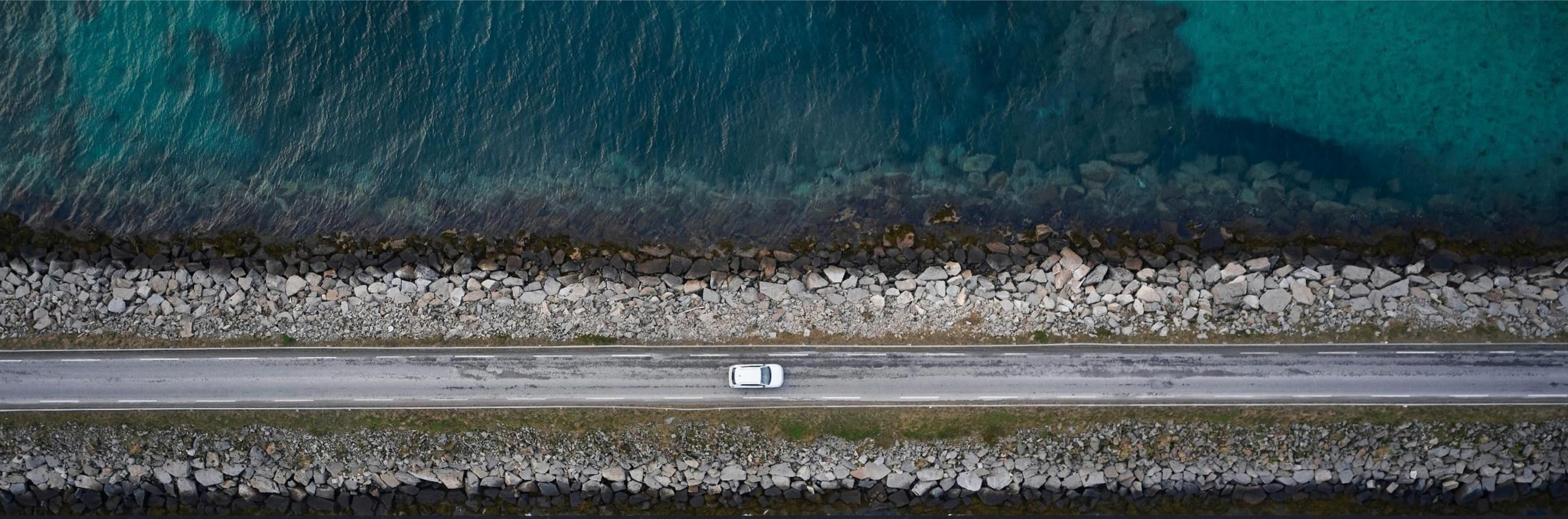
PROJECT BACKGROUND

DEVELOPMENTS

RESULTS & RECOMMENDATIONS

LIMITATIONS

STUDENT REPORTS



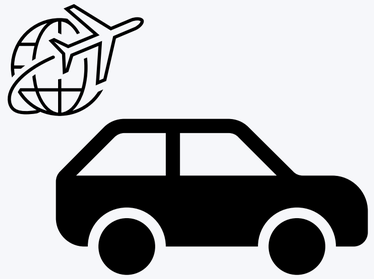
Project Aim 自動翻訳:

To understand **tourist motivations** in **drive tourism** and ultimately, explore how Kansai region can enhance their management and marketing.

ドライブツーリズムにおける 観光客の動機を 理解 し、最終的に関西地域がどのようにマネージメントとマーケティングを強化できるかを探る。

RESULTS 結果

Surveys covered demographics, motivations and routes
人口統計、動機、ルートに関する調査

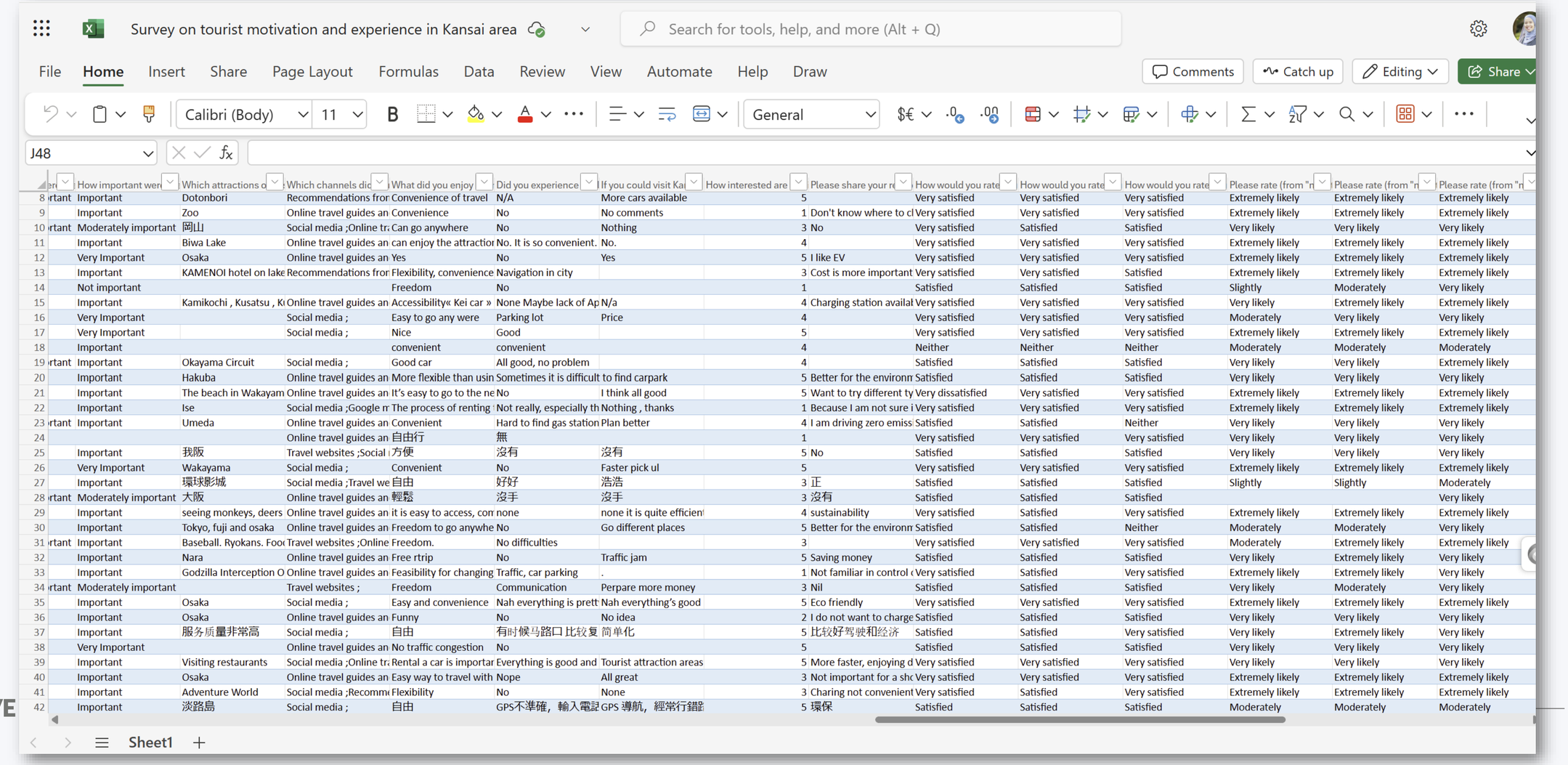


- Only international tourists who were returning their rented cars were surveyed
- レンタカーを返却する外国人観光客のみを対象とした。

- 43 surveys answered
- Average time to complete: 06:27 minutes
- 43のアンケートに回答 平均回答時間 06分27秒

