



## Summary

### **I . Trends and outlook of tourism exchange between Japan and South Korea**

Tourism exchange between Japan and South Korea, structurally altered by the dawn of 21<sup>st</sup> century from the era of Japanese dominated one-way tourism to reciprocally bustling environment of bi-directional exchange, though widespread underlying tone of fluctuation caused by change of external environment having an impact on economy and safety observed every year.

At present, both countries are engaged not only in tourism exchange but also political, economy, cultural, sports and various exchanges and shore up solidarity at a good pace. It is said that the Japan-South Korea relation entered a new phase by transcending the past time perception of “near but remote” countries. Nevertheless, Japan-South Korea relations are not trouble-free due to historical perceptions and expected to address such problems by deepening mutual understanding and relationship through tourism exchange on grassroots level of society.

### **II . Brief overview of trends of tourism exchange between Japan and South Korea and survey focusing on Fukuoka – Busan**

Amid lively tourism exchange between Japan and South Korea, Fukuoka and Busan, a hub of Kyushu and Southern part of South Korea, embedding Tsushima Strait in between them, and by exploiting geographical proximity managed to generate vibrant tourism exchange and traffic with no real precedent in Japan that uses vessel as a major means of transportation.

In light of this trend, URC implemented questionnaire survey targeting users of high-speed vessel route between Fukuoka and Busan for 3 years starting from 2007 and accumulated a wealth of researched material to enlighten the actual condition and issues associated with tourism exchange over time between Japan and South Korea. This report is based on analysis of same survey along with comparative verification and dissection of tendencies and issues tourism trends of Japanese and South Korean passengers, examine ways to expand tourism exchange based on acquired knowledge thereby to solidify relations between Japan and South Korea.

### **III . Tourism trends of Japanese passengers**

The outcome of the survey on sightseeing trends revealed that, majority of Japanese passengers appears to have a characteristic feature of excursion in a limited range of area within the midmost of Busan city for one night and two days short term stay after disembarking at Busan harbor. A great majority of Japanese passengers cite “gourmet” and “shopping” as their objective of visit and content of experience; while much lesser number visit “historical and cultural heritage sites”. Hence, it is evident that majority of Japanese visitors accounts for mainstream urban tourism staying in Busan where “gourmet” and “shopping” represents as their center of attention.

However, an increased rate of respondents appeared to prefer a menu of “hands-on-experience / exchange” and “historical cultural heritage sites” over “gourmet” and “shopping” when asked visiting next time onwards. Provision of ample “hands-on-experience / exchange” type of sightseeing options in South Korea, overhauling preparations to welcome Japanese tourists at “historical and cultural heritage sites” and dissemination of information, will play vital role to link the expansion of tourism exchange and enriching relations in between these countries.

### **IV . Tourism trends of South Korean passengers**

The outcome of the survey on sightseeing trends revealed that, majority of South Korean

passengers exhibit a characteristic feature of travelling around tourist spots, historic sites and cities not only in Fukuoka but also other prefectures within Kyushu, visiting hot springs and staying for two nights and three days within Kyushu where circular tour accounts for the mainstream leisure trip after disembarking at Hakata harbor. A great majority of South Korean passengers cite “sightseeing” was their objective of visiting and considerable rate of respondents declared “historical cultural heritage sites” and “hot springs” as for contents of experience.

Considerable rate of respondents preferred “hands-on experience / exchange” type of list of activities in the forthcoming trips. Overhauling list of options related to “hands-on experience / exchange” type of sightseeing not just limited to Kyushu but also other parts of Japan, preparations to welcome South Korean tourists and dissemination of information will not only revive inbound tourism but also expected to link expansion of tourism exchange with deepening relations of both nations.

#### **V. Examining from survey of tourism trends of Japanese and South Korean passengers**

Regarding sightseeing trends for Japanese-South Korean passengers, Japanese visitors accounts for urban tourism staying for one night and two days in Busan city where “gourmet” “shopping” are the center of attention, whereas South Korean visitors used to have two nights and three days mainstream excursion within Kyushu. Such contrastive nature of sightseeing movement of Japanese and South Korean tourists denotes as their point of difference. The manifestation of considerable rate of South Koreans tourists visiting “historical cultural heritage sites” and low rate of Japanese visitors on the other hand also added up to such point of difference of sightseeing custom.

Fukuoka and Busan, the foregrounds of Northern Kyushu and Southern part of South Korea, which are preserving large numbers of “historical cultural heritages” of Japan-South Korea interaction when serving as an exchange a root since ancient time for over 2,000 years, are expected to utilize these heritages effectively as regional resources and pioneer plan advancing mutual understanding and deepen relations to address lingering problems owing to historical perception and unresolved at national level by means of interregional tourism exchange.

It was revealed that shared characteristics of sightseeing trends between Japanese and South Korean passengers are found to be short-stay travel schedule, downsized travel expenses, an increase in repeat customer status and private tour. In addition, “various kinds of exchange activities”, “sports” and “event attendance / appreciation” scored substantial rate of response as shared preference of experiences in the forthcoming trips.

With regard to areas in Japan and South Korea, overhauling the provision of ample “hands-on-experience / exchange” type of sightseeing options, preparations to welcome tourists and dissemination of information are expected to further expansion of tourism exchange and robust relations for both countries.

#### **VI. Japan and South Korea tourism exchange initiative at Tsushima**

Tsushima, a remote island located in the Strait between Japan and South Korea, with the aim of revitalizing stagnant local economic society, took initiatives to harness local resources and proactively promoting tourism exchange with geographically and historically proximate South Korea. Set up plans for Japanese and South Korean visitors to participate, organizing “hands-on experience / exchange” based events and tours and utilizing special zoning system as a means to develop manpower that will assume responsibility in the future Japan-South Korea exchange. Beside conceiving expansion of Japan-South Korea tourism exchange and deepening relations, the

idea of incorporating essential elements and perspectives are found to be fascinating forward-thinking approach.

## **VII. Analysis of South Korean passengers circular touring movement**

Fukuoka is an originating point to other parts of Kyushu for South Korean tourists using high-speed vessels. Fukuoka, Kumamoto (Aso), and Beppu (Yufuin) are identified as the principal routes of circular tour in this area. However, when it comes to choice of place of stay, a tendency of concentrating around Fukuoka and Kumamoto observed.

Putting in mind ample accommodation facilities and radiating transportation network centering Fukuoka city, it is suggestive that various localities had to devise a strategy that attracts guests.

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Investigative research on the making of collaborative society between Japan and South Korea  
Focusing on Fukuoka and Busan

Research Report  
survey conducted on tourism trends of  
(Japanese / South Korean tourists)  
High-speed vessel passengers between Fukuoka and Busan  
Summary

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