

CHAPTER 4

Perceptions of International Tourists

4.0 Introduction

The previous chapter presented the methodology and findings of Study One, which examined online travelogues written by Japanese and Americans. The results suggested that there were differences and similarities in the reactions toward the encounter experiences when two nationality groups reported their international travel experiences with other tourists. One of the interesting findings was that the Japanese tourists tended to appreciate interacting with other Japanese tourists they met at the travel destination rather than with people from other nationalities. By way of contrast, the Americans sought to interact with other nationality groups apart from their own. Also analyses of the themes of encounter episodes and views of other tourists suggested certain reasons for wanting to see and wanting to avoid seeing other tourists. Further investigation of these reasons and reactions may assist understanding the tourist-tourist encounter phenomenon.

The second study of this thesis investigates, in a more controlled manner, the issues of people's perception of tourists. In particular, it examines opinions about Japanese and American tourists, the preferences for meeting them, and also reasons why they want to see and reasons why they prefer not to see fellow travellers while travelling. In particular, the present study investigates stereotypes of the two travelling nationalities, and focuses attention on both auto (self) stereotypes and hetero (other-oriented) stereotypes. The delivery method of the questionnaire takes advantage of the recent development of the Internet, and like Study One, tries to explore and use a novel approach to tourist behaviour analysis.

This chapter presents research questions, methodology, results, and

discussion of Study 2; in brief, people's perception and preferences for seeing Japanese and American tourists are analysed.

4.1 Research Questions

The main objective of this study was to investigate people's stereotypical images and encounter preferences toward Japanese and American tourists and differences between these images by the same and different nationalities. Specific research questions were established as follows:

Research Question 1:

What are the stereotypical images of Japanese and Americans tourists?

- a) Are they different?
- b) Are there differences between the image held by the same nationality and the image held by other nationalities?

Research Question 2:

How favourably are Japanese and American tourists perceived?

- a) Are they different?
- b) Are there differences in favourability for the same nationality as opposed to other nationality respondents?

Research Question 3:

What are the reasons for wanting and not wanting to see Japanese and American tourists?

- a) Are they different?
- b) Are there differences between the reasons for the same nationality and the reasons for other nationality respondents?

4.2 Methodology

To explore the above research questions, a survey questionnaire was developed based on the findings of the previous study, Study One. The delivery method for the questionnaire was “online” and an original website to post the survey to invite remote participation on the Internet was created. The primary reason for employing a web-based survey instead of conventional on-site or mailed survey was to reach diverse participants. The approach was also affordable within the budget context for this work. Online questionnaires have just started to receive academic attention as a new form of a data collection, as discussed in Chapter Two. The present study is, therefore, also a test of the possibility and appropriateness of online surveys for tourism study.

4.2.1 Instrument

The questionnaire was developed by consulting the existing literature and findings from the previous study, Study One. The questionnaire consisted of two sections. Section 1 asked about participants’ personal opinions of Japanese and American tourists, preferences in meeting them, and reasons for wanting and not wanting to see them while travelling. Section 2 concerned data about participants’ demographic information. Since the questionnaires were delivered through a Website, the construction of the original Web page was essential. The questionnaire and the messages on the original Website were first developed in English and translated into the Japanese language, because the target sample for this study included Japanese. The Japanese version was back translated from the original English version to ensure the accuracy of the expressions.

Prior to the actual survey, a pilot test was conducted to test the contents of the questionnaire as well as the accessibility of the Website. Five James Cook University postgraduate students were asked to access the English homepage

address to complete the questionnaire and also to provide the feedback. Also, to test the Japanese version, two Japanese students were asked to do the same on the Japanese homepage. Based on the feedback from this pilot test, some changes to the wording were made. Also, open-ended questions were deleted because most of the pilot test participants reported that it took a long time to answer the open-ended questions and it was considered likely to discourage the online survey participants. The revised online questionnaire was tested again by one James Cook University student and one Japanese student to confirm the final version of the Study Two questionnaire to be used. A copy of the final draft of questionnaire form in text format (together with the English translation version for reference purposes) appears in Appendix B. Note that the actual questionnaire was delivered through the Web page on the Internet so the format was modified for online form completion.

