

Feature Article

Research on Japanese intentions of traveling abroad after the end of the COVID-19 pandemic

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1. Introduction

According to the White Paper on Tourism,⁽¹⁾ as for the number of overseas travelers in 2019, China ranked first with 154.63 million, Germany ranked second with 108.54 million, and the United Kingdom ranked third with 93.09 million people. Japan ranked 14th (fourth in Asia) with 20.08 million people, up from 18th (fourth in Asia) in 2018.⁽²⁾ Thus, before the COVID-19 pandemic, the number of Japanese tourists traveling abroad had been steadily increasing despite the economic recession. After the end of this corona crisis and when it becomes possible to travel abroad freely again, where do people want to travel abroad, and in what form and with what motives do they want to travel? In this study, Japanese people's thoughts on overseas travel after the end of the corona crisis are surveyed.

2. Method

An internet survey by Cross Marketing Co., Ltd. was used.

- Respondents: 20s, 30s, 40s, 50s, 60s, 70s Japanese people living in Japan, 100 males and 100 females of each age, total 1,200
- Survey period: November 2021
- Survey contents: Respondents who want to travel abroad after the corona crisis were asked to describe one place they would like to visit, whether they would like to use a tour, who they would like to go with, and how long they would like to travel, how much cash do you want to take with you,

and why do you want to go there (motivation)? For questions about motivation, Hayashi and Fujiwara's "Tourism Motivation Scale" was used.⁽³⁾ It has 7 sub-scales: 'excitement,' 'cultural knowledge,' 'local exchange,' 'health recovery,' 'nature experience,' 'unexpectedness,' and 'self-experience.' For a total of 30 items (7 items for 'excitement,' 3 items for 'health recovery' and 4 items for each of the other 5 sub-scales), respondents were asked to choose the one closest to their feeling on a 5-point scale (1. It does not apply at all, 2. It does not apply very well, 3. I cannot say either way, 4. It applies somewhat, 5. It applies very well). The score is calculated such as 1 is 1 point, 2 is 2 points, etc.

3. Results and consideration

3.1 Desired places to visit

First, Table 1 shows the top three destinations that people want to visit by age and gender, together with the number of responses. Hawaii ranks first, excluding females in their 20s and males in their 30s, while Italy ranks second or third in a wide age range of males in their 20s to 60s and females in their 50s to 70s. Mainland USA, which ranks first for males in their 20s and 30s, ranks only in third place for females in their 50s, while South Korea ranks first and second only for females in their 20s and 40s.

3.2 Use of a tour

Respondents were asked to choose one of the following five

Table 1: Top desired places to visit

		20-29	30-39	40-49	50-59	60-69	70-79
M	1	Mainland USA (19)	Mainland USA (24)	Hawaii (20)	Hawaii (25)	Hawaii (17)	Hawaii (19)
	2	Hawaii (19)	Taiwan (16)	Taiwan (15)	Italy (12)	Taiwan (15)	Australia (13)
	3	Italy (16)	Hawaii, Italy (13)	Italy (13)	Taiwan (12)	Italy (11)	Taiwan (8)
F	1	South Korea (22)	Hawaii (29)	Hawaii (24)	Hawaii (33)	Hawaii (26)	Hawaii (19)
	2	Hawaii (18)	South Korea (11)	South Korea (13)	Australia (11)	Italy (17)	Italy (15)
	3	UK (11)	Taiwan (9)	Taiwan (12)	Mainland USA, Italy (7)	France (10)	Australia (13)

options to determine whether they want like to use a tour.

1. I want to use a tour with a tour conductor from Japan.
2. I want to use a tour with only a local staff or a local tour guide.
3. I want to use only air tickets and accommodation.
4. Others
5. Not use

Table 2 shows the number of respondents by age and gender. There are as many as 28 to 55 respondents who want to use a tour ‘with a tour conductor.’ In particular, there are 44 females in their 60s and more than 50 males and females in their 70s. Among the respondents in their 20s, 11 and 12 answer a tour with ‘a local staff,’ while 31 and 30 answer ‘air tickets and accommodation,’ but 23 of both males and females answer they do not want to use a tour.

