

Diversity of Canadian Images and their collaboration in Japanese Tourists

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Abstract This study intended to clarify how tourists collaborated some images in themselves and traveled in Canada. Diversification of new Canadian images was supported with increase in Japanese who had much time, and wanted to enjoy their lives. Most of them were young women and retirees, and got their own *furusato* (homes) images in Canada with the collaboration of images. In terms of young women, they stayed in Canada with Working Holiday visa and got *furusato* images based on collaboration of humanly easy life and landscape from Canadian abundant nature. This collaboration of images created new niche markets in Canada and attracted many young tourists. On the other hand, retirees got *furusato* images based on the collaboration of traditional rurality and humanly easy life. This collaboration also created new niche markets in Canada and attracted old tourists. It was important for young and old tourists to enjoy humanly easy life which had lost in Japan. Finally, we concluded that Japanese tourists in Canada got new Canadian images as global *furusato* images instead of domestic *furusato* images, which had tended to decrease with socio-economic environment changes such as development of urbanization and decline of rurality.

Key words: diversification of tourist behavior, humanly easy life, rurality, *furusato* images, collaboration

1. Introduction

The number of those who traveled abroad in 1964 amounted to 127,000 and after that, it grew explosively up to 180 times as the one of 1964 in 2000. Furthermore, the number of Japanese tourists¹⁾ traveling abroad grew to 4.6 times higher than the one of 1980 in 2000. This showed much higher growth ratio in Japan, comparing to all of international tourist ratio in 2000 with 2.5 times higher than 1980. Especially, more Japanese tourists chose Canada as their destination. International tourists traveling in Canada amounted to 19,627,415 in 2000 and

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three-fourth of all was occupied by tourists from the United States, followed by tourists from the United Kingdom, Japan, France and Germany. The tourists from these countries occupied 53.7% of all international tourist except tourists from the United States. Important was that these countries except Japan had strong relationship with Canada. These countries in Europe not to mention France and the United Kingdom but also Germany had shipped immigrants to Canada. In other word, many Japanese tourists traveled in Canada, regardless Japanese tourists had no strong relationship with Canada. And we could also say that Canada was one of most popular destinations among Japanese tourists from the fact that 3.9% of all international tourist from Japan visited Canada, comparing with the United Kingdom with 1.5%, France with 2.6% and Germany with 0.6% in 1995.

In tourism studies, tourist images received attention and some studies tried to clarify them by analyzing the brochures and guidebooks. However, most studies focused on clarifying one tourist image toward destinations and failed to clarify how tourists collaborated some images in themselves and traveled by them (Gordon and Goodall 2000 ; Williams and Hall 2000 ; Hall and Page 2002 ; Shaw and Williams 2002 ; Jenkins 2003 ; Shaw and Williams 2004). Furthermore, the lack of data about independent tourists made profound analysis difficult (Hopkins 1998 ; Tonts and Greive 2002 ; Beeton 2004). Therefore, this study intended to clarify Canadian images of Japanese tourists and their collaboration in Canada (Fig.1). For the purpose, we analyzed the brochures and guidebooks for package tourist behavior and the data by hearing survey for independent tourist behavior.

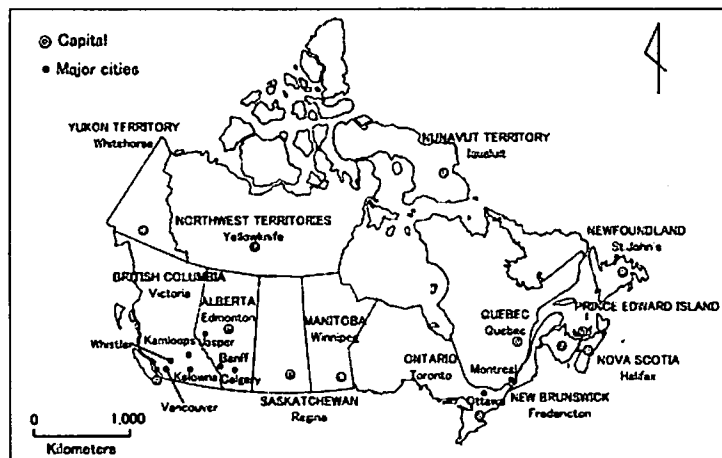


Fig. 1 Study Area.

