Tourists’ attitude affecting consumption behavior for sustainable Satoyama Tourism: A comparison between domestic and international tourists

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Abstract. Over these decades, tourism industry has developed very rapidly. Tourism evidently improves sustainability especially in rural by prosperity enhancement (1–3), community empowerment (4–6), and environmental stewardship (7,8). Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for improving millions of lives; hence the world can and must harness the power of tourism (9). Japan is also experiencing soaring growth in tourism. By the year 2017, arrivals to Japan reach 28,691,073 tourists (10). This is a 334% rise since 2010; thus Japan is nominated as the decade’s fastest-growing major

1. Introduction
Over these decades, the tourism industry has developed very rapidly. Tourism evidently improves sustainability especially in rural by prosperity enhancement (1–3), community empowerment (4–6), and environmental stewardship (7,8). Tourism has become a pillar of economies, a passport to prosperity, and a transformative force for improving millions of lives; hence the world can and must harness the power of tourism (9). Japan is also experiencing soaring growth in tourism. By the year 2017, arrivals to Japan reach 28,691,073 tourists (10). This is a 334% rise since 2010; thus Japan is nominated as the decade’s fastest-growing major
destination. Furthermore, Japan pulls out a tourism goal, aiming 40 million arrivals with JPY 8 trillion receipts by the year 2020. Hence, Japan pushes its tourism greatly. Rural areas are promoted to be a tourist destination, not only due to congested urban areas but as an effort for sustaining rural areas.

One exception is Kita Village, also known as Kayabuki no Sato. It is one of the famous rural destinations located in Kyoto with its excellent Satoyama landscape. It is designated as Important Preservation District for Groups of Traditional Buildings in 1993 and has become a tourism destination since then. Residents of Kita Village agreed to preserve the Satoyama feature in their village, especially the natural landscape and thatched houses, hence its tourism aimed for sustaining the community (11). The residents are still practicing a sustainable way of life until now. However, maintaining a heritage site is not easy nor cheap; economic needs could not be denied to sustain the area. Yet, tourism income is not quite satisfying. Miyama’s tourist expenditure in 2016 was JPY941, while in Tokyo, it was about JPY20,000, for comparison (12). Thereof, in the case of Kita Village, economy is the weakest link of the three sustainability aspects. Thus, increasing tourism income became an important issue for current tourism development in Miyama, in addition to Japan’s tourism goal in 2020. Kita Village is a famous tourist destination locally and internationally. International tourists’ arrival in Kita Village is also increasing each year. In addition to the globalization and ICT development, it is predicted that international tourists will continue to grow huge and fast. Previous studies showed that domestic and international tourists are different (13,14), means domestic and international tourists may have different liking and preferences, demands, also other behavior. This research is studying tourists’ consumption behavior to contribute to increasing tourism receipt in order to sustain Satoyama tourism for local revitalization and Satoyama landscape preservation in Kita Village. Increasing tourism income will sustain the Satoyama tourism and leads to preserved Satoyama landscape. It could be achieved by understanding tourism demands through their consumption behavior. Objectives of this study are: 1) explore tourists' consumption behavior and its affecting factors, 2) compare consumption behavior and its affecting factors of domestic and international tourists, 3) identify types of tourists visiting Kita Village, and 4) propose a recommendation for tourism development.

2. Literature Review
Sustainable tourism is recognized as a means of enhancing local developments while protecting the environment, cultural heritage and values, and natural resources. Initiating and developing tourism activities in rural areas has become a strategy for contributing to the wellbeing of local communities through the opportunities they provide for social, economic, and environmental protection (15). Currently, in Japan, the term of Satoyama has been introduced and promoted as rural tourism. Satoyama term used in tourism marketing as an added value of the tourist attraction. Many Japanese recognize the word Satoyama as simply village in the mountain or rural area because the kanji (Chinese character) used for “Sato” means village and kanji of “Yama” means mountain. Yet, Satoyama also includes all social and ecological aspects within. Experts define Satoyama as a dynamic mosaic of managed socio-ecological systems producing a bundle of ecosystem services for human wellbeing (16). This study defined Satoyama tourism as the activity utilizing Satoyama feature to preserve the Satoyama itself. Satoyama has the potential to supply important ecosystem services, including the preservation of significant cultural heritage, biodiversity conservation, and education (17).