Thus, the respondents as a whole want to use a tour ‘with a tour conductor from Japan,’ especially older people and older females want a tour ‘with a tour conductor.’ However, it also became clear that many young people in their 20s do not really want ‘a local staff’ and that they ‘do not use a tour’ or are thinking of using ‘only air tickets and accommodation.’

3.3 Companion

Respondents were asked to choose one of the following six options to determine who they want to travel with.

1. Family member(s)
2. Friend(s)
3. Lover
4. None (alone)
5. Work colleague

6. Others

The results are shown in Table 3. ‘Family member(s)’ accounts for 37 to 73 respondents. Especially the answer accounts for as many as over 60 for both males and females in their 50s and over. Among the respondents in their 20s, 29 and 34 answer ‘with friend(s),’ which is the highest and second highest numbers in this option. In the case of ‘with friend(s)’ for 40s and 50s, there are 20, 25, that is, more than 20 for females, and 7, 8, that is, less than 10 for males, which shows difference in gender. 16 females in their 20s answers with ‘lover.’ On the other hand, in the case of ‘none (alone),’ there are more than 20 males their 20s and 30s, and there are as many as 18 males in their 70s compared to 8 females in their 70s.

Thus, while respondents generally want to go with ‘family member(s),’ there are many males who want to go ‘alone’ and females who want to go with ‘friend(s)’ or ‘lover.’

3.4 Duration

Respondents were asked to choose one of the following five options to determine how long they want to travel.

1. Less than 5 days
2. 5 days or more, less than 1 week
3. 1 week or more, less than 2 weeks
4. 2 weeks or more, less than 1 month
5. More than 1 month

The results are shown in Table 4. In all age groups, the option ‘5 days or more, less than 1 week’ or ‘1 week or more, less than 2 weeks’ is the most common. Both males and females in their 30s, 40s and 50s answer ‘5 days or more, less than 1 week’ most and respondents in their 60s and 70s answer ‘1

Table 2: Do you want to use a tour?

	Age	N	1. Tour conductor	2. Local staff	3. Air tickets & accommodation	4. Others	5. Not use
M	20-29	100	34	11	31	1	23
	30-39	100	31	16	31	2	20
	40-49	100	35	23	24	3	15
	50-59	100	31	26	33	2	8
	60-69	100	31	29	25	1	14
	70-79	100	53	23	12	1	11
	Total	600	215	128	156	10	91
F	20-29	100	35	12	30	0	23
	30-39	100	28	25	33	0	14
	40-49	100	35	20	28	2	15
	50-59	100	34	35	22	1	8
	60-59	100	44	21	19	2	14
	70-79	100	55	18	17	1	9
	Total	600	231	131	149	6	83

Table 3: Who do you want to travel with?

	Age	N	1. Family	2. Friend	3. Lover	4. None (alone)	5. Work colleague	6. Others
M	20-29	100	37	29	11	20	0	3
	30-39	100	42	18	14	25	1	0
	40-49	100	59	7	15	18	1	0
	50-59	100	61	8	13	16	0	2
	60-69	100	73	12	4	8	0	3
	70-79	100	69	8	5	18	0	0
	Total	600	341	82	62	105	2	8
F	20-29	100	38	34	16	10	1	1
	30-39	100	59	17	10	12	1	1
	40-49	100	53	20	11	15	1	0
	50-59	100	62	25	4	8	1	0
	60-59	100	67	17	3	11	0	2
	70-79	100	63	26	2	8	0	1
	Total	600	342	139	46	64	4	5

Table 4: How long do you want to travel?

	Age	N	1. -5 days	2. 5 days-1 week	3. 1 week-2 weeks	4. 2 weeks-1 month	5. 1 month-
M	20-29	100	27	25	28	13	7
	30-39	100	23	34	23	12	8
	40-49	100	15	43	28	6	8
	50-59	100	10	45	23	17	5
	60-69	100	16	26	40	11	7
	70-79	100	6	39	45	8	2
	Total	600	97	212	187	67	37
F	20-29	100	30	40	21	4	5
	30-39	100	22	44	27	5	2
	40-49	100	21	43	26	6	4
	50-59	100	11	46	29	4	10
	60-59	100	13	31	41	11	4
	70-79	100	13	35	41	10	1
	Total	600	110	239	185	40	26

week or more, less than 2 weeks' most. Moreover, there are 22 to 27 respondents in their 20s and 30s who answer 'Less than 5 days,' which indicates that younger generations tend to prefer a shorter trip.