2. Changing Japanese international tours

As for the driving force to promote Japanese tourists to travel abroad, we could point out the external changes surrounding Japanese tourists and inner changes in Japanese tourists. As

external changes, we could indicate income growth in each household by the high economic growth in the 1960s, the progress of appreciation of the yen after the Plaza Accord in 1985, and Ten million plan promoted by the Ministry of Transport in 1987. Furthermore, we could also indicate growing chance of accessibility through the growth of mass tourism resulting from mass transportation by the introduction of jumbo jets since the first half of 1970s. In brief, as the Japanese economy was growing, more Japanese tourists traveled abroad.

As inner changes, we could point out the changing quality in tourists. Concretely, it was tour type changes of female tourists such as division into package tours supported by groups of middle and upper age women and independent tours supported by young women in their twenties and thirties visiting destinations with clear purposes. This was proven from decrease in the number of free package tourists and growing ratio of repeaters. In terms of tour types, package tourists occupied 52.5% and independent tourists occupied 37.1% of all tour types in 2002. Most of package tourists were middle age women with 60.0%, followed by upper age women (Fig.2). In addition, with the view of time scale, the ratio of package tourists in all tour type decreased each year, and recorded the decrease ratio with 13.0% from 1980 to 2000 (JTB 2001). Contrary, the ratio of independent tourists of all tour types increased. By dividing package tourists into full type package tourists and free type package tourists, we found the ratio of free type package tourists notably decreased. This was caused by decrease in the number of young female tourists in free type package tours and it caused decrease in the ratio of this type of all tour types²⁾. In other word, tour types were divided into full type package tours supported by middle and upper age women and independent tours supported by young women. In addition, a positive correlation between increase in the number of tourists and increase in the ratio of

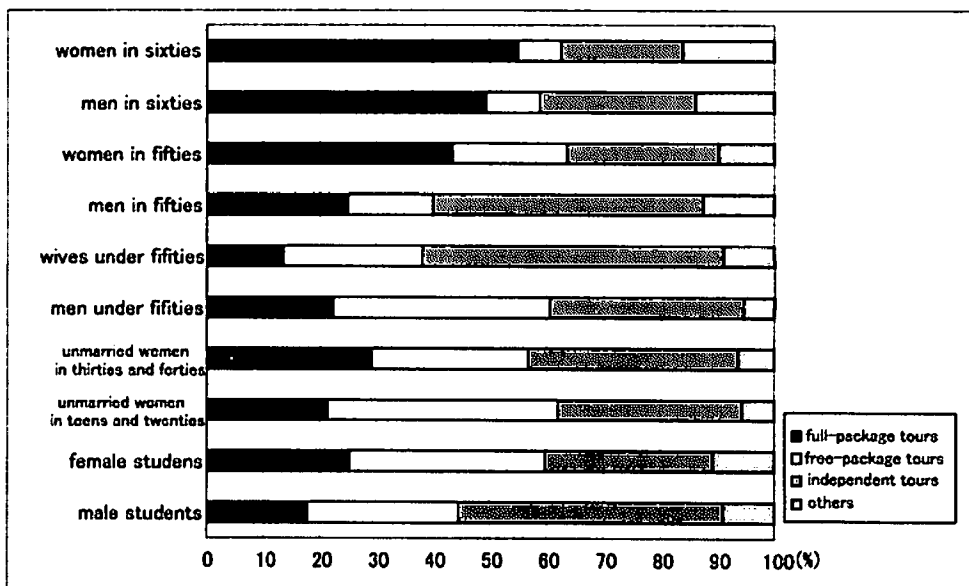


Fig. 2 Each ratio of tourist types by ages and attributes.
Data Source : JTB Report.

repeaters made increase in number of repeaters clear. A travel agency analyzed that increase in repeaters of unmarried women in their twenties and thirties raised the ratio of repeaters. And it concluded that more working women with economic chance and free time chose independent tours, in which they could choose their destinations on their way and travel freely, and they tended to visit their favorite destinations repeatedly (JTB 2003). In the next chapter, we tried to analyze the characteristic of Japanese tourist behavior in Canada by means of classifying Japanese tourists into full package and independent tourists. Furthermore, we tried to analyze the characteristic of Japanese independent tourist behavior by classifying independent tourists into four types based on the purposes of visiting.

