



Regional Resource Research- Result of Questionnaires

Date :2016.10.07-09

Questionnaires

Q1.What is your gender?

Female ▪ Male ▪ Teen ▪ 20s ▪ 30s

Q2.Where are you from?

Q3.Have you ever been to Kakumagawa before?

Yes ▪ It was the first time ▪ I knew the name

Q4.About the accommodation (1.Syohouen 2. Yupopo circle either) /Very good ▪ good ▪ ok ▪ bad ▪ very bad

-If it was an optional tour, how much would you pay to join ?

Q5. About the Hanabi factory tour and Hanabi craft experience /Very good ▪ good ▪ ok ▪ bad ▪ very bad

-If it was an optional tour, how much would you pay to join ?

Q6. About Onigiri (Rice Ball) making /Very good ▪ Good ▪ OK ▪ Bad ▪ Very bad

-If it was an optional tour, how much would you spend to join ?

Q7. About old house tour /Very Good ▪ Good ▪ Ok ▪ Bad ▪ Very bad

-If it was an optional tour, how much would you pay to join?

Q8. About Hanabi festival /Very good ▪ Good ▪ Ok ▪ Bad ▪ Very bad

- If it was an optional tour, how much would you pay to join?

Q9.About Kakunodate walking tour /Very good ▪ Good ▪ Ok ▪ Bad ▪ Very bad

- If it was an optional tour, how much would you pay to join?

Q10.About Tazawako walking tour /Very good ▪ Good ▪ Ok ▪ Bad ▪ Very bad

- If it was an optional tour, how much would you pay to join?

Q11.What is your favorite cuisine throughout this tour? /

Q12.Would you recommend this tour to your friends and family? (without thinking about the price) /

Yes, very much ▪ Yes I would ▪ No, I would not ▪ I would definitely not

Q13.Roughly how much money did you spend on this monitor tour? (※Tour fee does not count) /

-Specifically what did you spend on? (Please name items)

Q14. If this were a general tour, how much would you spend for joining the tour?

Q15. Please give us an idea of what kind of tour would you like to join next time? (Please answer freely) /

Q16. Please give us a feedback on this monitor tour (Opinions and Suggestions) /

Q17. What event did you like the most during the tour? (Please answer freely) /

Q1. What is your gender?

1. Gender

Options	Number of checks
Female	15
Male	7

2. Age

Options	Number of Checks
10s	
20s	22
30s or above	

→22 people answered, all of whom are in their 20s

Q2. Where are you from?

Country or prefecture	Number of Answers
China	3
Taiwan	5
Vietnam	1
Brunei	3
France	1

※The rest 10 people didn't answer

→11 from Asia, 1 from Europe

Q3. Have you ever been to Kakumagawa before?

Options	Number of Answers
I have	1
First time	21
Only knew the name	

→ Most of the participants visited Kakumagawa for the first time.

Q4.About the accommodation (1.Shouhoen 2.Yupopo)

1. Shouhouen

Options	Number of Answers
Very good	4
Good	
Ok	
Bad	
Very bad	

※1 person didn't answer

2. Yupopo

Options	Number of Answers
Very good	5
Good	10
Ok	2
Bad	
Very bad	

→Every one who stayed at Shouhoen rated it the best. Yupopo also got evaluated highly.

Q4.Accommodation / If it was an optional tour, how much would you pay?

1. Shouhouen

Options	Number of Answers
~3,000yen	
3,001~6,000yen	1
6,001~9,000yen	
9,001~12,000yen	3
12,001yen~	

2. Yupopo

Options	Number of Answers
~3,000yen	2
3,001~6,000yen	3
6,001~9,000yen	4
9,001~12,000yen	3
12,001yen~	

→The expected fee of Shouhoen was lower than average, and Yupopo was about the same as the average.

Q5. About the Hanabi factory tour and Hanabi craft experience/
How much would you spend?

Evaluation

Options	Number of Answers
Very good	6
Good	14
Ok	1
Bad	1
Very bad	

How much would you spend?

Options	Number of Answers
~500yen	2
501~1,000yen	6
1,001~1,500yen	1
1,501~2,000yen	3
2,001yen~	1 (2,500yen was the highest)

→The overall evaluation was good. Experience fee varied, but some people answered they would pay more than 2,000 yen

Q6. About Onigiri (Rice Ball) making

If it was an optional tour, how much would you spend to join ?

Evaluation

Options	Number of Answers
Very good	3
Good	12
Ok	6
Bad	1
Very bad	

How much would you pay to join?

Options	Number of Answers
~500yen	8
501~1,000yen	9
1,001~1,500yen	
1,501~2,000yen	
2,001yen~	

※5 people did not answer

→Most people rated the activity very good, and most answered ideal experience fee as 300 yen -1000 yen

Q7.About the old house tour／

If it was an optional tour, how much would you pay to join?

Evaluation

Options	Number of Answers
Very good	4
Good	12
Ok	5
Bad	1
Very bad	

How much would you pay to join?

Options	Number of Answers
~500yen	8
501~1,000yen	5
1,001~1,500yen	3
1,501~2,000yen	
2,001yen~	

※6 people didn't answer

→Evaluation is divided in two ends. Many answered they would like to do tea ceremony

Q8.About the Hanabi festival／

If it was an optional tour, how much would you pay to join?

Evaluation

Options	Number of Answers
Very good	17
Good	4
Ok	
Bad	
Very bad	

※1 person didn't answer

How much would you pay?

Options	Number of Answers
~500yen	0
501~1,000yen	1
1,001~1,500yen	1
1,501~2,000yen	2
2,001yen~	9 (10,000yen was the highest)

※9 people didn't answer

→Overall evaluation was good, most answered they would pay more than 2000 yen, which is the actual listed price

Q9.About Kakubodate walking tour／
How much would you spend to join?