It is believed that the impact of tourism in the rural areas is greater than the urban areas (18). In academic and political literature, rural tourism is frequently identified as a diversification strategy that may trigger local economic development in remote communities (19). The correlation between rural tourism and sustainable rural economies is vivid in terms of the broad context of rural development (15). Accordingly, having Satoyama to be commercialized as tourism attraction is expected to improve its economic development. Nevertheless, tourism is a double-edged sword that also may endanger existed resources (20).
Therefore, it should be planned properly and understanding visitors’ behavior becomes inevitably necessary.

Policymakers have recently embraced behavioral economics as an alternative approach which recognizes the limits and consequences of human decision-making (21). Understanding consumer behavior is substantial to identify tourism demands, thus necessary to be studied. Consumer behavior is the study of how individuals make decisions to spend their available resources on consumption-related items (22). This study used motivation, satisfaction, and preference as measures for consumption behavior. Motivation is conceptualized as a process that influences orientation and the intensity of individual efforts to accomplish a goal (23). In tourism, motivation responsible for decision making to travel and destination selection. The current tourism demand trend towards greater segmentation can be mostly explained because of the diverse motivation of the tourists (24). In tourism fields, motivation can be divided into push and pull factors (25). Push factors are internal forces within the person, on the other hand, pull factors are external forces of destination attributes. It has been noted that push factors drive people to travel while pull factors facilitate destination choices (26). This study focused on pull motivation to enhance the Satoyama value in tourism. Pull motivation affects tourist loyalty and satisfaction (27). Previous study showed that perception or satisfaction provides important basis for the planning and management of natural resources and tourist destinations (28). Another study showed that emotional responses are powerful indicators of satisfaction, pleased tourists are showing higher satisfaction and greater behavioral intentions (29).

3. Methods

Data collected through questionnaire survey in April 2019 in Kita Village. Respondents are tourists who met at the place and agreed to participate. In the field survey, many tour buses were seen but many tourists refused to participate due to the tight schedule. This potential bias should be minded with respect to study results. The questionnaire consists of characteristic variables i.e. nationality, gender, marital status, age, type of travel, companion, times visited Miyama, transportation, length of stay (LOS), and expenditure asked in multiple-choice and attitude variables i.e. satisfaction, motivation, activity preference, product preference, and price preference asked in 5-scale Likert. Questions of attitude variables are in Table 1. Respondents are selected using convenience sampling technique. This survey managed to gather 353 responses in total with 292 completed responses, the margin of error level is 5,69% and the confidence level is 95%. The result showed the research instrument is reliable (Cronbach alpha = 0.887). Comparison analysis is conducted using Mann Whitney test with threshold of Asymp. Sig < 0.05. Correlation analysis was conducted to explore correlation between expenditure and characteristics, expenditure and attitudes, and correlation within each attitude variable using Spearman analysis with threshold of Sig. < 0.05. Lastly, tourists were grouped based on attitude variables using principal component analysis (PCA) with varimax rotation and Kaiser normalization. The factorial structure is determined by Eigen Value with threshold > 1.0.

4. Results and Discussion

Of 292 respondents, 198 people (67,81%) were domestic tourists and the rest 94 (32,19%) were international tourists. Most domestic tourists came from Osaka Prefecture (32,32%), Hyogo Prefecture (20,71%), and Kyoto City (18,69%). Almost half of international tourists came from Taiwan (46,07%). Others came from China (11,24%), Hongkong (6,74%), Thailand (6,74%), Korea (4,49%), Malaysia (4,49%), France (3,37%), German (3,37%), UK (3,37%), Australia (3,37%), America (2,25%), India (2,25), Indonesia (1,12%), and New Zealand (1,12%). Nationality of international tourists are very vary, indicates wide potential marketing for Kita Village’s tourism.
Table 1. Questions of attitude variables.