RESULTS 結果

Cleaning and translating raw data | 生データのクリーニングと翻訳



	How important were	Which attractions d	Which channels did	What did you enjoy	Did you experience	If you could visit Ka	How interested are	Please share your re	How would you rate	How would you rate	How would you rate	Please rate (from "n	Please rate (from "n	Please rate (from "n
rtant	Important	Dotonbori	Recommendations fror	Convenience of travel	N/A	More cars available	5		Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	Zoo	Online travel guides an	Convenience	No	No comments	1	Don't know where to d	Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
rtant	Moderately important	岡山	Social media ;Online tr	Can go anywhere	No	Nothing	3	No	Very satisfied	Satisfied	Satisfied	Very likely	Very likely	Very likely
	Important	Biwa Lake	Online travel guides an	can enjoy the attractior	No. It is so convenient.	No.	4		Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Very Important	Osaka	Online travel guides an	Yes	No	Yes	5	I like EV	Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	KAMENOI hotel on lake	Recommendations fror	Flexibility, convenience	Navigation in city		3	Cost is more important	Very satisfied	Very satisfied	Satisfied	Extremely likely	Extremely likely	Extremely likely
	Not important			Freedom	No		1		Satisfied	Satisfied	Satisfied	Slightly	Moderately	Very likely
	Important	Kamikochi , Kusatsu , K	Online travel guides an	Accessibility« Kei car »	None Maybe lack of Ap	N/A	4	Charging station availat	Very satisfied	Very satisfied	Very satisfied	Very likely	Extremely likely	Extremely likely
	Very Important		Social media ;	Easy to go any were	Parking lot	Price	4		Very satisfied	Very satisfied	Very satisfied	Moderately	Very likely	Very likely
	Very Important		Social media ;	Nice	Good		5		Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important			convenient	convenient		4		Neither	Neither	Neither	Moderately	Moderately	Moderately
rtant	Important	Okayama Circuit	Social media ;	Good car	All good, no problem		4		Satisfied	Satisfied	Satisfied	Very likely	Very likely	Extremely likely
	Important	Hakuba	Online travel guides an	More flexible than usin	Sometimes it is difficult	to find carpark	5	Better for the environm	Satisfied	Satisfied	Satisfied	Very likely	Very likely	Very likely
	Important	The beach in Wakayam	Online travel guides an	It's easy to go to the ne	No	I think all good	5	Want to try different ty	Very dissatisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	Ise	Social media ;Google m	The process of renting	Not really, especially th	Nothing , thanks	1	Because I am not sure i	Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
rtant	Important	Umeda	Online travel guides an	Convenient	Hard to find gas station	Plan better	4	I am driving zero emiss	Satisfied	Satisfied	Neither	Very likely	Very likely	Very likely
			Online travel guides an	自由行	無		1		Very satisfied	Very satisfied	Very satisfied	Very likely	Very likely	Very likely
	Important	我阪	Travel websites ;Social	方便	沒有	沒有	5	No	Satisfied	Satisfied	Satisfied	Very likely	Very likely	Very likely
	Very Important	Wakayama	Social media ;	Convenient	No	Faster pick ul	5		Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	環球影城	Social media ;Travel we	自由	好好	浩浩	3	正	Satisfied	Satisfied	Satisfied	Slightly	Slightly	Moderately
rtant	Moderately important	大阪	Online travel guides an	輕鬆	沒手	沒手	3	沒有	Satisfied	Satisfied	Satisfied			Very likely
	Important	seeing monkeys, deers	Online travel guides an	it is easy to access, con	none	none it is quite efficien	4	sustainability	Very satisfied	Satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	Tokyo, fuji and osaka	Online travel guides an	Freedom to go anywhe	No	Go different places	5	Better for the environm	Satisfied	Satisfied	Neither	Moderately	Moderately	Very likely
rtant	Important	Baseball. Ryokans. Foo	Travel websites ;Online	Freedom.	No difficulties		3		Very satisfied	Very satisfied	Very satisfied	Moderately	Extremely likely	Extremely likely
	Important	Nara	Online travel guides an	Free rtrip	No	Traffic jam	5	Saving money	Satisfied	Satisfied	Satisfied	Very likely	Extremely likely	Very likely
	Important	Godzilla Interception O	Online travel guides an	Feasibility for changing	Traffic, car parking	.	1	Not familiar in control (	Very satisfied	Satisfied	Very satisfied	Extremely likely	Extremely likely	Very likely
rtant	Moderately important		Travel websites ;	Freedom	Communication	Perpare more money	3	Nil	Satisfied	Satisfied	Satisfied	Very likely	Moderately	Very likely
	Important	Osaka	Social media ;	Easy and convenience	Nah everything is prett	Nah everything's good	5	Eco friendly	Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	Osaka	Online travel guides an	Funny	No	No idea	2	I do not want to charge	Satisfied	Satisfied	Satisfied	Very likely	Very likely	Very likely
	Important	服务质量非常高	Social media ;	自由	有时候马路口 比较复	简单化	5	比较好驾驶和经济	Satisfied	Satisfied	Very satisfied	Very likely	Extremely likely	Very likely
	Very Important		Online travel guides an	No traffic congestion	No		5		Satisfied	Satisfied	Satisfied	Very likely	Very likely	Very likely
	Important	Visiting restaurants	Social media ;Online tr	Rental a car is importar	Everything is good and	Tourist attraction areas	5	More faster, enjoying d	Very satisfied	Very satisfied	Very satisfied	Very likely	Very likely	Very likely
	Important	Osaka	Online travel guides an	Easy way to travel with	Nope	All great	3	Not important for a sh	Very satisfied	Very satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	Adventure World	Social media ;Recomm	Flexibility	No	None	3	Charing not convenient	Very satisfied	Satisfied	Very satisfied	Extremely likely	Extremely likely	Extremely likely
	Important	淡路島	Social media ;	自由	GPS不準確，輸入電話	GPS 導航，經常行錯路	5	環保	Satisfied	Satisfied	Satisfied	Moderately	Moderately	Moderately

RESULTS 結果

Surveys covered demographics, motivations and routes
人口統計、動機、ルートに関する調査

Demographics

Motivations

Travel routes

RESULTS 結果

Where are tourists from? 観光客はどこから？

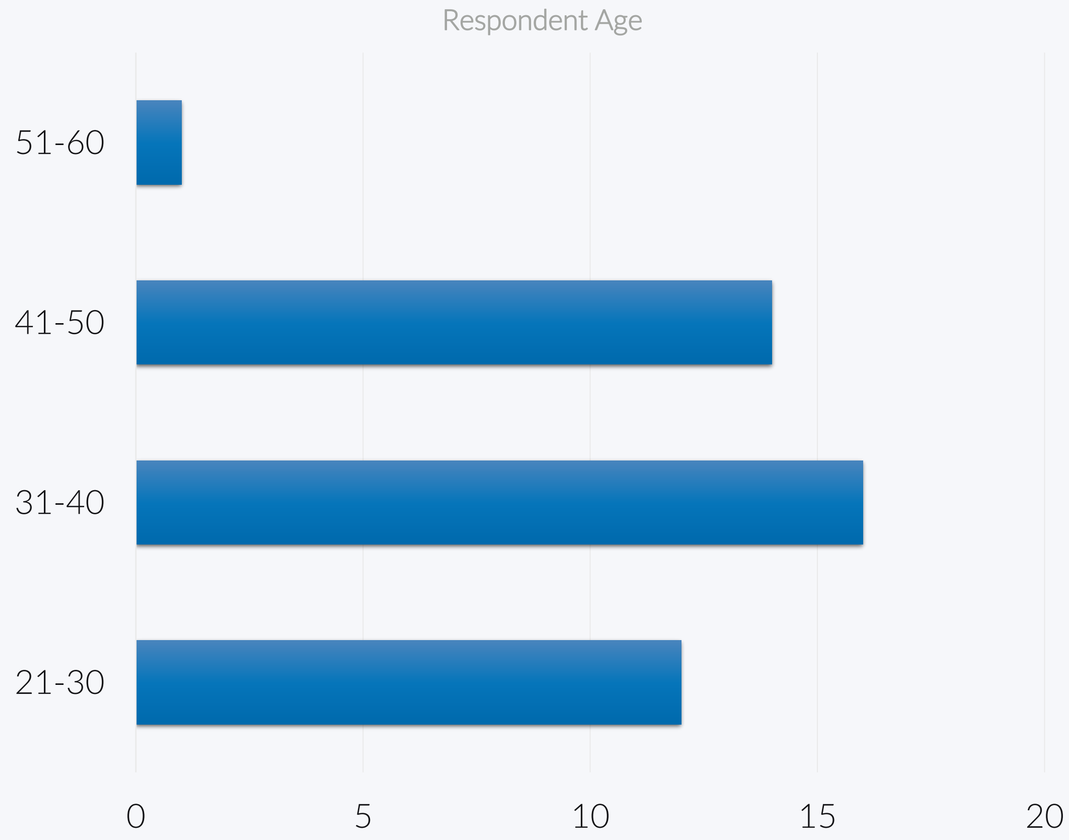
Country	Number of respondents
Hong Kong	20
Mainland China	6
Taiwan	3
France	2
Germany	2
France	2
South Korea	2
Macau	2
Australia	2
USA	1
Estonia	1
United Kingdom	1
Netherlands	1