Evaluation

Options	Number of Answers
Very good	5
Good	9
Ok	3
Bad	
Very bad	

※1 person didn't answer (out of 18)

How much would you spend?

Options	Number of Answers
501～1,000yen	5
1,001～1,500yen	1
1,501～2,000yen	2
2,001yen～	3
～500yen	

※7 people didn't answer (out of 18)

→The overall evaluation was high, on the other hand, voices such as “there was not enough time”, “I wanted a guide’s explanation”, and “I wanted a lead by professional guide” were heard.

Q10.About Tazawako walking tour／

If it was an optional tour, how much would you pay to join?

Evaluation

Options	Number of Answers
Very good	7
Good	6
Ok	4
Bad	
Very bad	

※1 person didn't answer (out of 18)

How much would you pay to join?

Options	Number of Answers
~500yen	5
501~1,000yen	4
1,001~1,500yen	3
1,501~2,000yen	
2,001yen~	

※6 people didn't answer (out of 18)

→Compared to Kakunodate, the evaluation was higher. On the other hand, some people said it should be free just for watching

Q11.What was your favorite cuisine throughout the tour?

Options	Number of answers
Tofu from Shouhoen	1
Meals from Shouhouen	2
Onigiri for lunch	5
Potato soup from lunch	2
Yupopo breakfast	4
Lunch at Nishinomiya	5
Iburigatto (Pickles)	1

※2 people did not answer

→Onigiri lunch got the highest evaluation, and Nishinomiya, Yupopo, and Shouhouen followed.

Q12. Would you recommend this tour to your family and friends?

Options	Number of answers
Yes, very much	9
Yes I would	11
No, I would not	2
I would definitely not	

→ Most people answered they would recommend

Q13.How much money did you spend on this monitor tour?／

Options	Number of answers
~1,000yen	7
1,001~2,000yen	5
2,001~3,000yen	2
3,001~4,000yen	1
4,000yen~	3 (5,000yen was the highest)

※4 people did not answer

→Most answered below 1,000 yen, mainly on food and drinks, or souvenirs

Q14.If this was a general tour, how much would you pay to join?

Options	Number of answers
~4,000 yen	0
4,001~8,000 yen	5
8,001~12,000 yen	4
12,001~16,000 yen	2
16,001yen~	6 (25,000 yen was the highest)

→Most people answered they would pay more than 16,000yen, so the overall tour evaluation was good.

Q15. Please give us an idea of what kind of tour would you like to join next time? (Please answer freely) /

Answers

Delicious foods, Beautiful landscape, Hot spring, Soft pillow.

Historic tour (with a guide) 、 Stamp Rally, Famous spots tour

Cherry blossom viewing and eating at good restaurants, and traditional events

Experience base program (Like Hanabi making)

Onsen

Wearing Yukata (Fancy one, not the one from Ryokan) It would be a great opportunity for foreigners to know about Japanese culture.

Natural grifola frondosa mushroom, buffet, soup, tempura cooked rice, Maitake mushroom is Akita's best mountain vegetable.

Seasonal tour and seasonal foods Good explanation of cultural heritage(e g . Using video)

Delicious sweets and special souvenirs that are not expensive

Hanabi related tour

Traditional craft experience

Cuisine with Kakumagawa specialty foods. Akita special cuisines, tea ceremony (At old houses) , Cruising(At lake Tazawa)

Q16. Please give us a feedback on this monitor tour (Opinions and Suggestions) /

Answers

I didn't want to eat dinner on the bus

Especially the 2nd day, too many things are packed in the schedule, and some people were almost late for meeting time. So, reduce the number of spots to enjoy one by one much longer.

I wanted to play with Akita dog

I wanted more interaction with the women who taught us how to make Onigiri. Japanese dance performance can be longer.

The bus seats are too small

At Hongoutei, explanation could be much better if there were motion pictures, and not only the signs. The schedule of 2nd day was too tight.

Didn't have enough time to go to many places
It's a shame that we didn't have chances to see traditional performing arts

People who explained and the interpreter were not working well together. Explanation should be done coherently by one person. When explaining, people could've talked more casually and easily so that first visitors from abroad can also understand without knowledge.

I wish I could stay at Tazawako longer

Didn't feel much care for foreign students. It seemed very difficult for the interpreter and foreign students to follow without telling them the setup. It was difficult to hear the explanation and interpretation in the crowd, so using microphone would be a good idea. More documents in English will be helpful.

More time should be allowed for each spot

For every program, it was not clear who to follow, so foreign students were left wandering.. English and Japanese explanation should be done at the same time. Throughout the day, there should be a leader who can direct people, so that things go smoothly.

The interpreter should also be well informed of the history of Kakumagawa. Teaching foreign people about the culture and history of river transport is very difficult. Something has to be done to avoid making listeners bored.

Q17.What was your favorite event of this monitor tour?／

Answers	
Firework festival, Tazawako lake, Hot spring onsen Yupopo	Of course the fireworks
Omagari Fireworks	Onsen, Fireworks
Hanabi	Never seen such thing before, so Hanabi
Firework festival and Old house tour	Fireworks
Firework	Fireworks
Kakunodate view was just very beautiful. Walking around and taking pictures there was a good time. Also, the weather was great, so we could enjoy even more.	Fireworks Preparing rain coats was nice.
	Fireworks Very unique experience
Fireworks. Although it was raining, I could see very beautiful fireworks. Explanation about the fireworks made it unique and different from other festivals. I would love to see the summer version.	Fireworks festival
	Autumn fireworks Not only just watching it, but we could enjoy even more with a little bit of knowledge
Fireworks	

