

Japanese and rural tourism



Japanese and rural tourism

- What is rural tourism?
- Japanese rural tourists & things to consider
- What interests Japanese rural tourists?
- Challenges of rural tourism
- What Japanese might be interested in?



Rural tourism

- 'Country experience' -> encompasses attractions and activities that take place in agricultural or non-urban areas
- Located in rural areas
- Functionally rural
- Rural in scale
- Typically growing slowly and connected with local families

Rural tourism

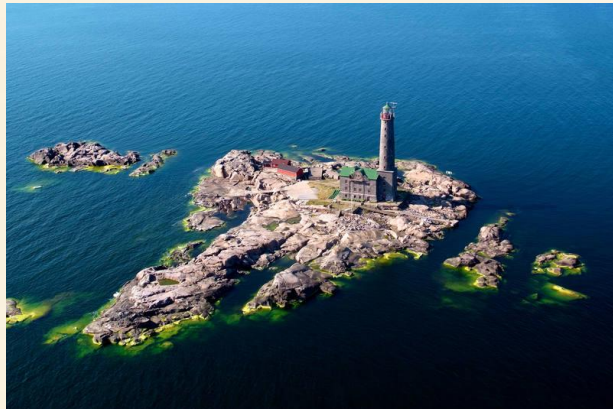
- Rural tourism includes:
 - Heritage tourism (or cultural heritage tourism)
 - Nature-based tourism/ecotourism
 - Agritourism
 - Partnership/network based approaches



Source: Humaira 2010

Rural tourism

- Heritage tourism
 - Main purpose to experience places and activities that represent the past
- Nature-based tourism/ecotourism
 - Visiting natural areas for the purpose of enjoying the scenery including wildlife



Rural tourism

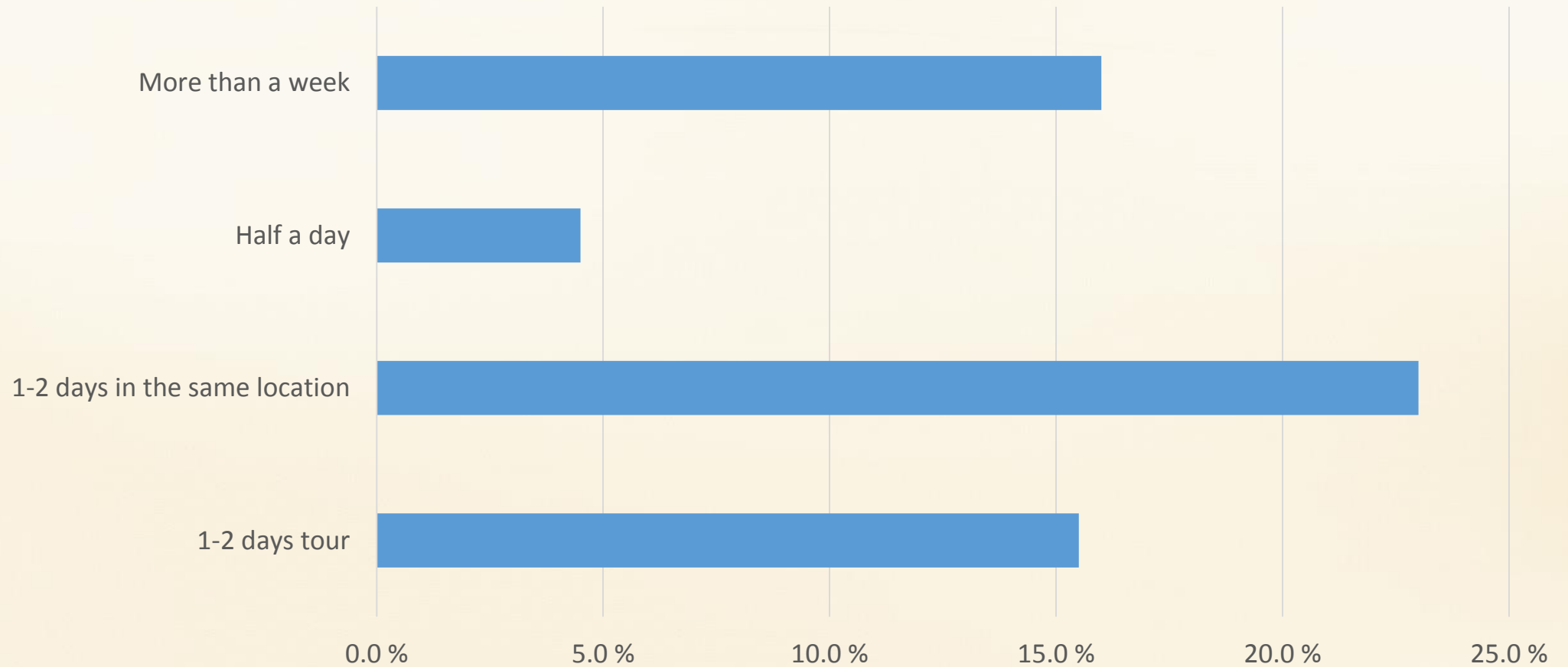
- Agritourism
 - Visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement
 - Taking part in farm-based activities
 - Visiting agriculture-related festivals, museums and other attractions
- All types of rural tourism can be:
 - Passive: tourists are strictly observers of natureOR
 - Active: participants take part in outdoor recreation or adventure travel activities