3. Diversification among Japanese tourist behavior

Distribution of tourists in Canada

As we already mentioned, the number of Japanese tourists to Canada was third largest following the United States and the United Kingdom (Table 1). According to the data about destinations of tourists by states, more than half of tourists from these European countries visited the eastern part of Canada, Ontario state with 34.0% and Quebec state with 18.0% comparing with British Columbia state with 24.0% and Alberta state with 14.0%, reflecting their strong relationship with Canada. In contrast, those from Asian countries including Japan comparatively occupied the large percentage in the western part of Canada such as British Columbia state and Alberta state. Basically, the background in each tourist influenced distribution of tourists in Canada. As characteristic of Japanese tourists in Canada, we could show the short stay and purposes of visiting different from other countries (Table 2). Regarding to the short stay, Japanese tourists had in average 9.4 overnight stays and tended to take short trips comparing with other Asian countries with 18.6 overnight stays and European countries with 14.7 overnight stays. Regarding to purposes of visiting, most of Japanese tourists visited Canada for sightseeing comparing with tourists from other countries, who visited Canada for the purpose of visiting friends and relatives. Following section, we tried to analyze Japanese tourist behavior

Table 1 The ratio of tourists in Canada by nationalities (2000)

Data Source : *Annuaire Yearbook 2003 Edition*

the United States	78%		
Top-ten countries	17%	the United Kingdom	28.7%
		Japan	16.6%
		France	13.2%
		Germany	12.6%
		Australia	5.7%
		Taiwan	5.3%
		Mexico	4.6%
		China	4.6%
		South Korea	4.3%
		Netherlands	4.2%
Others	5%		

Table 2 The ratio of tourists based on purpose from each country in Canada (1996)

Data Source : *International Travel Survey*

	Business	VFR	Sigtseeing	Others
Japan	23%	12%	61%	4%
France	11%	21%	64%	4%
Germany	11%	21%	65%	3%
the United Kingdom	10%	36%	51%	3%
The average of Asian countries	17%	33%	46%	4%

VFR meant visiting friends and relatives.

starting their travel from the western part of Canada from the view point of their purposes of visiting.

Package tourists behavior in Canada

We analyzed full package tourist behavior by using brochures issued by some travel agencies with 80 samples and 491 overnight stays in total (Table.3). From those data, we found that the average number of destinations visiting in one stay amounted to 4.3 destinations and the average stay in Canada amounted to 7.1 days. Regarding to fare for tour, the average fare was 260,000 yen from the cheapest one with 84,800 yen to the most expensive one with 568,000 yen. Furthermore, they stayed 1.7 days per one destination. In fact, the typical full package tourists stayed in Canada for about one week with 260,000 yen and spent one or two days per one destination.

The behavior of full package tourists was characterized by the concentration on some specific destinations. Of all 80 sample, 70.0% visited Banff and Niagara Falls and these two destinations supplied 40.0% of all 491 overnight stay. And about half of tourists visited Toronto and Vancouver and these two destinations supplied 20.0% of all overnight stay.

Similarly, half of tourists visited Montreal and Quebec City and they supplied 15.0% of all overnight stay. In other word, these six destinations supplied 70.0% of overnight stays of all and

Table 3 The names of Brochures and Travel Agencies

Travel Agency Name	Brochure Name	Samples
JTB World Vacations, Inc.	Look JTB	13
Kinki Nippon Tourist Co., Ltd.	Holiday	6
Club Tourism International Inc.	Club Tourism	8
Nippon Travel Agency Co., Ltd.	Mach Best Tour	9
HANKYU EXPRESS INTERNATIONAL CO.,LTD.	TIME	5
JALPAK Co., Ltd.	Iti	7
NIPPON EXPRESS Co., Ltd.	LOOK WORLD	6
NIPPON EXPRESS Co., Ltd.	MIND	1
H.I.S Co.,Ltd.	Impresso	5
Shin Nippon Travel.Co., Ltd.	Vacation Tour	5
Meitetsu World travel Inc.	Panorama Special	1
Yomiuri Travel Service Co.,Ltd	Yomiuri Foreign Travel Tour	4
ASAHI SUN TOURS, INC.	ASAHI SUN TOURS	1
World Air-Sea Service Co., Ltd.	various	3
NIKKO TRAVEL CO., LTD.	various	6

full package tourist behavior was characterized by the concentration on some specific destinations.