RESULTS 結果

Tourist demographics | 観光客の属性

44%
19 female respondents

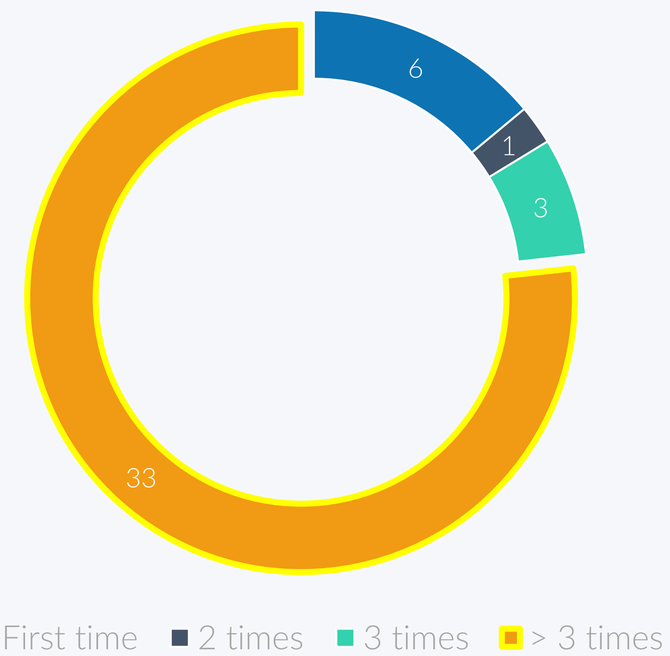
56%
24 male respondents



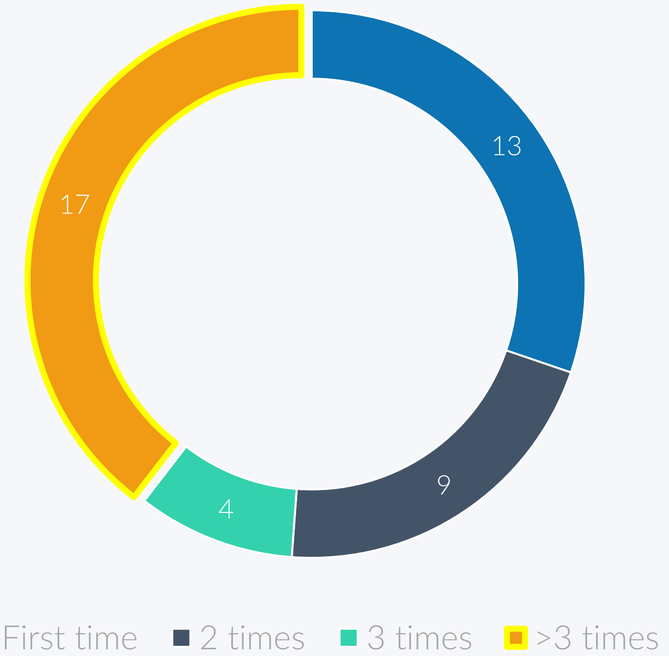
RESULTS 結果

Tourist demographics | 観光客の属性

Number of times visited Japan



Number of times visited Kansai

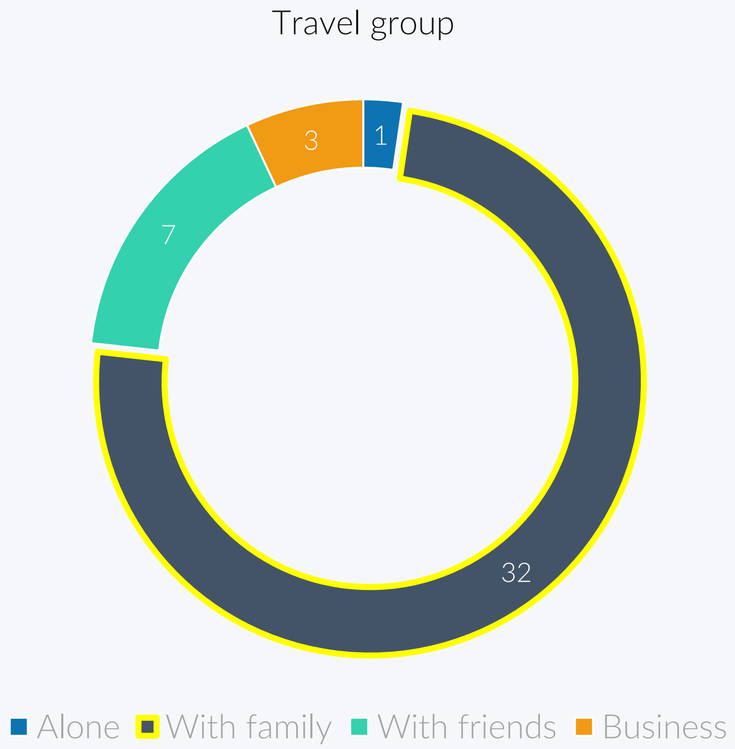


Most tourists who rent a car are repeat visitors to Japan and Kansai region

レンタカーを利用する観光客のほとんどは、日本や関西を訪れるリピーターである。

RESULTS 結果

Tourist demographics | 観光客の属性



No. of people	Frequency
1	2
2	11
3	7
4	13
5	4
6	1
8	2
11	1
20	1

Most tourists who rent a car are travelling with family members in groups of two or four

レンタカーを利用する観光客のほとんどは、2人または4人のグループで家族旅行をしている。

RESULTS 結果

Travel duration and motivations | 旅行期間と動機

Number of days travelled	Frequency
2	1
3	4
4	6
5	7
6	5
7	6
8	3
9	3
10	1
14	3
15	1
18	1
23	1
30	1

Travel duration

- Most respondents from Asia travel between 3-7 days
- Most non-Asian respondents travel for more than 10 days
- 旅行期間 アジアからの回答者の大半は3〜7日間の旅行 アジア以外の回答者のほとんどは10日以上旅行する

Travel motivation:

