Improving the Potential of Tourist Destinations with Consideration of Tourists and Residents: From the Perspective of Structural Analysis of Tourism Resources in Kanazawa, Japan

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Introduction

The tourist destination is an area where tourist resources are accumulated. Lundgren (2006) pointed out that tourism resources should be evaluated from the network. Certain tourism resources improve attraction through organic solidarity with certain other tourism resources that form into the tourist destination.

However, in many cases, tourism resources are separately evaluated. In those cases, difficult to bring out the full potential of tourist destinations. Tourism destinations need to promote their potential and promote sustainable development as tourism destinations. Therefore, it is presumed that a viewpoint to understand tourism resources as the network is necessary.

This study structured and visualized the aspects of organic ties of tourism resources. Based on this, the purpose of this study to derive the viewpoint of tourism promotion measures that can contribute to the improvement of the potential of tourist destinations.

In this paper, we set two perspectives for structured and visualized of organic ties. The first perspective is "consistency of the future planning of the city". The second perspective is "consistency of the sustainable development of tourist destinations". Furthermore, we set two keywords for these perspectives. One is "tradition," and the other one is "resident participation". These two concepts thought that can associate guests and hosts and contribute to sustainable tourism development.

Literature Review

Many studies on the development model of tourist destinations refer to the Tourism Area Life Cycle (TALC) model presented by Butler (2006). Such studies include those of Getz (1992), Cooper and Jackson (1989), and so on. These case studies show that TALC can explain the development of tourist destinations. However, these studies do not include a network-based perspective on sustainable development of tourist destinations.

The perspective of the network in tourism research, as seen in studies Novelli, Schmiz and Spencer (2006), Timur and Getz (2008), the focus is mainly on governance, including stakeholder analysis, is not tourism resources analysis.

A few studies have an analysis of tourism resources as the network. Shih (2006) analyzed the characteristics of tourist destinations on drive tourism. In that study, appropriate tourist facilities and services were proposed based on the structural characteristics of tour routes. Further, Izumisawa & Chubachi (2018) analyzed tourism magazine and travelers' reviews from the perspective of the network in order to suggest appropriate information dissemination methods to creating repeat tourists. These studies present that network perspectives can have beneficial consequences for tourism research. However, these studies do not aim to improve the potential of tourist destinations based on regional characteristics, which is the purpose of this study.

Methodology

In this study, the research objects are three kinds of data. The first data is a Japanese popular travel guidebook "*Mapple*", which offers local tourism resources information. "*Mapple*" offers an evaluation of local tourism resources to travelers. Travelers can use "*Mapple*" to understand local tourism resources information. In this paper, we used the 2013' edition of "*Mapple for Kanazawa*". The second data is travelers' reviews on the Internet "*4travel.jp* (www.4travel.jp)". 4travel.jp is a Japanese SNS for travelers. The unique point of "*4travel.jp*" is that tourists can write (blogging) and accumulate their own travel experiences freely on the "*4travel.jp*". In this paper, we called it "travelers' reviews". "The travelers' reviews" are in perspective of the travelers' experiences, and that is evaluations of local tourism resources from travelers. In this paper, we used "travelers' reviews" posted in the 2013' Ishikawa pref category. The third data is a "*City planning of Kanazawa*". The City planning of Kanazawa is a public statement by Kanazawa that presents the future development policy of Kanazawa. In this paper, we used the 2009' edition of "*City planning of Kanazawa*".

The data to be analyzed in this paper are natural languages written in Japanese. We used the method of natural language, especially in the text mining method (see Table 1). The text mining system used in this study was built with applications provided by open source licenses, including MeCab (Kudo, 2004), R, Cytoscape, and so on. That purpose is improving usability.