3.5 Cash in possession

Respondents were asked to choose one of the following six options to determine how much cash they want to bring.

1. Less than 10,000 yen
2. 10,000 yen or more, less than 50,000 yen
3. 50,000 yen or more, less than 100,000 yen
4. 100,000 yen or more, less than 200,000 yen
5. 200,000 yen or more, less than 300,000 yen

6. 300,000 yen or more

The results are shown in Table 5. Except for males in their 20s and both males and females in their 70s, the option '50,000 yen or more, less than 100,000 yen' or '100,000 yen or more, less than 200,000 yen' is the most common. In the case of females in their 20s, 21 answer '10,000 yen or more, less than 50,000 yen,' and 7 answered 'less than 10,000 yen,' which is higher than the other age groups. It can be thought that there is a high possibility that their payment will be made by credit card. On the contrary, many males in their 20s and both males and females in their 70s choose '300,000 yen or more,' which suggests that they may tend to pay in cash rather than by credit card.

Table 5: How much cash do you want to bring?

Age	N	1. -10,000 yen	2. 10,000- 50,000 yen	3. 50,000- 100,000 yen	4. 100,000- 200,000 yen	5. 200,000- 300,000 yen	6. 300,000 yen-	
M	20-29	100	4	11	19	24	17	25
	30-39	100	0	15	24	31	16	14
	40-49	100	4	5	15	32	16	28
	50-59	100	4	7	25	20	22	22
	60-69	100	0	6	16	36	16	26
	70-79	100	0	9	8	26	28	29
	Total	600	12	53	107	169	115	144
F	20-29	100	7	21	29	22	11	10
	30-39	100	2	8	29	32	20	9
	40-49	100	2	14	37	22	9	16
	50-59	100	3	8	36	30	12	11
	60-59	100	0	8	24	29	24	15
	70-79	100	2	6	25	25	15	27
	Total	600	16	65	180	160	91	88

3.6 Motivation

Seven sub-scales with one item as an example for each are shown below.

1. Excitement: I want to have a new experience in an environment different from Japan.
2. Cultural knowledge: I want to see famous ruins and buildings.
3. Local exchange: I want to make friends with the locals.
4. Health recovery: I want to get rid of the stress that accumulates in my daily life.
5. Nature experience: I want to experience nature on a large scale.
6. Unexpectedness: When I travel, I want to go with the flow without having a clear goal in mind.
7. Self-experience: I want to use the travel as an opportunity to

change my values and life.

Table 6 shows the average score of the tourism motivation scale by gender and age. Only males in their 20s to 40s and females in their 20s to 50s scored 4 or higher for 'health recovery.' Males score 4.00 to 4.13, while females scored 4.09 to 4.27, which is higher than the case for males. As for the case of males, the number for 'self-experience' for 20s and that for 'excitement,' 'local exchange,' and 'unexpectedness' for 40s are the highest compared to other age groups. On the other hand, the number for 6 scales other than 'local exchange' for 60s and that for 4 scales for 70s are the first or second lowest. On the other hand, females in their 70s are characterized by high values for 'cultural knowledge' and 'nature experience.'

Figure 1 shows the results of cluster analysis using the obtained values. The figure shows that the relationship between

Table 6: Average and standard deviation of motivation scales for overseas travel by gender and age