Section 1 – Image of Japanese and American Tourists

Section 1 had two sets of similar questions, the first set about Japanese tourists and the second, about American tourists. Most of the questions were initially planned to take the form of open-ended questions, but given that time-consuming tasks could discourage on-line survey participation, all of those questions were revised to fit a multiple-choice format. Question 1 asked about the image of Japanese tourists using multiple-choice adjectives such as friendly, noisy, serious, and so forth. This list of descriptions selected was based on the prior examination of the online travelogues in Study One: the descriptions selected often were used to describe the tourists which the travelogue writers encountered during their travel abroad. Question 2 asked how pleasant it would be to see Japanese tourists in Australia and participants were to choose “a very pleasant experience” to “a very unpleasant experience” using the Likert scale. Question 3 consisted of a multiple-choice question asking about conditions for acceptable encounters with Japanese tourists. Finally, Question 4 asked about the reasons for wanting and not wanting to

see Japanese tourists while travelling in Australia; multiple choices were available to respondents. The choices for Questions 3 and 4 followed the frequently mentioned descriptions in travelogue episodes examined in Study One. Questions 5 to 8 were the same questions as above but on this occasion they were applied to American tourists.

Section 2 – Demographic data collection

To understand the characteristics of the participants, demographic data such as gender, age and nationality were collected in Section 2 of the survey.

Development of the Website

Rather than conventional methods of questionnaire delivery such as by post, on-site or telephone, the present study selected a modern electronic method, namely a Web-based on-line survey. Dreamwaver (version 4 for Macintosh), a homepage design and production software, was used to develop the original homepage to post the survey questionnaire for data collection (Macromedia, 2000). Two homepages (one in English and the other in Japanese) were developed and placed on an Internet server of James Cook University. The URL address was as follows: <http://home.www.jcu.edu.au/~jc122060/index.html>.

The visitor to the website first viewed the homepage (Appendix C) and then be asked to click the “questionnaire” button. This brought them to the cover page of the questionnaire (Appendix D), which explained the purpose of the study and its anonymous and voluntary nature. When the visitor selected the “Yes, I will participate in the survey” button, he/she was taken to the questionnaire page as shown in Figure 4.1.

Figure 4.1 Questionnaire on the Computer Screen

The screenshot shows a web browser window titled "Cairns Survey". The address bar displays "http://homes.jou.edu.au/~jc122060/content.html". The questionnaire content is as follows:

1. Japanese tourists are usually (select all that apply)

friendly noisy serious staying with their own nationality
 unfriendly quiet boring mixed with other nationality
 rude frank fun to be with other [_____]

2. Seeing Japanese tourists in Australia may be

← ● ● ● ● ● →

a **very pleasant** experience a **pleasant** experience a **neutral** experience an **unpleasant** experience a **very unpleasant** experience

3. I don't mind seeing Japanese tourists in Australia (select all that apply)

if they are in small groups if they are friendly if they are quiet
 if they are not interfering with me whatever they are doing
 other [_____]

4. Do you want to see Japanese tourists while travelling in Australia? (select all that apply)

Yes, because I can talk to them in Japanese
 Yes, because I can exchange some travel information with them
 Yes, because I can share some experience with them
 Yes, because I can feel comfortable with them
 Yes, because I can feel secure with them

The participant was asked to fill in the questionnaire just like a conventional mail survey by selecting the numbers and ticking the box of his/her choice on the computer screen. At the end of the survey, the "submit" button was pressed. The system was set so that the answered questionnaires were sent to the researcher's e-mail account as soon as the participants pressed the "submit" button.

4.2.2 Data collection

Data were collected between March and May 2001, when the homepages were available for general access. Some promotion was performed to invite participation to the Web-based survey, otherwise the Website could have existed without being noticed by anyone (Jones, 1999; Mann & Stewart, 2000). For this survey, the approval of providing incentives, as well as registration to "search

engines”, and the use of a snowballing technique were carried out.

“Surprise gifts” were announced on the Website to be given away as incentives for those who participated in the survey. Also to promote the access to the page and enhance participation in the survey, the homepage was registered through Lycos, AltaVista (for the English site), LYCOS JAPAN, Goo, and Infoseek Japan (for the Japanese site) with keywords such as travel, psychology of tourists, tourist survey, and surprise gifts for search engine usage. The webpage became open to be accessed, but the responses to the survey were initially rather disappointing. Since the number of the visitors to the Website and of participants to the survey was not predictable and the study could not totally depend on the participation by chance, therefore, the snowball method of sampling (Burgess, 1996) was added. E-mails were sent to friends of the researcher asking for their participation in the online survey, as well as a request to introduce the site to their friends to ask for more participation. In this way, friends asked their friends for participation, hence the snowball effect. It was anticipated that this approach would enhance more participation through the chain of acquaintances. Contacts were also made to colleagues at U.S. universities to seek their assistance in getting more U.S. people to complete the online survey.