40.0% of these full package tourists started tours from Vancouver international airport in the western part of Canada and 60.0% started tours from Toronto international airport in the eastern part of Canada. After that, the tours from Vancouver international airport went for Canadian Rocky region, and finally 72.0% from Vancouver international airport reached Niagara Falls. On the other hand, 82.0% from Toronto international airport went for Niagara Falls. Finally, 57.0% from Toronto international airport reached Canadian Rocky region. Comparing with these two types, tours from Toronto international airport had shorter trip than tours from Vancouver international airport. It was because tours from Toronto international airport visited various destinations distributed in the eastern part of Canada. Therefore, we could point out the uneven distribution of attractions sided in both side of the western part and the eastern part as one factor affecting full package tourist behavior. Particularly, most of tours from Vancouver international airport went straight to attractions in the eastern part without giving eyes to small attractions in the western part and without dropping in vast region from Alberta state to Manitoba state and Saskatchewan state. In contrast, most of tours from Toronto international airport did not take long trips because the eastern part of Canada had various attractions connected by the even distance each other. Concretely, we could point out the connection between Niagara Falls and Toronto, and the connection among attractions related by so called Maple Road.

For the reason of concentration on Banff in Canadian Rocky region, we had to mention to the development regulation in national parks. In recent years, various development regulations were put on this area and large-scale resort development was prohibited in national parks, but Banff which was developed before development regulations supplied many accommodations.

Furthermore, we could find full package tours without long trips. Although full package tours made it possible to visit various attractions with long trips and kept its popularity for this reason, we also had to mention to full package tours without long trips. In fact, full package tours such as Maple Road tour and tours visiting Prince Edward Islands were characterized by easy and short trips. These tours were supported by old tourists who wanted free tours like independent tours.

As a result of the package tourists analysis, we could say that package tourists with economic chance and free time such as retirees chose easier tours like Maple Road tours where some attractions were connected by short distance, although they continuously supported full package tours with tight schedule and long trips and tended to visit urban areas such as Vancouver and Toronto and areas with wilderness like Banff in Canadian Rocky region and Niagara Falls.

Independent tourist behavior in Canada

We analyzed independent tourists by analyzing the hearing survey data. We conducted hearing survey for one month in September 2003 in Vancouver airport, Vancouver city, and the main attractions and some accommodations introduced by popular Japanese guidebooks and popular web sites. As a result, we got 372 samples data and we picked up 337 samples data suited for our study and classified them into four types based on purposes of visiting. Actually, at the first stage we classified all independent tourists into long-stay tourists and tourists³⁾. At the second stage we classified tourists into three types, tourists for sightseeing, tourists for visiting

Table 4 The attribute of samples of independent tourists
Data Source : Hearing Survey