Table 1. Text Mining System

Application	Application Purpose
MeCab	Text segmentation library
R	Statistical computing
Cytoscape	Visualize and analyze for network graphs

As a data of pre-processing of text mining, the "*Mapple*" was scanned every page and digitized. "Travelers' reviews" included data such as travel schedule, review titles, photos, and so on. Therefore, "travelers' reviews" have been downloaded only the body text part. "The city planning of Kanazawa" included several chapters. Therefore, "the city planning of Kanazawa" has been extracted chapters 3 to 5 as related to the future image of the Kanazawa.

The text mining process in this study referred to the method proposed by Izumisawa and Chubachi (2018). After morphological analysis, we focused on "nouns" and created a network graph, and detected communities. Further, we calculated the "betweenness centrality (BC)" of the words in the network graph. Words with the highest BC were extracted from each community to plotted a simplified network structure.

Results

The first perspective is the consistency of the future planning of the city. "The data of Mapple Kanazawa 2013" (see Fig. 1) and "the data of travelers' reviews" (see Fig. 2) sharing many of the words of each community in common, such as "Kenrokuen Garden", "Noto" and so on (the numbers attached to the words in each network graphs indicate the BC data value). In other words, Each network is similar. The similarity of the network is presumed to be related to the history of Kanazawa. Kanazawa has a deep history spanning hundreds of years. Its history is giving traditional value and means to Kanazawa today. For example, "Kenrokuen Garden" and "Higashi Chaya District" were created in the 1600s and 1800s. Those Objects that have such traditional values understand as important tourism resources in Kanazawa.
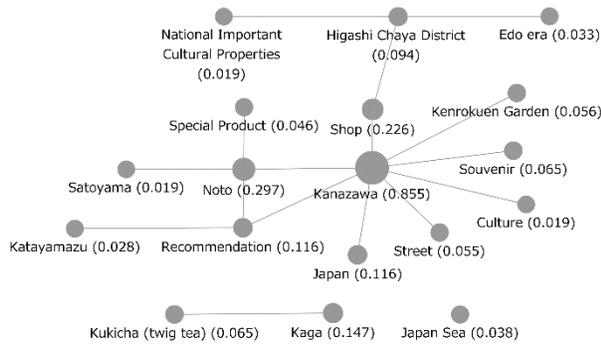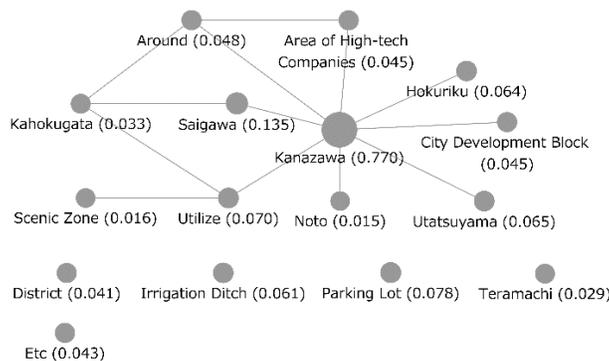
Fig. 1. The simplified network graph of data of Mapple for Kanazawa 2013'
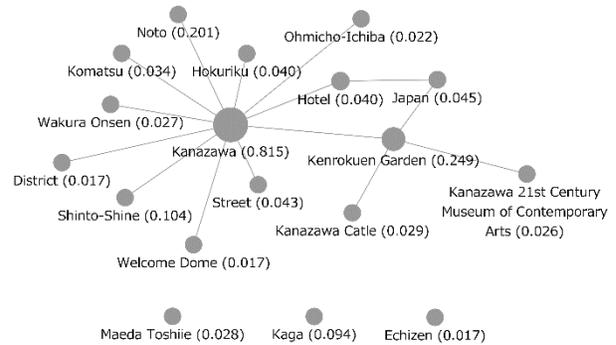
Fig. 2. The simplified network graph of data of travelers' reviews

In these similar networks, only in "the data of travelers' reviews" has "The Kanazawa 21st Century Museum of Contemporary Arts (KMoC)" community. KMoC is an important community. KMoC community has relevant to tourism resources through the tourists' experience. More importantly about KMoC is that it has a contemporary perspective. Kanazawa has created world-famous traditional crafts, such as "Kaga-Yuzen", "Kutani-yaki (Kutani ware)", "Kanazawa gold leaf" and so on. The background story of KMoC includes the new development of traditional crafts by the contemporary view. Kanazawa opened KMoC in expects of providing new perspectives through the emergence of traditional and contemporary. "The data of travelers' reviews" suggests that Kanazawa city planning to continue and develop traditions has contributed to creating new tourism resources.