| Attitude Variables | Questions                                                                 | Attitude Variables | Questions                                                                 |
|--------------------|---------------------------------------------------------------------------|--------------------|---------------------------------------------------------------------------|
| Satisfaction       | I am satisfied with my visit                                              | Visit historic and cultural site |
|                    | I will visit Miyama again                                                | It is famous       |
|                    | I will not have experience like this elsewhere                           | I want to visit rural of Japan |
|                    |                                                                          | Experience different lifestyle |
| Motivation         |                                                                          | Because of the thatched-house architecture |
|                    |                                                                          | Because of the nature |
|                    |                                                                          | Because of scenery  |
|                    |                                                                          | To proudly share my tourism experience |
|                    |                                                                          | Because of the food |
|                    |                                                                          | To relax or find tranquillity |
|                    |                                                                          | To find thrills or excitement |
|                    |                                                                          | To be together with family for holiday |
| Activity Preference| Guided tour in Kayabuki no Sato                                          | Observation of Fire Drill (Water Hose) |
|                    | Hiking in mountain                                                       | Fire festival (24th August) |
|                    | Staying at thatched-house-type inn                                       | Rice planting festival |
|                    | Making mochi (rice cakes) of Miyama (local ingredients)                  | Rafting or Kayaking in the river |
|                    | Cut and gather thatch plant                                              | Water-playing and fish (ayu) catching in the river |
|                    | Winter festival (lantern making, lit up, etc.)                           | Bamboo and rice straw workshop |
|                    | Snow activities (snow playing, snowshoeing, etc.)                        | Guided tour in Kayabuki no Sato |
|                    |                                                                          | Cooking Miyama local cuisine workshop |
|                    |                                                                          | Making mochi (rice cakes) of Miyama (local ingredients) |
|                    |                                                                          | Rafting or Kayaking in the river |
|                    |                                                                          | Winter Festival |
|                    |                                                                          | Bamboo and rice straw workshop |
|                    |                                                                          | Product Preference |
| Price Preference    |                                                                          | Soft ice cream, gelato, or drink from Miyama specialty milk |
|                    |                                                                          | Mochi (rice cakes) from local ingredients like tochi-mochi |
|                    |                                                                          | Soba noodle made from local ingredients |
|                    |                                                                          | Local cuisine (e.g. ayu, wild plants, etc) |
|                    |                                                                          | Gibier (local wild animal meat) cuisine |
|                    |                                                                          | Kayabuki no Sato related souvenirs (keychain, magnet, postcard, etc.) |
|                    |                                                                          | Traditional Japanese fabric crafts (pouch, coaster, keychain, etc.) |
|                    |                                                                          | Local tea |

Mostly tourists were domestic married female aged 50-59 years old, came for the first time with friends or partner by car without joining any tour, spent less than 2 hours until 3 hours maximum and expended less than JPY1.000. The overall average expenditure was JPY1,967 (Domestic: JPY1,954, International: JPY1,994). They came to Miyama because of its scenery (mean 4.42, SD 0.69), architecture of thatched-house (mean 4.41, SD 0.70), and nature (mean 4.35, SD 0.72). Tourists were very interested in winter festival (mean 3.85, SD 1.00), fire festival (mean 3.84, SD 0.94), and observation of fire drill activity (mean 3.83, SD 1.02). Soft ice cream, gelato, or beverages made from Miyama specialty milk was the most favorite products (mean 4.14, SD 0.82). Price preference was analyzed to perceive tourists’ opinions about the current price offered in Kita Village. The result was quite low (2.8 of 5.0) means tourists think that the price offered is too expensive. Yet, satisfaction level high (4.1 of 5.0). International tourists’ satisfaction (mean 4.15, SD 0.64) was slightly higher than domestic’s (mean 4.06, SD 0.82).
Table 2. Results of comparison and correlation analysis.