	Long-stay Tourists "		Tourists for sightseeing		Tourists for visiting friends and relatives		Tourists for other purposes	
	Number	Ratio	Number	Ratio	Number	Ratio	Number	Ratio
Sex								
Female	80	71.8%	52	54.2%	58	76.3%	29	70.7%
Male	35	28.2%	44	45.8%	18	23.7%	12	29.3%
Age								
Teens	3	2.4%	2	2.1%	6	7.9%	5	12.2%
Twenties	104	81.9%	40	41.7%	37	48.7%	19	46.3%
Thirties	14	11.3%	31	32.3%	19	25.0%	6	14.6%
Forties	2	1.6%	4	4.2%	1	1.3%	3	7.3%
Fifties	0	0.0%	8	8.3%	6	7.9%	4	9.8%
Sixties	1	0.8%	11	11.5%	7	9.2%	4	9.8%
Occupation								
Full-time workers								
Private employee	11	8.9%	35	36.5%	19	25.0%	12	29.3%
public employee	1	0.8%	8	8.3%	1	1.3%	3	7.3%
Self-employed	2	1.6%	6	6.3%	4	5.3%	7	17.1%
Part-time workers	57	46.0%	19	19.8%	22	28.9%	9	22.0%
Wives	2	1.6%	15	15.6%	10	13.2%	1	2.4%
Students	51	41.1%	13	13.5%	20	26.3%	9	22.0%
Tour types								
Independent tours	100	87.9%	56	100.0%	76	100.0%	41	100.0%
Full package tours	11	8.9%						
Free package tours	4	3.2%						
Purpose								
Sightseeing			56	100.0%				
Business							7	17.1%
Work	56	43.2%						
Language program	56	46.8%						
Visiting friends and relatives					76	100.0%		
Others	10	8.1%					23	56.1%
Unknown							11	26.8%
Period of tour								
One year and more	2	1.6%					1	2.4%
Half a year to one year	25	20.2%						
One month to half year	17	13.7%	10	10.4%	2	2.6%	4	9.8%
Two weeks to one month	14	11.3%	10	10.4%	13	17.1%	5	12.2%
One week to two weeks	13	10.5%	32	33.3%	27	35.6%	12	29.3%
Within one weeks	47	37.9%	42	43.8%	33	43.4%	17	41.5%
Unknown	6	4.8%	2	2.1%	1	1.3%	2	4.9%
Information								
Internet	16	12.6%	15	15.6%	7	9.2%	9	22.0%
Others	19	15.3%	9	9.4%	6	7.9%	21	51.5%
Magazines	2	1.6%	5	5.2%				
Guidebooks	33	26.0%	23	24.0%	9	11.6%	2	4.9%
Friends and Relatives	42	33.9%	37	38.5%	53	69.7%	6	14.6%
Others	12	9.7%	7	7.3%	1	1.3%		
Number of tour group								
One	65	53.2%	30	31.3%	35	34.2%	18	43.9%
Two	27	21.8%	51	53.1%	29	38.2%	15	36.6%
More	31	25.0%	15	15.6%	21	27.6%	8	19.5%
Frequency of visit								
First	80	71.8%	64	66.7%	55	72.4%	26	63.4%
Second	25	20.2%	15	15.6%	10	13.2%	10	24.4%
More	10	8.1%	17	17.7%	11	14.5%	5	12.2%

U The data of period about long-stay tourists showed not total period and in Canada but the period while they travel within Canada.

friends and relatives and tourists for the other purposes (Table 4).

First, 124 tourists were classified into long-stay tourists with 36.8% of all sample. They visited Canada for the purpose of taking language program or working with Working Holiday visa. As the attribute of this type, it was characterized in that a lot of women in their twenties and thirties belonged to this type. They had been students or part-timers in Japan before visiting Canada. They enjoyed daily life in Canada with learning English or with working for about one year⁴⁾. The behavior in this type was characterized by the tendency of stay in one destination reflecting the purpose of visiting. In fact, they worked on weekdays in large cities such as Vancouver, Victoria, and Quebec City, and visited small towns and attractions in the suburb of large cities on the weekend (Table 5). Moreover, some samples participated in the package tours that the local travel agencies supplied. However, most of samples visited a few attractions using information from friends or guidebooks or Internet. In addition, some samples worked in large-scale skiing resorts such as Whistler and Jasper. They worked in the off-season and enjoyed activities such as skiing and snowboarding in the on-season. Interestingly, most of tourists in this type did not visit Banff, one of the most popular destinations in the western Canada among Japanese tourists. It was because difficulties in job search in Banff caused by its popularity and the regulation for activities in national parks made it difficult that the tourists in this type took access to Banff. As a result, the tourists in this type chose rural area located around Banff like Kelowna and Whistler with the chance to get job and enjoy activities rather than Banff in Canadian Rocky region.