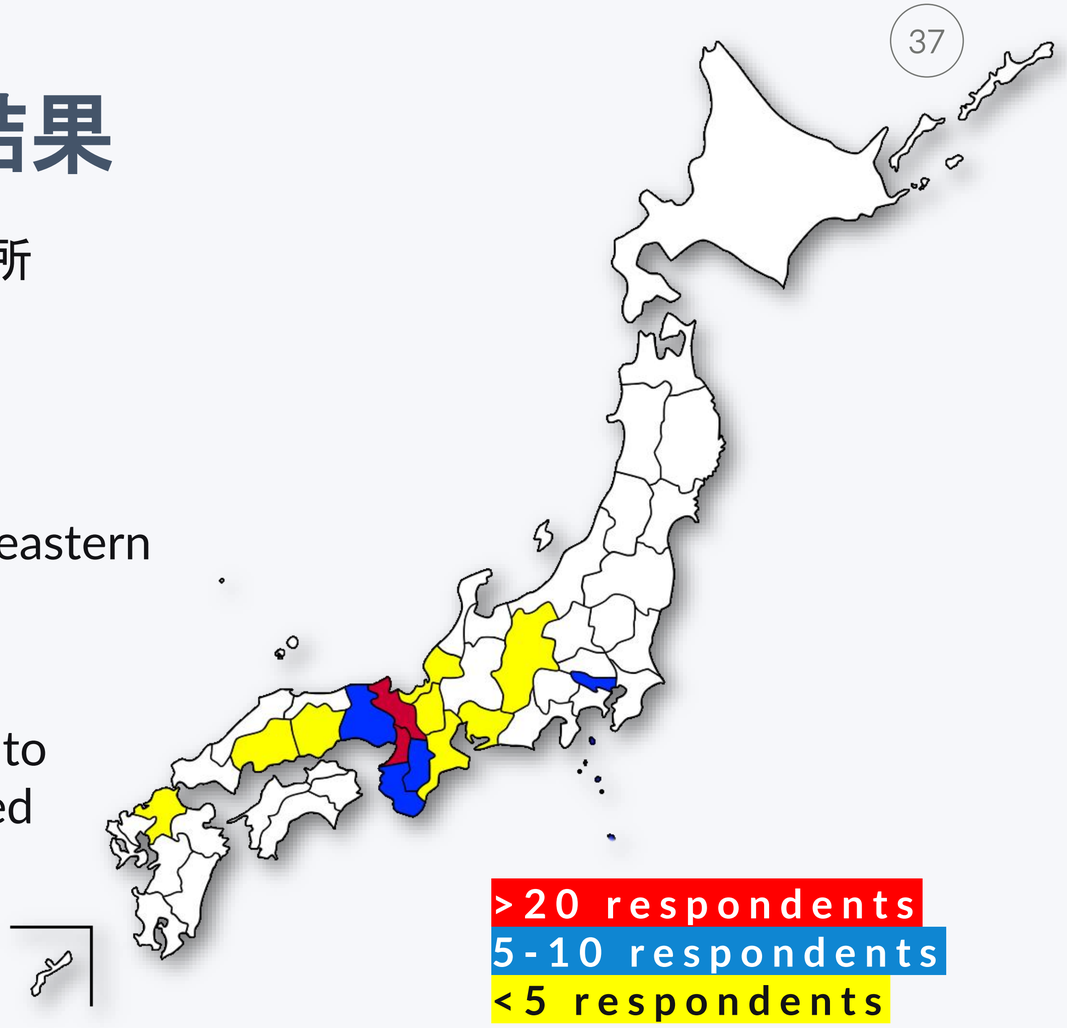
- Most (85%) are travelling for **leisure** purposes, with sightseeing, food, and cultural experience as the top reason
- Some respondents (13%) visited due to business and visiting friends
- 2% of respondents travelled to Kansai due to it being the cheapest option
- 旅のモチベーション： 大半（85%）が レジャー目的で旅行して おり、観光、食事、文化体験が上位を占める。 一部の回答者（13%）は、ビジネスや友人訪問のために訪れている。 回答者の2%が、関西が最も安かったため関西を訪れた。

What were tourists' reasons to visit Kansai?
観光客が関西を訪れる理由は何だったのか。

RESULTS 結果

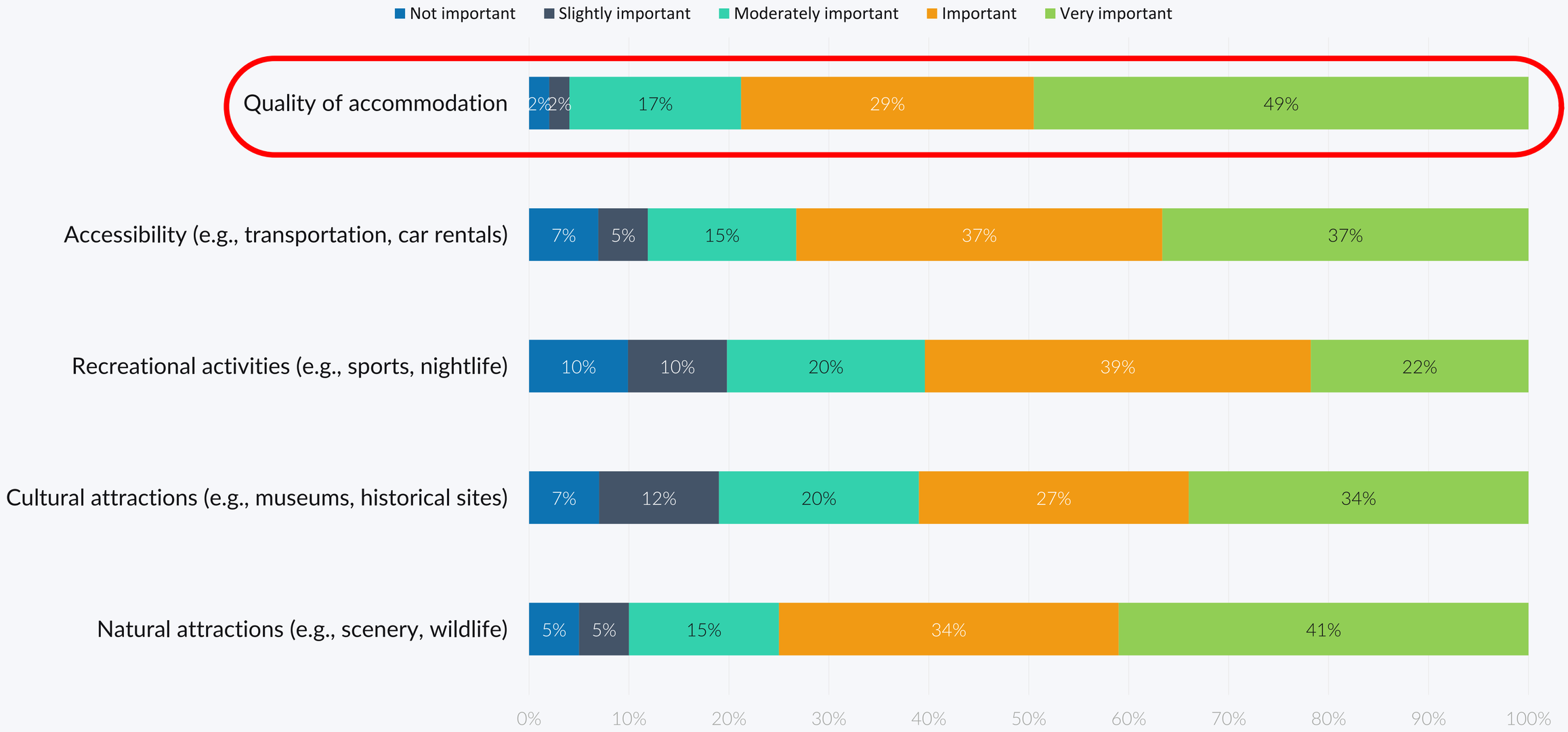
Travel locations 旅行場所

- Osaka, Kyoto, Nara and Kobe were the most visited places.
- Most common routes: Osaka – Nara – Kyoto
- The majority explore Kansai while a small proportion travel from eastern Japan (Tokyo, Nagoya etc.) to Osaka
- Some visiting Wakayama and other neighbouring regions.
- Respondents chose the routes based on the easiest travel routes to attractions, for landscapes, sightseeing and to reach recommended restaurants.



- 大阪、京都、奈良、神戸が最も多く訪問された。
- 最も一般的なルート 大阪-奈良-京都
- 大半は関西を訪れるが、東日本（東京、名古屋など）から大阪に向かう人もいる。
- 和歌山やその他の近隣地域を訪れる人もいる。
- 風景や観光、おすすめのレストランなど、観光スポットに行きやすいルートを選んだ。