| Variables  | Expenditure Satisfaction | Motivation | Activity Preference | Product Preference | Price Preference | Compare Mean |
|------------|--------------------------|------------|---------------------|--------------------|-----------------|--------------|
| Characteristics |                         |            |                     |                    |                 |              |
| Gender     |                          |            |                     |                    |                 |              |
| Marital status | .166*                  |            |                     |                    |                 |              |
| Age         | .207*                   | .183*      | .282*               | .120*              | .138*           | 4.74         | 3.67         |
| Type        |                         | .149*      |                     |                    |                 |              |
| Companion   | .201*                   | .155*      | .240*               |                    | 2.38            | 1.17         |
| Times       | .277*                   | 2.09       | 3.55                |                    |                 |              |
| Transportation | .479*                  | .133*      | .198*               |                    | 1.74            | 2.14         |
| Duration    | .277*                   | 2.09       | 3.55                |                    |                 |              |
| Attitudes  |                         |            |                     |                    |                 |              |
| Satisfaction | .544*                   |            |                     |                    |                 |              |
| Activity Preference | .664*                 | .589*      |                     |                    |                 | 3.79         | 3.92         |
| Product Preference | .352*                 | .429*      | .357*               | .379*              |                 | 2.63         | 2.86         |
| Price Preference | .193*                   | .268*      | .204*               | .376*              |                 |              |

*a*significant at the 0.01 level  
*b*significant at the 0.05 level  
*c*significant different between domestic and international tourists

Result showed that domestic and international tourists were significantly different in age, companion, times, transportation, duration, motivation, activity preference, and price preference (Table 2). Generally, domestic tourists were 50-59 years old came with partner by private car and spent less than 2 hours. Most of them were first time visitors but repeat visitors were a lot too. While international tourists were 30-49 years old first-time visitor came with friends by rental car or public transportation and spent 2-3 hours (Figure 1).

Figure 1. Significantly different variables between domestic and international tourists.

Domestic tourists were motivated to visit for the scenery (mean 4.45, SD 0.70), thatched houses (mean 4.43, SD 0.74), and nature (mean 4.36, SD 0.73). Those are the feature of Satoyama landscape but they did not particularly state it. While international tourists were fully aware to state that they came because it is rural (mean 4.44, SD 0.61), for thatched-houses (mean 4.36, SD 0.62), and to know new places (mean 4.36, SD 0.70). Thus, Satoyama is a vital pull factor for Kita Village. Domestic tourists preferred observation of fire drill (mean 3.87, SD 1.02), fire festival (mean 3.79, SD 0.94), and winter festival (mean 3.76, SD 1.01) while
international tourists preferred winter festival (mean 4.05, SD 0.96), staying in thatched-house (mean 4.03, SD 0.96), and snow activities (mean 3.97, SD 1.07). International tourists’ price preference (mean 3.33, SD 0.57) was significantly higher than the domestic tourists’ (mean 2.63, SD 0.52). This means that the potential tourism receipt from them is higher. This may occur because they have come from far away with a low chance to revisit, thus they are more willing to spend money to get the fullest experience. On the contrary, domestic tourists have more destination options and a high chance to come back. This is also justified by the significant higher motivation score from international tourists. Yet, the expenditure between them was not significantly different. This finding suggests that the program (activity and its price) offered did not quite suitable for the international tourist. Moreover, this study discovered that both domestic and international think that the price of activities offered in Miyama is quite high.

Results showed that expenditure is affected by marital status, age, and duration for characteristic variables (Table 2). Answers for marital status were recorded as “1” if married and “2” if unmarried. The relationship between marital status and expenditure was negative, means married tourists tend to spend more. The positive score for duration variable means the longer the tourist stays, the higher the expenditure. Results showed that older tourists are more selective about activity and product offers but tend to expend more. Tourist attitudes except activity preference affect expenditure positively. This study discovered that the type of activity offered is not a matter as long as the price is suitable. PCA discovered that there are four types of tourists based on motivation variable and activity preference variable (Table 3). Based on motivation, there are historical Satoyama landscape experience seeker tourists and enjoying holiday tourists. Based on activity preference, there are tourists who preferred nature and culture activities and tourists who preferred festival and sports activities.