Second, 96 tourists were classified into tourists for sightseeing type with 28.5% of all sample. They visited Canada for the purpose of visiting more various attractions than full package tourists by removing the restriction of time and visiting relatives and friends along the way for sightseeing. As the attribute of this type, it was characterized in that not only women but also men in their twenties and thirties belonged to this type. They were full-time workers or students in Japan. They visited various attractions for a few weeks.

The behavior in this type was characterized by moving around in Canada actively from the data showing that tourists in this type visited the most various destinations of four independent tourist types. Concretely, as soon as they took on the gateways, they moved to large cities such as Calgary and Toronto or moved to rural area such as Jasper and Squamish which full package tourists rarely visited. At the same time, most of tourists in this type also visited popular attractions such as Banff and Lake Louise. We could indicate the tendency of moving around in Canada actively. On reflecting this tendency, they used various information sources like friends, guidebooks, magazines and Internet.

Third, 76 tourists were classified into tourists for visiting friends and relatives with 22.5% of all sample. They visited Canada for the purpose of visiting friends and relatives who stayed in Canada such as long-stay tourists. As the attribute of this type, it was characterized in that a lot of women in their twenties and thirties belonged to this type following long-stay tourist type. They were students or part-time workers in Japan just like long-stay tourists type. They visited Canada for the purpose of visiting relatives and friends and they visited some attractions from one week to one month.

The behavior in this type was characterized by the similar behavior to long stay tourists and the tendency of stay in one destination reflecting the purpose of visiting, compaigning with tourists for sightseeing. Indeed, they stayed in large cities such as Vancouver, Victoria, and Calgary

where the friend and relatives worked or took language program, if at all, just only some tourists visited attractions in the suburb of large cities. It was because most of tourists in this type got information only from friends and relatives in long-stay tourist type and the friends and relatives did not visit many attractions. Additionally, most of tourists in this type had not been to Canada

Table 5 Japanese tourist behavior in Canada

Data Source : Hearing Survey

	Longstay Tourists		Tourists for sightseeing		Tourists for visiting friends and relatives		Tourists for other purposes		
	Number	Ratio	Number	Ratio	Number	Ratio	Number	Ratio	
BRITISH COLUMBIA									
	Victoria	43	8.0%	3	0.8%	28	10.5%	8	5.4%
	Duncan				1	0.4%			
	Chemainus				1	0.4%			
	Nanaimo	2	0.4%	1	0.3%	1	0.4%		
	Tofino	2	0.4%				1	0.7%	
	Courtney	1	0.2%						
	Parksville	1	0.2%						
	Vancouver	132	24.7%	92	23.8%	87	32.7%	37	25.2%
	Abbotsford	1	0.2%						
	Squamish			10	2.6%	2	0.8%		
	Whistler	8	1.5%	2	0.5%	1	0.4%	3	2.0%
	Penticton	1	0.2%						
	Kelowna	0	1.7%	1	0.3%	4	1.5%	12	8.2%
	Vernon	1	0.2%						
	Kamloops	9	1.7%	2	0.5%				
	Prince George	1	0.2%						
	Prince Rupert	1	0.2%	1	0.3%				
	Dawson Creek							1	0.7%
	Queen Charlotte Island			2	0.5%	1	0.4%	1	0.7%
ALBERTA									
	Banff	53	9.9%	70	18.1%	33	12.4%	16	10.9%
	Lake Louise	29	5.4%	29	7.5%	14	5.3%	6	4.1%
	Canmore	2	0.4%	1	0.3%	1	0.4%		
	Bow Lake	1	0.2%	1	0.3%				
	Revelstoke	1	0.2%						
	Jasper	15	2.8%	17	4.4%			3	2.0%
	Calgary	38	7.1%	39	10.1%	28	10.5%	10	6.8%
	Edmonton	5	0.9%	15	3.9%	3	1.1%	3	2.0%
SASKATCHEWAN									
	Saskatoon	1	0.2%						
	Regina	4	0.7%	2	0.5%	1	0.4%		
MANITOBA									
	Winnipeg	7	1.3%	3	0.8%			1	0.7%
YUKON TERRITORY									
	Whitehorse	1	0.2%	2	0.5%	1	0.4%	2	1.4%
NORTHWEST TERRITORIES									
	Yellowknife	2	0.4%	1	0.3%	3	1.1%		
	Hay River			1	0.3%				
ONTARIO									
	Niagara	25	4.7%	20	5.2%	7	2.6%	7	4.8%
	Thunder Bay			1	0.3%				
	Sault Sainte Marie	2	0.4%						
	Kingston	1	0.2%						
	Toronto	42	7.9%	25	6.5%	20	7.5%	8	5.4%
	Ottawa	17	3.2%	3	0.8%	1	0.4%	2	1.4%
QUEBEC									
	Montreal	26	4.9%	17	4.4%	8	3.0%	5	3.4%
	Mont Tremblant	1	0.2%						
	Quebec	19	3.6%	8	2.1%	6	2.3%	4	2.7%
	Gaspé	1	0.2%	1	0.3%				
	Labrador					1	0.4%		
NEW BRUNSWICK									
	Fredonxton	1	0.2%						
	Moncton	3	0.6%			1	0.4%		
NOVA SCOTIA									
	Halifax	6	1.1%	4	1.0%	3	1.1%	2	1.4%
Prince Edward Island									
	Charlottetown	10	1.9%			3	1.1%	1	0.7%
United States									
		10	1.9%	13	3.4%	6	2.3%	14	9.5%
Totals		11	100.0%	316	100.0%	11	100.0%	148	100.0%
Average number of attractions per person			4.31		9.44		3.5		1.53