Japanese rural tourists

- Japanese are generally less interested in 'heavy' summer activities than other tourists
- Japanese rural tourists are motivated by new experiences, new culture, experiencing nature in the way the locals do, getting out of the city and relaxing in a natural environment



Desired duration of rural holiday



Where Japanese tourists visit now

- Finland
 - Helsinki 68%, Lapland 22%, coast and archipelago 5%, lakeland 4%
- Estonia
 - Tallinn 96%
 - Minority stay in Saare county or cities of Pärnu and Tartu
- Latvia
 - Most visit Riga
 - Minority visit Rundāle palace near Bauska and Turaida castle in Sigulda

Japanese rural tourism in Finland, Estonia and Latvia

- Rural tourists do not want tight schedules
- Appreciate visiting historical sites
- Enjoying forest and lake landscapes
- Relaxation and peace of mind is valued over extreme activities

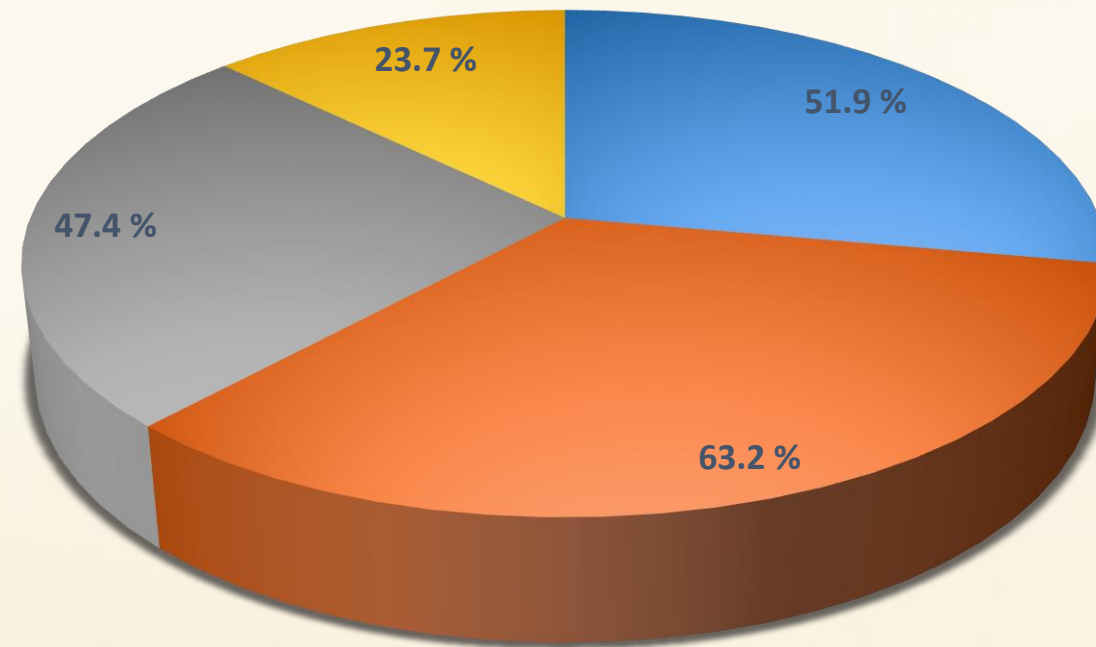


Japanese rural tourists' preferences in Finland, Estonia and Latvia

- Accommodation in a cottage, however high service level is required
- Local food
- Sauna
- Light nature activities
- Lake and forest scenery
- Rural tourists want to relax:
destination not too crowded but
safe to all family members, enjoy beautiful
landscapes, spend time outside rush-free



Japanese interests towards rural tourism

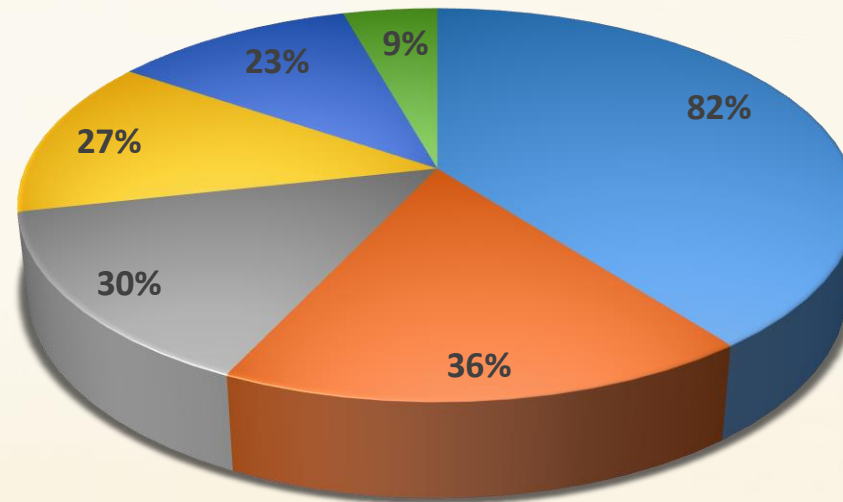


■ Nature activities ■ Local food ■ Sauna experience ■ Silence

Rural tourism in Latvia

- Latvia specialises in craft and culture oriented workshops

Rural activities



- Relaxation in the countryside, walking and wildlife watching
- Participated in craft workshops
- Ate meals cooked by landlord or landlady
- Went on excursion around local area
- Experienced sauna, bath house rituals or used spa services
- Picked berries or mushrooms