Over the period of three months, a total of 169 people participated in the survey. There were five unusable responses due to technical problems. This reduced the final sample size to 164.

4.2.3 Sample

From the total number of respondents, 30 percent were males and 70 percent were females, and more than 75 percent of the participants belonged to the age group of 18 to 35 years. The sample includes 79 Japanese, 20 Americans, 51

Australians/New Zealanders and 14 other nationalities. It unfortunately appeared that U.S. samples were not collected as many as Japanese samples despite the contacts made asking for the assistance of U.S. university colleagues. If this was an international joint research, the co-researchers in U.S. could have been more enthusiastic and could have been able to receive more U.S. participants.

It is to be expected that the sample characteristics are somewhat biased due to the data gathering methods. Online surveys reach only those participants who have access to computers and the Internet connections. In addition, using the snowball method attracted certain types of people to the survey. As a result, the sample consists of more younger females. Nevertheless the study can still be viewed as having some merit as an experimental or exploratory approach. The results of the study, however, only apply to the sample examined and should not be overgeneralised.

4.3 Results and Discussion

Frequency counting, cross-tabulation and chi-square tests were performed to analyse the data wherever applicable. The results of the analysis are reported here under each research question. The results section in this chapter contains details of a large number of small items and responses to specific questions. While these are systematically presented in the following sections, an attempt will also be made at the end of this section to provide a cumulative overview of the results, bearing in mind the limitation of the sample.

4.3.1 Results and Discussion -- Research Question 1

What are the stereotypical images of Japanese and Americans tourists?

- a) Are they different?
- b) Are there differences between the image held by the same nationality and

the image held by other nationalities?

Stereotypical images of Japanese and American tourists were examined through reporting the frequency of the descriptions given to each group. Table 4.1 shows the results. The cell values in Table 4.1 are counts with a percentage of the total sample (n = 164).

Table 4.1 Japanese and American Tourists Images

	Frequency of Agreement to the Description	
	Japanese Tourists are N = 164	American Tourists are N = 164
stay with their own nationality	137 (83.54)	23 (14.02)
friendly	71 (43.29)	107 (65.24)
quiet	68 (41.46)	2 (1.22)
noisy	54 (32.32)	90 (54.88)
serious	43 (25.61)	5 (3.66)
unfriendly	31 (19.51)	7 (4.27)
rude	22 (13.41)	23 (14.02)
fun to be with	16 (9.76)	68 (41.46)
boring	11 (6.71)	5 (3.05)
frank	8 (4.88)	66 (40.24)
mix with other nationalities	1 (0.61)	83 (50.61)

Note: Cell values are counts with percentages to the total sample

Overall, relatively clear differences were observed between the images of Japanese and American tourists. The clearest consensus description of Japanese

tourists was “staying with their own nationality”, to which more than 80 percent of the respondents agreed. It was the only description to which the majority of the respondents agreed. “Friendly” and “quiet” were the next most frequently agreed upon items to describe Japanese tourists, both of which received more than 40 percent of the respondents’ agreement, while more than 30 percent of respondents thought Japanese tourists were “noisy.” Another quarter of the respondents perceived Japanese tourists as “serious.” Less than 20 percent of survey participants considered Japanese tourists were “unfriendly” (19.5%), “rude” (13.4%), “fun to be with “ (9.8%), “boring” (6.7%), or “frank” (4.9%). Only one person out of 164 (0.6%) thought Japanese tourists “mix with other nationalities.”

On the other hand, “friendly” scored highest for American tourists (65.2%), followed by “noisy” (54.9%), and “mix with other nationalities” (50.6%). More than 40 percent of respondents perceived American tourists as “fun to be with” (41.5%) and “frank” (40.3%). Only about 14 % of survey participants thought American tourists were “rude” or “stay with their own nationality.” Very few people seem to have felt American tourists were “unfriendly” (4.3%), “serious” (3.7%), “boring” (3.1%), and “quiet” (1.2%).