before. Therefore, the entrapment about information made it difficult for tourists in this type to move around in Canada.

Fourth, 42 tourists were classified into tourists for the other purposes with 12.2% of all sample. They visited Canada for the purposes of business or the preparation for taking language program or working with Working Holiday visa in future. And they visited some attractions in their free time. At the same time, some tourists in this type visited attractions in Canada on the way to the United States. As the attribute of this type, it was characterized in that a lot of women in their twenties and thirties belonged to this type reflecting the purpose of visiting. They were students or full-time workers and most of tourists in this type stayed in Canada within a week.

The behavior in this type was characterized by not moving around so much and visiting the fewest attractions of four types. In particular, as soon as they took on the gateways, they moved to their favorite attractions such as rural areas in Vancouver or Jasper, Whistler, and Kelowna without visiting popular attractions such as Banff and Lake Louise. According to hearing survey, they stayed small accommodations like Bed and Breakfast (B & B) that their friends managed for about one week by using information that they got by original networks or information that travel agencies introduced. In other word, tourists in this type went for niche markets.

As a result of the independent tourist analysis, we could show that independent tours were diversified. Particularly, female long-stay tourists and tourists visiting them occupied high ratio of all independent tourist. Furthermore, we could indicate tourists going for niche markets in types except type of tourists for sightseeing. They tended to stay in their favorite destinations, and enjoy daily life in Canada and enjoy staying with their friends and relatives, comparing with tourists for sightseeing who moved around in Canada and visited various attractions.

4. Discussion and Conclusion

We discussed diversified Canadian images and their collaboration by our tourist behavior analysis in this study and image analysis (Waldichuk 2005). Waldichuk (2005) described the changing Canadian images of Japanese tourists as their *furusato* images in foreign countries. Concretely, it did the comparison analyses between 12 brochures published by 13 travel agencies in 1992 and 29 brochures by 13 travel agencies in 2003. And it pointed out that in recent year, more Japanese tourists made up new Canadian images as the destination with rural areas and cultural attractions such as Maple Road tour, sustaining the images as the destination with wild landscape including Canadian Rocky region and Niagara Falls. Furthermore, it indicated that tours visiting attractions such as Maple Road had factors which attracted Japanese tourists like short trips, activities, and regional food by mentioning Tokaido Road. In addition, it noted brochures featured not only wild nature but also life style, regional food, activities, and people in rural areas such as Whistler, underlining safety and open space as attractions in Canada. And it concluded that more Japanese tourists embraced images that Canada had lost *furusato* in Japan.