On the other hand, "the data of city planning of Kanazawa" (see Fig. 3) has not reflected tourists' experience perspectives. City planning is the backbone of the future city that deployed on global scales. "the data of city planning of Kanazawa" has not organic ties with tourism resources. Tourism is not only an important phenomenon globally, but it is the same important for the future development of the city. It is considered necessary to formulate a city plan for future city development.

Fig. 3. The simplified network graph of the data of city planning of Kanazawa

The second perspective is the consistency of the sustainable development of tourist destinations. The tourist destination is not only the area for tourists but an area for local residents' life. Therefore, in Japan, various initiatives have been started by the public and private sectors to promote mutual understanding between tourists and local residents. For example, in Kanazawa, Kurashiki, Beppu, Miyajima, Ota (Iwami Ginzan) and so on, with the support of the local

government, a voluntary organization mainly composed of local residents offers interpretation programs. Information on tourism resources from tourist destinations' residents is important to provide tourists with the intrinsic value of tourism resources. Interpretation programs are used as a means of communicating the intrinsic value of tourism resources directly from tourism destinations' residents to tourists and increasing mutual understanding between hosts and guests.

Fig. 4. Interpreter's office and tourists rest area

Fig. 5. A break room with Kaga-Yuzen on the wallpaper

Kanazawa offers several opportunities for interpreters and tourists to interact. As part of these interpretation programs and tourism promotion programs, Kanazawa set a community bus that intentionally connects the tourism resource network (community bus is called "*Kanazawa Loop Bus and Kenrokuen Shuttle*"). Community bus service is provided mainly by the private sector and its service supported by the local government, such as setting up a bus terminal. Many of the tourism resources on the community bus route are also extracted in Fig. 1 and Fig. 2. At each boarding point, the hosts will contact guests. This host is an interpreter. Therefore, the Interpreter's office as a point of contact between the hosts and guests (see Fig. 4). This is to promote mutual understanding between the hosts and guests, and to provide an opportunity for sustainable tourism development. In addition, at the KMoC, Kaga-Yuzen, one of the traditional crafts, is used as the wallpaper in the break room (see Fig. 5). These considerations make it possible for tourists to experience the Kanazawa tradition in a modern way.

Conclusion and Discussion

"The data of Mapple Kanazawa 2013" has emphasis the "traditions of Kanazawa". The traditions are important tourism resources in Kanazawa. This means that "the data of Mapple Kanazawa 2013" provide tourists historical facts of Kanazawa. In other words, the tourist information provided by "*Mapple for Kanazawa 2013*" is information to reconfirms the history of Kanazawa.

On the other hand, "the data of travelers' reviews" has the perspective of experiencing history as a part of the present Kanazawa life, like KMoC. The knowledge provided to tourists has to relevant to the actual tourism experience. For tourist destinations, tourism development relevant to the actual tourism experience of tourists has the potential for the expansion of tourism activities.

In order to make the most of this possibility, it is important to reflect the standpoint of tourism in the future of the city and to consider the local design in consideration of both residents and tourists.

The interpretation programs are important for the development of the tourism-based community. Interpretation is the point of contact between residents and tourists and is an opportunity for the interpreter to provide local knowledge directly to tourists. Tourists can use the information provided by the interpreter to increase knowledge for an understanding of a tourist destination. This is a basis that promotes mutual understanding between residents and tourists. Therefore, As a part of this, the public and private sectors have to cooperate and develop a system that can utilize the local characteristics as tourist attractions.

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