Age	N	Excitement	Cultural knowledge	Local exchange	Health recovery	Nature experience	Unexpectedness	Self-experience	
M	20-29	100	3.80 (0.98)	3.60 (1.10)	3.34 (1.00)	4.13 (0.79)	3.61 (1.05)	3.63 (1.00)	3.60 (0.99)
	30-39	100	3.81 (0.91)	3.59 (0.93)	3.24 (1.10)	4.00 (0.83)	3.54 (0.99)	3.55 (0.91)	3.49 (1.00)
	40-49	100	3.86 (0.96)	3.74 (1.03)	3.42 (1.10)	4.01 (0.95)	3.70 (0.99)	3.64 (0.98)	3.59 (1.05)
	50-59	100	3.59 (0.93)	3.61 (1.04)	3.08 (1.02)	3.96 (0.89)	3.57 (1.01)	3.45 (0.93)	3.25 (1.00)
	60-69	100	3.49 (0.90)	3.59 (1.00)	3.07 (0.96)	3.56 (0.92)	3.45 (1.02)	3.21 (0.93)	3.02 (0.93)
	70-79	100	3.52 (0.89)	3.72 (0.89)	3.01 (0.93)	3.43 (1.00)	3.55 (1.03)	3.24 (0.97)	3.02 (1.00)
	Total	600	3.73 (1.04)	3.45 (1.15)	2.97 (1.18)	4.19 (0.96)	3.40 (1.16)	3.51 (1.04)	3.31 (1.14)
F	20-29	100	3.80 (0.98)	3.64 (1.08)	3.09 (1.12)	4.23 (0.89)	3.55 (1.11)	3.49 (1.04)	3.41 (1.15)
	30-39	100	3.86 (0.92)	3.69 (1.02)	3.23 (1.01)	4.27 (0.75)	3.71 (0.96)	3.49 (0.97)	3.60 (1.02)
	40-49	100	3.64 (0.93)	3.71 (0.95)	3.12 (1.03)	4.09 (0.85)	3.69 (1.05)	3.42 (0.96)	3.28 (1.04)
	50-59	100	3.63 (0.83)	3.81 (0.95)	3.21 (0.88)	3.80 (0.90)	3.61 (0.88)	3.30 (0.88)	3.25 (0.85)
	60-59	100	3.67 (0.91)	3.91 (0.92)	3.07 (0.94)	3.68 (0.97)	3.80 (0.97)	3.23 (1.01)	3.15 (1.00)
	70-79	100	3.67 (0.91)	3.91 (0.92)	3.07 (0.94)	3.68 (0.97)	3.80 (0.97)	3.23 (1.01)	3.15 (1.00)
	Total	600	3.67 (0.91)	3.91 (0.92)	3.07 (0.94)	3.68 (0.97)	3.80 (0.97)	3.23 (1.01)	3.15 (1.00)

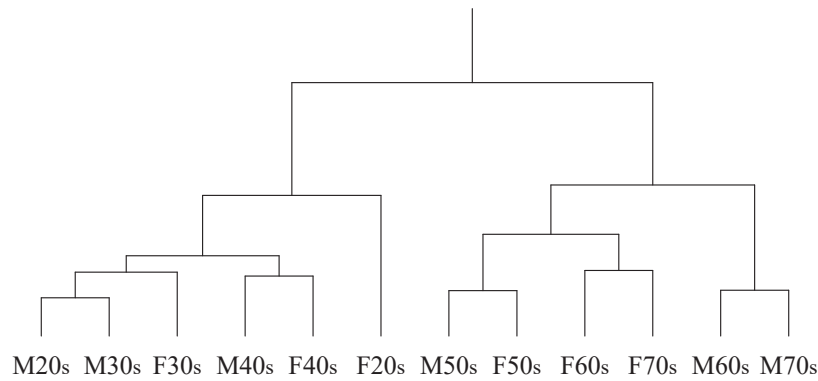


Figure 1: Dendrogram for cluster analysis

males in their 20s and males in their 30s and that between males in their 50s and females in their 50s are particularly strong. With the exception of females in their 20s, there is a tendency for similar age groups to resemble each other overall. Furthermore, it can be inferred that the answers of people in their 20s, 30s, and 60s and older tend to resemble each other.

Next, for the top 20 most desired destinations to visit for all respondents, the average scores of the tourism motivation scale are calculated by desired destination. Table 7 shows the results. In the case of Hawaii, which ranks first, the score for ‘health recovery’ is 4 or more for both males and females, which is as high as that for the case of Guam and Thailand. Mainland USA, which ranks fourth, has the second highest score in the

20 places for ‘health recovery,’ ‘unexpectedness,’ and ‘self-experience’ for males, and the highest ‘unexpectedness’ for females. South Korea, which ranks seventh, has the lowest values for ‘cultural knowledge’ and ‘nature experience.’ While as for ‘health recovery,’ South Korea has the fifth highest value of 4.20 for females, which is slightly lower than the value for Hawaii (4.25), and it has the 15th highest value for males.