Then, discussing our study based on that result, we also could find such tendency in diversified behavior of Japanese tourists in both package and independent tours. In terms of package tourists, they tended to went for new full package tours such as tours visiting cultural

attractions like Maple Road, although they kept supporting full package tours visiting popular attractions with wilderness including Banff in Canadian Rocky region and Niagara Falls. Most of tourists in this type were retirees with economic chance and free times and they tended to hope easy full package tours. In terms of independent tours, most of independent tourists also went for new niche markets supplying activities or easy life in rural areas such as Kelowna, Whistler and Prince George, although most tourists continuously visited popular attractions like Banff and Lake Louise or attractions in urban areas like Vancouver and Toronto. Particularly, young female tourists diversified independent tourist behavior. According to hearing survey, we could make it clear that 40.0% of tourists got information from their friends or relatives. And the information sources diversified and restricted behavior of Japanese tourists or affected their decision-making. And we could also make it clear that it was the friends or relatives staying in Canada for the purpose of learning English or working with Working Holiday visa that supplied information to independent tourists, especially young women in their twenties and thirties occupied the high ratio of all Japanese tourist in Canada. Such friends and relatives classified into long-stay tourists type in our study increased every year and produced accessibility to new niche markets by supplying information which they got in daily life in Canada. From the view of tourists who visited friends and relatives in Canada, they could feel safe or easy and visit Canada at ease. Notably, Vancouver in the western part of Canada with many Japanese long-stay tourists and Japanese signboard would produce images of the easy as Quebec in the eastern part attracting European tourists.

We described our result of this study in Fig. 3. According to Fig. 3, diversification of new Canadian images was supported by increase in Japanese tourists who had much time and wanted to enjoy their daily lives. And most of tourists were young women and retirees and they collaborated some images based on humanly easy life image concluding not only easy but also

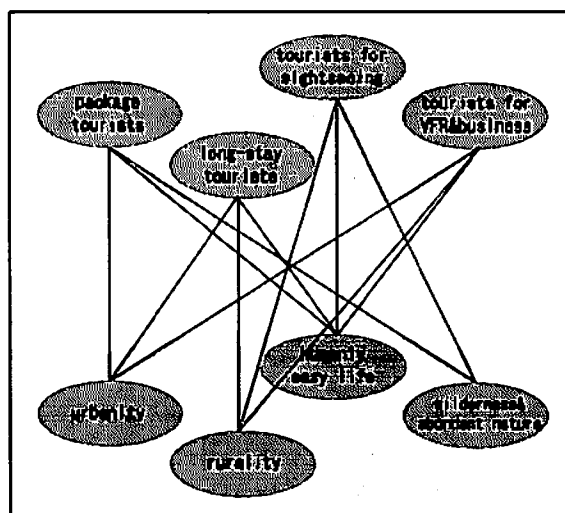


Fig. 3 The collaboration of Japanese Canadian images in terms of Japanese tourists.
VFR meant visiting friends and relatives.

safe, comfortable, activity and amenity resulting from the behavior like visiting friends and relatives, enjoying daily life and activities in rural areas and visiting cultural attractions such as Maple Road. And humanly easy life constituted *furusato* images. In fact, young women made up *furusato* images by collaborating humanly easy life with new rurality which did not exist in Japan. On the other hand, retirees made up *furusato* images by collaborating humanly easy life with traditional rurality which had lost in Japan. Finally, we concluded that Japanese tourist behavior in Canada was diversified by increase in tourists with free time with socio-economic environment changes such as increase in part-time workers and retirees and Japanese tourists in Canada got new Canadian images as global *furusato* images instead of domestic *furusato* images, which had tended to decrease with changes of socio-economic environment such as development of urbanization and decline of rurality.

Notes

- 1) The word "tourist" generally included not only tourists for sightseeing but also tourists for business or visiting friends and relatives.
- 2) We could find a positive correlation between the increase ratio of international female Japanese tourists in their twenties and thirties and the ratio of free time package tours occupied in all tour with 0.79 correlation coefficient.
- 3) Long-stay tourists included all tourists living in Canada temporarily regardless of period of time.
- 4) The statistics about the number of Japanese living overseas published by Foreign Ministry showed the ratio of long-stay tourists for taking language program with 40.0% was higher than that of total overseas long-stay tourists with 25.0%.

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(* : in Japanese)