It is observed that more people agreed that Americans were friendly, noisy, frank, and fun to be with than not, and that they do not stay with their own nationality group. Fewer people think Japanese are friendly. It is also obvious that more people perceived Japanese as quiet than they do Americans. Further, more Americans were associated with the image of mixing with other nationalities. Both Japanese and Americans were neither “rude” nor “boring” to many people.

Pearce, Innes and O’Driscoll (1981) suggested that the index of stereotyping by Katz and Braly (1933 cited in Pearce et al. 1981) should be applied when dealing with stereotype images. According to their suggestion, the items which account for 50% of

all the subject's responses are considered to be stereotypical ideas to ensure the image is held with a high degree of consensus. The sample of this study is relatively small, thus 40% of respondents agreement were set as the indicator of stereotypical image. Figure 4.2 is based on percentage to show the differences among the descriptive items and between the opinions of Japanese and American tourists. The thick line indicates the 40% level of agreement.

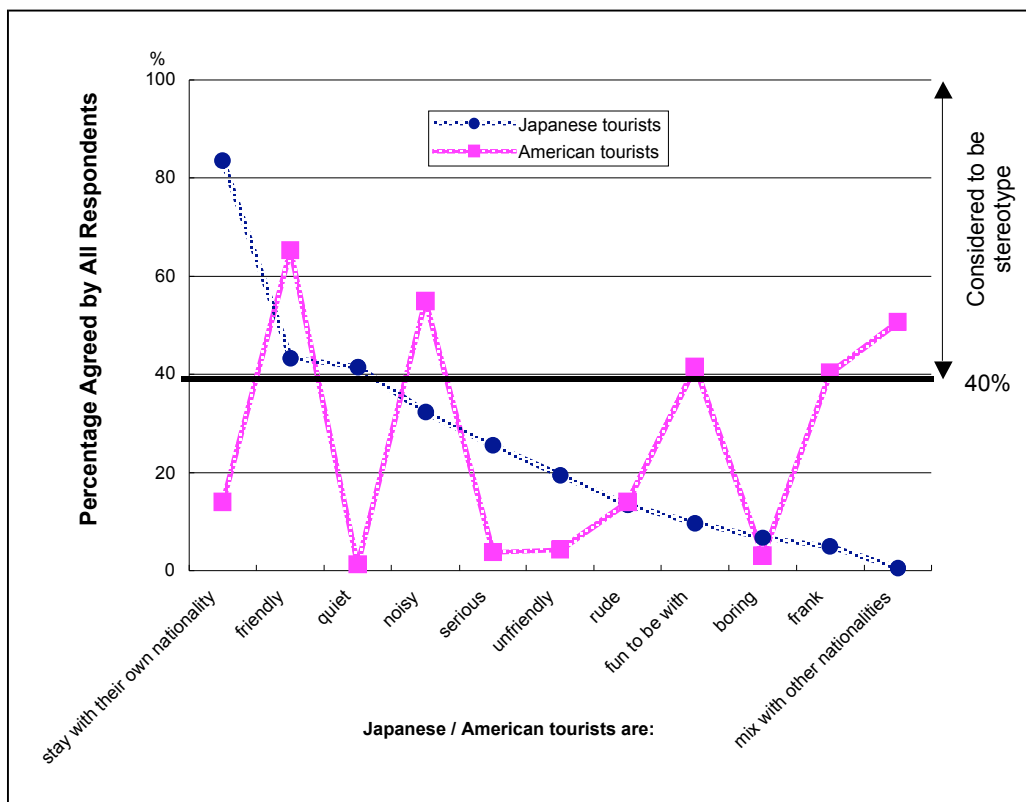


Figure 4.2 Japanese and American Tourists' Stereotypical Images

Based on the above guidance, stereotypical images of Japanese tourists are “staying with their own nationality” “friendly” and “quiet”. Stereotypical images of American tourists, on the other hand, are “friendly”, “noisy”, “fun to be with”, “frank” and “mix with other nationalities.”

To examine the differences in Japanese and American tourist images between

those respondents of the same nationality and those of different nationalities, the frequency counting of the agreed and disagreed descriptions was compared by the type of the sample (by the same nationality and different nationalities). Cross-tabulation and chi-square tests were run to examine if there were significant differences in images of Japanese tourists between those held by the same nationality (Japanese) and different nationalities (non-Japanese) associated with the certain description(s), and images of American tourists by Americans and non-Americans.