Source: Japanese tourists in Finland, Estonia and Latvia – a literature overview



www.celotajs.lv

Things to consider with Japanese rural tourists

- Important to offer relaxing activities and no tightly scheduled programmes
- However, tourists should not feel left alone
- Thorough instructions are important and Japanese appreciate instructions given also beforehand
- Transportation from the airport to the rural destination is preferred



The problem of the rural area concept

- Rural area is a difficult concept for Japanese
- Japanese people's idea of a rural area can differ a lot from what Finnish, Latvian and Estonian people think as rural area
- How to manage tourist expectations and marketing problem if Japanese don't know what is rural area?



Some challenges in rural tourism

- Distances and transportation
- Lack of information in Japanese and English
- Lack of interest in expanding business or serving special tourist groups
- Lack of know-how among entrepreneurs and workers
- Infra
- Shop closing times
- How to provide for FITs in rural areas?



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Priekš / Stop
Rīgas satiksme

Vašingtona laukums

no 26.08.2017. Darba dienas / working days

5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
49	11	18	06	06	10	14	03	13	08	02	13	11	10	05	06	03	02	02	09
33	41	17	19	23	30	21	29	26	21	30	22	24	25	28	22	20	22	37	
59	53	28	29	41	46	39	39	44	37	45	35	41	46	45	42	38	40		
		39	39	57	58	52			58	57	49	32							
		53	48		59														

no 05.09.2015. Brīvdienas / Saturday, Sunday

6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
28	28	00	00	10	01	03	20	18	01	19	04	20	05	03	23	17	02	18
59	30	31	35	21	24	39	39	23	42	31	44	34	30	50	44	25	41	
	48	40	53	56				40	45	59		57			54			

■ Miļgrāvis - 3.depo (Fridriķa iela)

Precīzā informācija par šīs maršruta pietākiem ir pieejama mājas lapā www.rigasatiksme.lv

* Tikai tad, ja ir pietāks, kā arī transporta satikšamību gadījumos.

Katrā pietācī ir jābūt pietācī, kā arī transporta satikšamību gadījumos.

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Priekš / Stop
Rīgas satiksme

Vašingtona laukums

no 02.03.2015. Darba dienas / working days

7	8	9	10	17	19
25	21	35	28	04	12
				46	33

Sestdienās, svētdienās un svētku dienās tramvajs nekursē
 Tram does not run on Saturdays, Sundays and holidays

■ Aldaris - 3.depo (Fridriķa iela)

Precīzā informācija par šīs maršruta pietākiem ir pieejama mājas lapā www.rigasatiksme.lv

* Tikai tad, ja ir pietāks, kā arī transporta satikšamību gadījumos.

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27.12.2018

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Potential?

- Clean, beautiful and silent nature should be preserved and marketed
 - We should learn to market things that we take for granted
- Similarities and differences between Japanese and Finnish/Baltic people
- Packages/trips for individual travelers
- Novel products, heritage related
- Packages for all project countries
- Safety
- Culture
- Rural entrepreneurs do not know tourism markets

How to market rural areas to Japanese?

- Need for more information on rural areas & concept
- Country combination
- City-rural holidays
- Arrangements with local hotel chains etc.
- Information sources
 - Either direct reservation systems or co-operations
 - Different customer groups require different methods of marketing
 - Other sources (e.g. webpage, Facebook page, etc.)
- Information on rural areas and rural enterprises in Japanese or at least in English

Sources

This material was put together based mainly on the following CAITO project's material:

- Matilainen, Anne & Santalahti, Saana. *Finland as a tourist destination through the eyes of Japanese – an interview study on the Japanese people living in Finland*
- Suvanto, Hannele & Sudakova, Lea & Kattai, Kaili & Grinberga-Zalite, Gunta & Bulderberga, Zane (2017). *Japanese tourists in Finland, Estonia and Latvia – a literature review.*
- Picture source: www.celotajs.lv

The following outside sources were used as well:

- Irshad, Humaira (2010). *Rural tourism – an overview.* Government of Alberta, Agriculture and Rural Development. Available: [https://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/csi13476/\\$FILE/Rural-Tourism.pdf](https://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/csi13476/$FILE/Rural-Tourism.pdf)
- Visit Finland (2016). *Market review 2016, Japanese Visitors in Finland – Statistical Trends and Profile.*

Photos: Laukü Celotajs, LUMO

Thank you!

More on CAITO project and project material:

<http://caitoproject.eu/>