| Variable          | Group                                      | Items                                                                 |
|-------------------|--------------------------------------------|-----------------------------------------------------------------------|
| Motivation        | Historical Satoyama landscape experience   | Visit historic and cultural site; It is famous; Experience different lifestyle; Because of the thatched-house architecture; Because of the nature; Because of scenery; To relax or find tranquility |
|                   | **Variance: 36.59%**                       |                                                                       |
| Enjoying holiday  | **Variance: 11.78%**                       | To proudly share my tourism experience; Because of the food; To find thrills or excitement; To be together with family for holiday; It is on my way to another place; Knowing new places; To enjoy Sakura |
| Activity          | Nature and culture activities              | Guided tour in Kayabuki no Sato; Hiking in mountain; Staying at thatched-house-type inn; Cooking Miyama local cuisine workshop; Making mochi (rice cakes) of Miyama (local ingredients); Cut and gather thatch plant; Fire festival (24th August); Rice planting festival |
| Preference        | **Variance: 46.73%**                       |                                                                       |
| Festival and sport activities | **Variance: 9.35%** | Rafting or Kayaking in the river; Bamboo and rice straw workshop; Winter festival (lantern making, lit up, etc.); Snow activities (snow playing, snowshoeing, etc.); Observation of Fire Drill (Water Hose); Water-playing and fish (ayu) catching in the river |

5. Recommendation

This study found that tourism attitudes between domestic and international tourists were different yet the expenditure was not significantly different. Tourism program development advised to be the priority for tourism development. Results showed that tourists’ capacity to spend is higher than current expenditure, especially in international tourists. Yet, due to unfavorable types of the program and price offered, the tourism program’s purchase is low. To increase tourism receipt, it is important to have tourists knowledgeable about the site. Knowledgeable tourists will have deeper motivation, longer duration, higher satisfaction, and expenditure. This is corresponding to a study which claimed that raising expectations by providing additional information before the activities can increase tour satisfaction and favorable attitudes for future visits (30). Based on results, it is known domestic and
international tourists are different. The advantages of choosing international tourists as main target are higher potential expenditure, easier to satisfy, and higher willingness to purchase tourism programs. The disadvantages are lower chance of revisit, higher potential of negative impacts due to different culture, less knowledgeable about the site, and need more extra facilities. Proposed recommendations are making an English-friendly site, develop culture and rural experience activities, create package for friend, and implementing marketing emphasizing Satoyama features or local value. On the other hand, the advantages of choosing domestic tourists as priority target are high chance of revisit, knowledgeable about the site, understand local norms, and lower demand for facilities. The disadvantages are lower potential expenditure, lower satisfaction level, and lower willingness to purchase tourism program. Therefore, the recommendations are implementing marketing emphasizing fun activities, also develop festival kind of activities, and create package for couples.

6. Conclusion
This study adds to the knowledge of sustainable Satoyama tourism planning and development strategy regarding the potential for utilizing the Satoyama landscape in Kita Village as a recognized tourists destination. This study is useful because of the increasing interest of indigenous experiences and rural tourism in the tourism industry, as well as the urgency of Satoyama landscape preservation, in addition to the increasing aging and depopulation in rural communities of Japan.

This study found that expenditure between domestic and international tourists in Kita Village was not significantly different, yet tourism attitudes were different. Consumption behavior is affected by marital status, age, duration, satisfaction, motivation, product preference, and price preference. Despite its high visitation, tourism receipt in Kita Village was low. This study discovered that the low tourism receipt from international tourists was mainly due to the incompatibility of the type of program, while for domestic tourists was due to the high price offered. This study managed to grouped tourists based on motivation variable and activity preference variable. Grouping result from the motivation attitude variables is beneficial as a direction for marketing strategy while grouping from activity preference is useful for tourism program development.

This study is collaborating with DMO of Miyama, thus results were taken into consideration in decision making. This study provides local policymakers with quantitative data and scenarios for future sustainable Satoyama tourism development planning and management in Kita Village.

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