Important aspects for the travel



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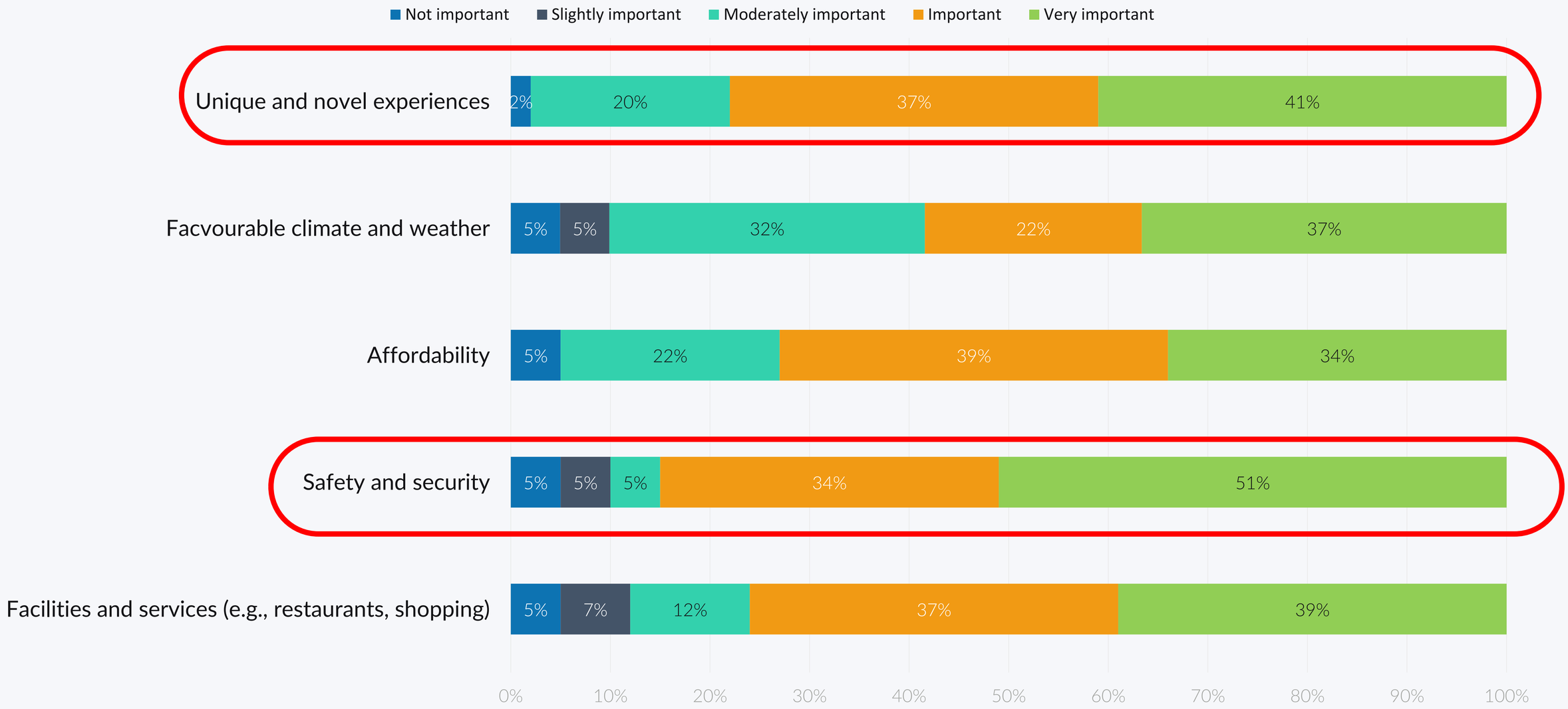
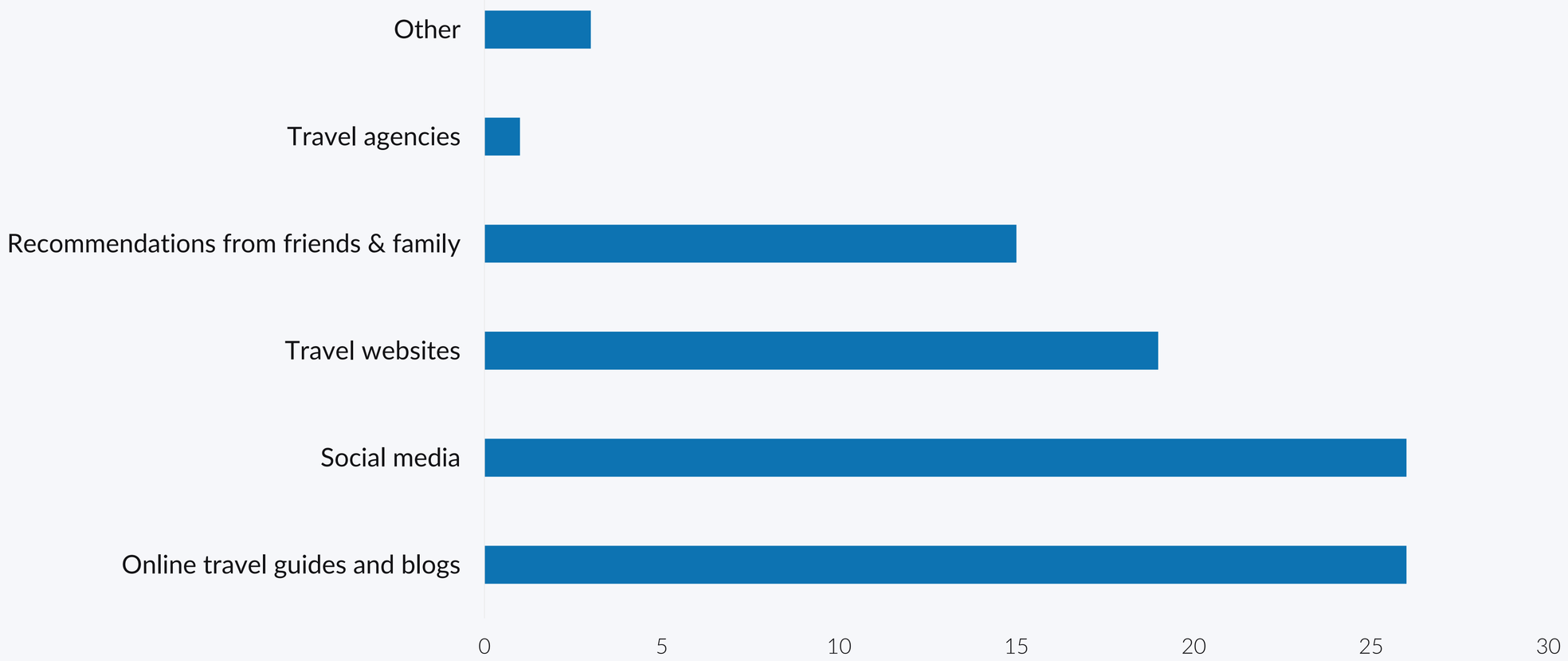


RESULTS 結果

Which attractions or destinations did you enjoy most when visiting during your recent trip?
最近の旅行で最も楽しかったアトラクションや観光地はどこですか？

RESULTS 結果

Which channels did tourists use to gather information and plan your travel route in Japan?
観光客は日本での情報収集や旅行ルートの計画にどのようなチャンネルを利用しましたか？



RESULTS 結果

What aspects made renting a car more enjoyable?
どのような点でレンタカーを借りるのが楽しかったですか？

The majority >70% mentioned ease, convenience and freedom
大多数（70%以上）が「容易さ」「利便性」「自由」を挙げた。

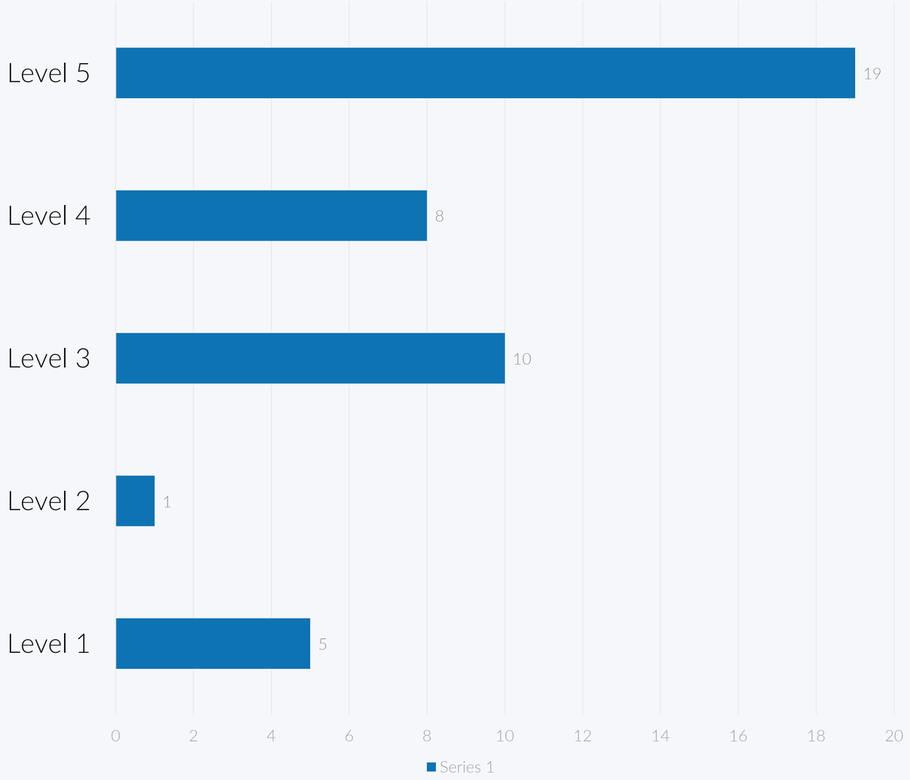
What challenges were there?
どのような課題があったのか？