4. Conclusions

A survey on Japanese people’s overseas travel plans after the end of the COVID-19 pandemic was conducted. As a result, it became clear that there are many people who want to use a tour ‘with a tour conductor’ and travel with their ‘family

Table 7: Average of motivation scales for overseas travel by gender and desired place to visit

	N		Excitement		Cultural knowledge		Local exchange		Health recovery		Nature experience		Unexpectedness		Self-experience	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
1. Hawaii	113	149	3.66	3.63	3.44	3.35	3.18	3.06	4.01	4.25	3.79	3.74	3.49	3.46	3.39	3.25
2. Italy	72	59	3.64	3.77	3.83	4.04	3.15	3.10	3.73	3.89	3.50	3.53	3.34	3.29	3.20	3.40
3. Taiwan	72	42	3.71	3.76	3.56	3.82	3.31	3.01	3.87	4.10	3.39	3.49	3.55	3.50	3.27	3.42
4. Mainland USA	80	28	3.89	3.87	3.68	3.63	3.42	3.27	4.11	4.24	3.60	3.47	3.66	3.63	3.64	3.29
5. Australia	40	42	3.66	3.69	3.66	3.77	3.26	3.14	3.93	3.90	3.93	4.04	3.42	3.17	3.42	3.41
6. France	35	43	3.59	3.72	3.97	4.01	2.86	3.18	3.73	3.88	3.17	3.30	3.40	3.41	3.21	3.30
7. South Korea	17	58	3.59	3.78	3.34	3.31	3.40	3.18	3.65	4.20	2.72	2.99	3.35	3.38	3.10	3.42
8. UK	42	29	3.76	3.83	3.95	4.22	3.23	3.04	3.93	4.02	3.47	3.69	3.46	3.41	3.46	3.34
9. Canada	16	25	3.50	3.82	3.36	3.96	3.13	3.67	3.88	3.87	4.19	4.34	3.34	3.48	3.36	3.51
10. Singapore	16	24	3.60	3.59	3.42	3.61	3.03	2.84	3.79	3.96	3.47	3.55	3.52	3.48	3.28	3.47
11. Dubai	13	10	3.58	4.01	3.35	3.98	2.83	3.35	3.59	3.97	3.56	3.88	3.27	3.55	2.92	3.88
12. Guam	12	11	3.56	3.68	3.67	2.93	3.04	2.48	3.97	4.45	3.79	3.57	3.38	3.39	3.15	3.11
13. Egypt	10	12	3.40	3.57	3.78	4.35	2.28	3.04	3.47	3.72	3.20	4.10	3.05	3.19	3.20	2.92
14. Spain	13	9	3.57	3.60	4.12	4.06	3.17	3.25	3.28	3.78	3.33	3.17	3.23	3.22	3.08	3.22
15. Thailand	8	5	4.07	4.06	3.53	3.95	3.53	3.35	4.25	3.73	3.47	3.25	3.75	3.60	3.44	3.70
16. Turkey	6	7	3.43	3.67	3.83	3.68	2.83	3.07	2.89	4.19	3.38	3.71	3.21	3.18	2.96	3.18
17. Germany	3	8	4.19	3.68	4.08	4.22	3.67	3.06	3.67	3.83	4.00	3.78	3.33	3.56	3.58	3.25
18. Switzerland	4	3	3.18	3.43	3.69	3.58	2.75	3.17	3.92	3.22	4.13	4.33	3.13	3.33	2.94	3.17
19. Greece	2	4	4.14	3.82	3.88	3.75	3.13	3.38	4.00	4.25	4.25	3.94	3.00	3.44	3.63	3.38
20. Hong Kong	3	3	3.90	3.67	3.83	3.58	4.25	2.67	3.44	3.33	4.25	3.17	3.58	3.50	3.92	3.00


member(s)' for a period of '5 days or more, less than 1 week,' bringing about '50,000 yen or more, less than 200,000 yen' in cash. In addition, many people in their 30s and over want to go to Hawaii mainly for 'health recovery.'

In the future, a comparison of these results with the results of a survey conducted before the corona crisis is planned.

Notes

- ⁽¹⁾ Ministry of Land, Infrastructure, Transport and Tourism Agency (2021). *Tourism white paper, 2021 edition* (Retrieved October 1, 2022 from <https://www.mlit.go.jp/statistics/content/001408958.pdf>).
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