- The majority did not encounter any challenges.
- Some challenges include:
  - Confusing driving rules
  - Narrow roads
  - Navigating around the city
  - Lack of parking

- 大多数は何の困難にも遭遇しなかった。
- いくつかの課題がある：
  - 混乱する運転規則
  - 狭い道路
  - 市内の移動
  - 駐車場不足

RESULTS 結果

How interested are tourists in renting a zero-emission car?
観光客はゼロ・エミッション車のレンタルにどの程度関心があるのだろうか？

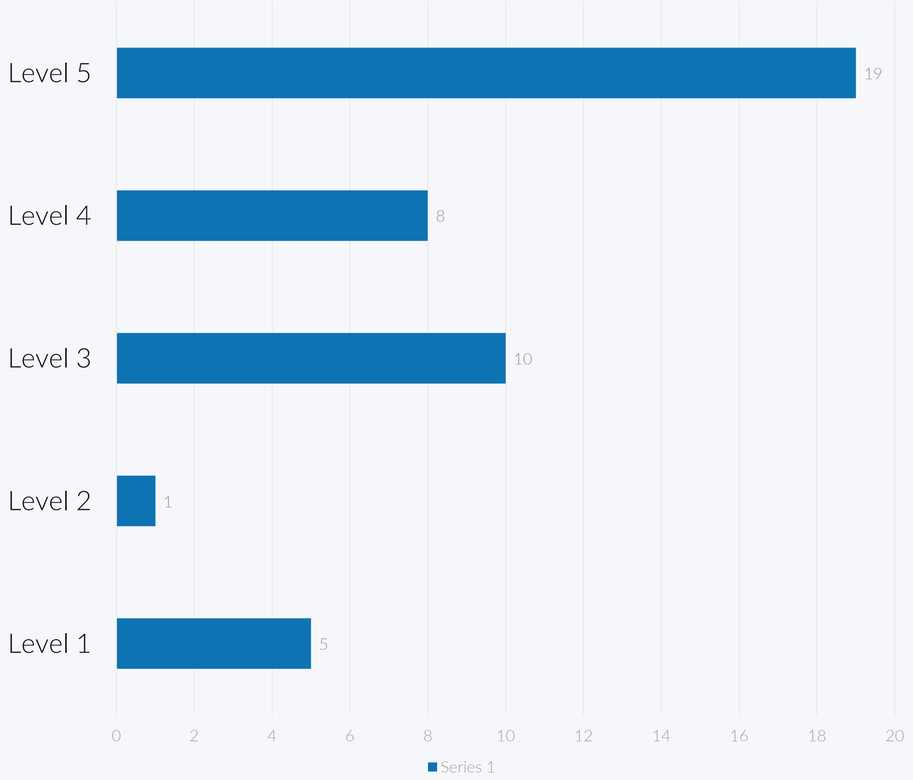


3.81

Average rating 平均評価

RESULTS 結果

How interested are tourists in renting a zero-emission car?
観光客はゼロ・エミッション車のレンタルにどの程度関心があるのだろうか？



Reasons to use EV car:
- More environmentally friendly
- To save money
- To try something new

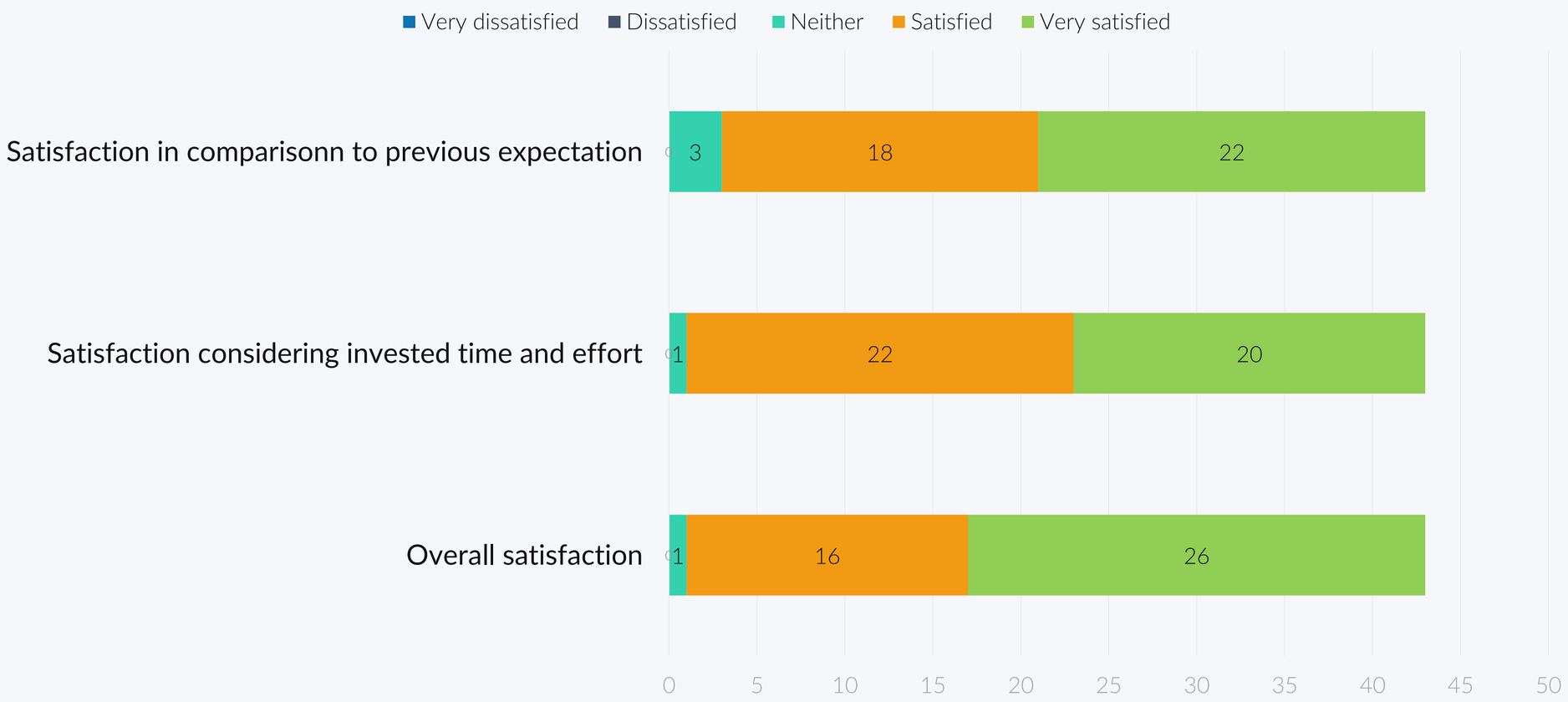
Reasons to not use EV car:
- Charging is not convenient
- Not sure charging station availability
- Not important for a short visit

EV車を使う理由：
より環境に優しく
お金を節約したい
新しいことに挑戦する

EV車を使わない理由：
- 充電が不便
- 充電ステーションがあるかどうかわからない
- 短時間の訪問では重要ではない

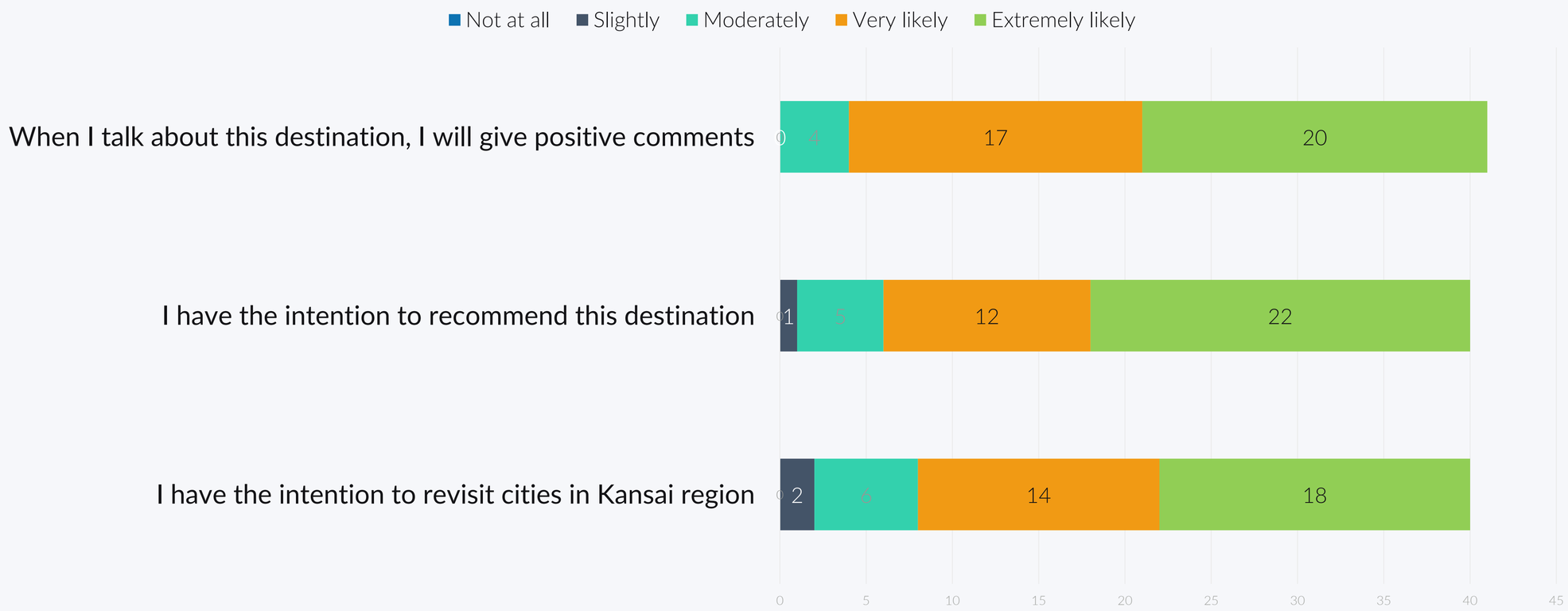
RESULTS 結果

Overall satisfaction 総合満足度



RESULTS 結果

Intention to revisit Kansai 関西再訪の意向



RESULTS 結果

Key takeaways 要点

- Most tourists renting a car during summer are from Hongkong, mainland China and Taiwan.
  夏にレンタカーを借りる観光客は、香港、中国本土、台湾からの旅行者が多い。
- Tourists from neighboring countries tend to rent for a shorter duration (3-5 days) while tourists further away tend to rent for longer days (>10 days).近隣諸国からの観光客は短期間
  3〜5日）で借りる傾向があるが、遠方からの観光客は長期間（10日以上）で借りる傾向がある。
- Most tourists who rent a car are repeat visitors to Japan and Kansai region.レンタカーを利用する観光客の多くは、日本や関西へのリピーターである。
- Most tourists who rent a car are travelling with family members in groups of two or four.レンタカーを利用する観光客のほとんどは、2人または4人のグループで家族と一緒に旅行している。
- Tourists who rent a car from KIX are travelling for tourism, sightseeing and cultural experiences with some travelling for business and visiting friends and family.関空からレンタカーを利用する観光客は、観光や文化体験が目的だが、中にはビジネスや友人・家族を訪ねる旅行者もいる。

RESULTS 結果

Key takeaways

- The most important aspects of tourists renting a car are safety, novel experiences and quality accommodation.レンタカーを利用する観光客が最も重視するのは、安全性、斬新な体験、質の高い宿泊施設である。
- Social media and travel blogs are the main information source.
ソーシャルメディアと旅行ブログが主な情報源
- Tourists rent a car due to the convenience and freedom to travel anywhere. However, challenges arise particularly due to traffic rules, navigating around busy cities and finding parking.
旅行者は、どこへでも自由に移動できる便利さからレンタカーを借ります。しかし、特に交通ルール、混雑した都市の移動、駐車場の確保などにより、課題が生じます。
- While most tourists are interested to rent an EV car, they worry about the lack of charging stations and the inconvenience it may cause.
ほとんどの観光客はEV車のレンタルに興味を持っていますが、充電ステーションの不足やそれが引き起こす不便さを心配しています。
- Tourists are satisfied with their experience in travelling in a rented car and are interested to visit Kansai again. 全体として、観光客はレンタカーでの旅行体験に満足しており、また関西を訪れたいと考えています。

Who should KIX focus on? 関空は誰を重視すべきか？

Persona 1

Repeat visitors

From Hong Kong, mainland China, Taiwan

Families

Interested in sightseeing and shopping

Speaks Mandarin and a bit of English

4-day trip

リピーター，香港、中国本土、台湾から，家族連れ

観光やショッピングに興味がある，北京語と英語が少し話せる，4日間の旅

Who should KIX focus on?

Persona 2

Repeat visitors

From United Kingdom and France

Couple

Interested in nature, cultural and unique experiences

Speaks English fluently

2-week trip

リピーター, イギリス、フランス, カップル

自然、文化、ユニークな体験に興味がある

英語が流暢に話せる, 2週間の旅行

Recommendations
How can KIX improve tourist experiences?

Customized Services for Key Demographics | 主要層向けカスタマイズ・サービス

- Since many users are from Hong Kong, China, and Taiwan, provide localized travel guides in these languages.
- Offer family-friendly car rental packages with added convenience services such as child seats, GPS in multiple languages, and fast-track rental options.

Enhance the Drive Experience for Long-Term Visitors | 長期滞在者のドライブ体験を強化

- Introduce a "Kansai Road Trip Pass" in collaboration with car rental companies, offering discounts for long-term rentals (10+ days).
- Provide a premium rental option with hybrid or electric vehicles, which aligns with sustainability-conscious European travelers.

Strengthen Partnerships with Regional Tourism | 地域観光とのパートナーシップ強化

- Partner with hotels, ryokans, and tourist attractions to create bundled packages that include car rental, accommodations, and unique experiences.
- Promote seasonal self-drive itineraries (e.g., cherry blossom routes, rural exploration, gourmet tours) to attract repeat visitors.

Recommendations
How can KIX improve tourist experiences?

Loyalty & Retargeting Strategies |ロイヤリティ＆リターゲティング戦略

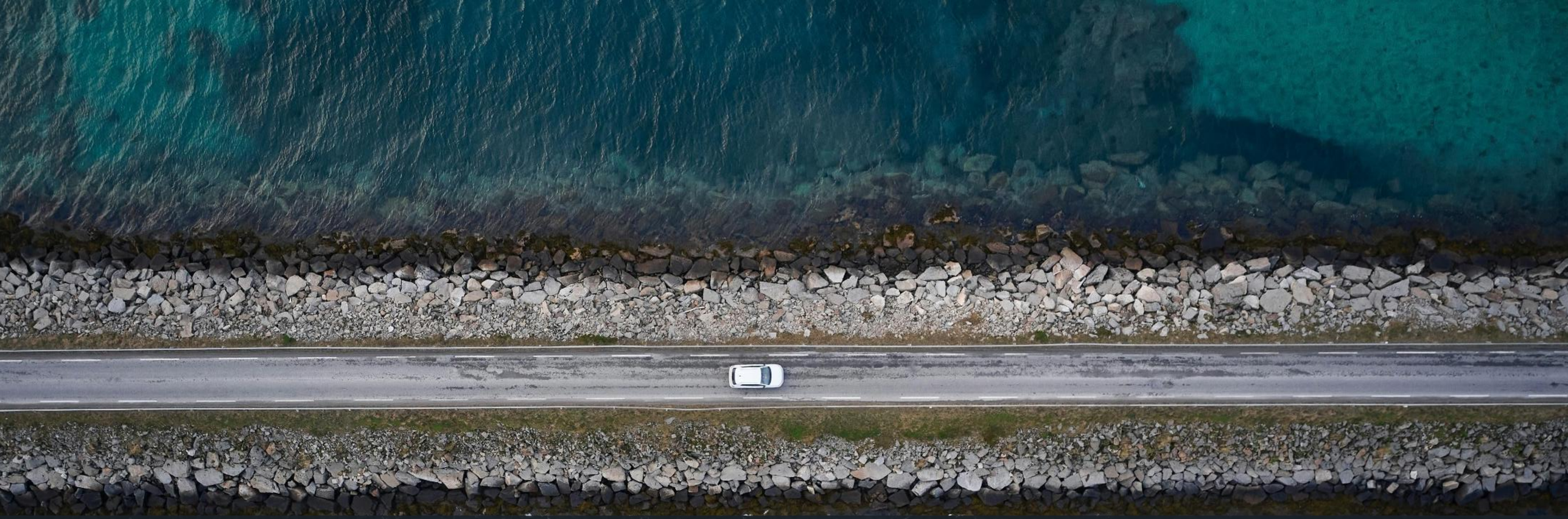
- Given the high revisit intention, KIX can work with car rental companies and local tourism boards to create a returning tourist program with exclusive deals.
- Utilize email or app notifications to offer discounts for repeat visitors who have rented cars before.

Enhance Wayfinding & Parking Experience | 道案内と駐車場体験の強化

- Improve signage for car return with clear multilingual directions.
- Develop an interactive mobile guide or QR codes at key points to help renters navigate parking and return areas more easily.

Sustainable Car Rental Promotions | 持続可能なレンタカー・プロモーション

- Collaborate with car rental companies to offer discounts or perks for choosing EVs.
- Promote eco-friendly options through airport advertisements and rental counters.



PROJECT BACKGROUND

DEVELOPMENTS

RESULTS & RECOMMENDATIONS

LIMITATIONS

STUDENT REPORTS

LIMITATIONS 制限事項

Limitations	Next steps to overcome
1. Data was only gathered from Toyota rent-a-car.	Collaborate with other rent a car companies
2. Small respondent number. This is due to: • Tourists having limited time, were in a rush and were less willing to answer. Asking surveys during the car rental return is ineffective. • Volunteers were initially positioned in a location where they do not have access to tourists returning rental cars (2F instead of 1F). • Lack of presence and trustworthy branding. People were initially worried and felt distrust when approached by volunteers. There were no banners, flyers or dedicated arrangements (table and chairs) to show that there is a survey being conducted by KIX.	• Send out email surveys before the tourists return their car so tourists can answer in their own time. • If volunteers are needed, a designated area on 1F and 2F should be provided with arrangements such as table, chair, banners to increase trust. • Banners should be posted all around the returning area and in departure area to increase the likelihood of answering.
3. Answers may be inaccurate due of language barrier	Professional translators should be hired to develop and analyze surveys in different languages.

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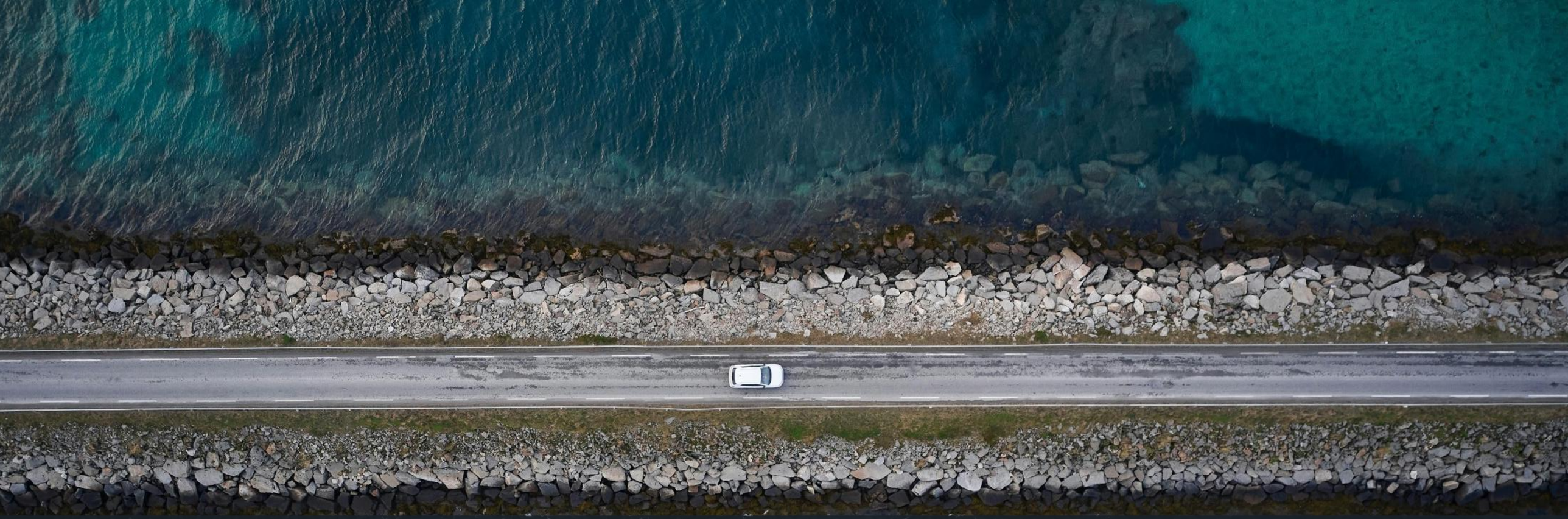
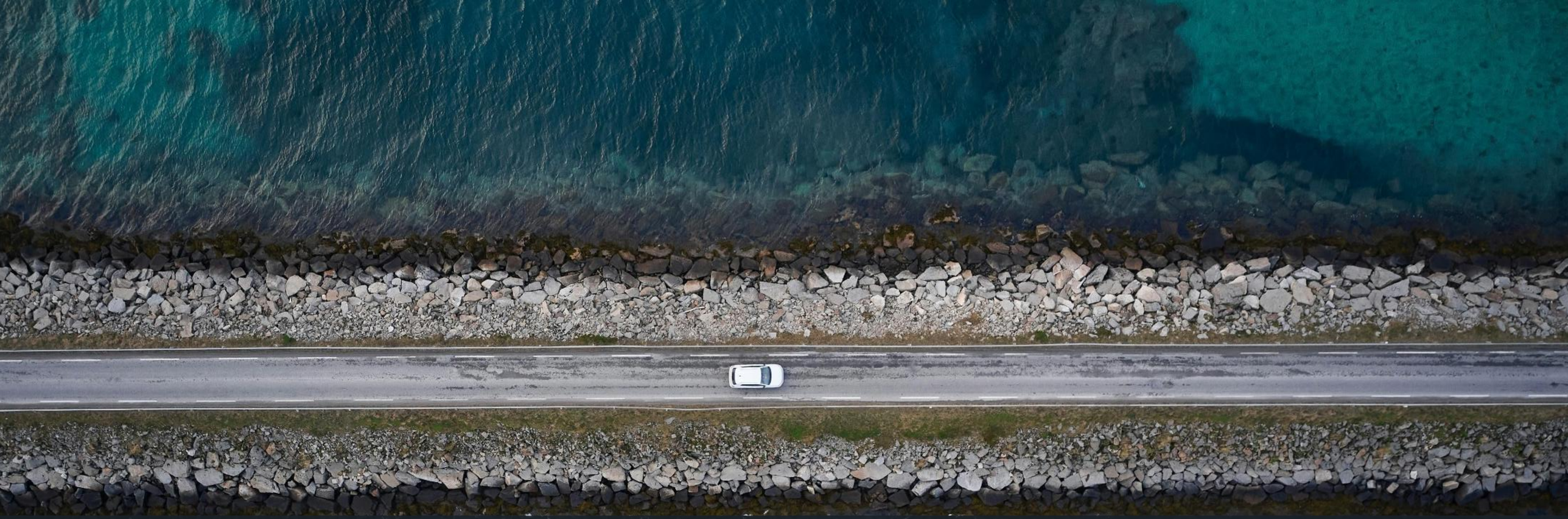


PROJECT BACKGROUND → DEVELOPMENTS → RESULTS & RECOMMENDATIONS → LIMITATIONS → **STUDENT REPORTS**

STUDENT REPORTS
学生レポート



End of presentation プレゼンテーション

Any questions? 終了 質問は？

ありがとう座いました

Improving one tourist at a time!

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