Table 4.2 illustrates the results of these cross-tabulations and chi-square tests for images of Japanese tourists. Cell values are counts with column percentages in parentheses. Two descriptions (“frank” and “mix with other nationalities”) were not valid for chi-square tests due to the violation of the rule of having more than 20 percent of the expected count less than five (Pallant, 2001). It should be noted that examining the statistically significant differences between the responses of Japanese and non-Japanese is not possible in such a case. Nevertheless, observing the pattern of responses can still provide some useful information.

A significant difference was found between Japanese and non-Japanese responses to “friendly”, “unfriendly”, “rude”, “noisy”, “quiet”, “serious”, and “fun to be with” as descriptions of Japanese tourists. The Japanese tended to disagree significantly more than the non-Japanese, for example: over 85 percent of Japanese respondents did not think Japanese tourists were friendly, while more than 70% of non-Japanese considered Japanese tourists as friendly. “Unfriendly” also showed a significant difference, but not as clear as for “friendly”: more than 70 percent of Japanese respondents disagreed with the description while 18% more non-Japanese (88%) disagreed. Far more Japanese (25%) thought Japanese tourists were rude than non-Japanese (2.5%). While the majority of non-Japanese (82.5%) considered Japanese tourists not noisy, about half of Japanese respondents (48%) viewed Japanese as noisy.

At the same time, more than 85 percent of Japanese did not consider Japanese tourists to be quiet, whereas more than 65% of non-Japanese perceived Japanese tourists as quiet. Japanese tourists were considered “serious” by more non-Japanese (34%) than Japanese respondents (16.5%). Many more non-Japanese respondents than Japanese considered Japanese tourists were fun to be with.

No significant difference was found between Japanese and non-Japanese responses to “boring” and “stay with their own nationality” as descriptions of Japanese tourists. Neither Japanese (9%) nor non-Japanese (4.7%) tended to think of Japanese tourists as “boring.” Also only about 15 percent of both Japanese and non-Japanese disagreed with the statement “Japanese stay with their own nationality.” In addition, though the chi-square tests were invalid for the description “frank” and “mix with other nationalities”, it seems apparent that both Japanese and non-Japanese have perceived Japanese as not frank and not mixing with other nationalities.

In summary, Japanese perceived themselves as rather noisy tourists who only stayed with other Japanese tourists. They thought of themselves as unfriendly rather than friendly, rather rude, serious and noisier rather than quiet. On the other hand, non-Japanese identified Japanese tourists as quite friendly, quiet, and staying with other Japanese, rather than mixing with other nationality groups. Almost no non-Japanese perceived Japanese tourists to be rude, frank or boring. The key item that both Japanese and non-Japanese agreed on regarding Japanese tourists is that Japanese tourists stayed with other Japanese tourists and did not mix with tourists from other nationalities. It is concluded that non-Japanese tended to perceive Japanese tourists more positively than the Japanese did themselves. The attitude of Japanese toward their own nationality tourists seems to be rather passive if not negative, while the Japanese seem to be accepted rather more favourably by people from other nationalities. These results need to be considered in the context of the characteristics of the younger predominantly

female sample providing the descriptions.

Table 4.2 Japanese and Non-Japanese Images of Japanese as Tourists (cont.) 1/2

Japanese are Friendly			Japanese are Unfriendly		
	Image held by			Image held by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	11 (13.9)	60 (70.6)	Agree	22 (27.8)	10 (11.8)
Disagree	68 (86.1)	25 (29.4)	Disagree	57 (72.2)	75 (88.2)
Chi-square (df=1) = 53.55 p = .0000 < .05			Chi-square (df=1) = 6.74 p = .00094 < .05		
Japanese are Rude			Japanese are Noisy		
	Image held by			Image held by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	20 (25.3)	2 (2.4)	Agree	38 (48.1)	15 (17.6)
Disagree	59 (74.7)	83 (97.6)	Disagree	41 (51.9)	70 (82.4)
Chi-square (df=1) = 18.60 p = .0000 < .05			Chi-square (df=1) = 17.36 p = .0000 < .05		
Japanese are Quiet			Japanese are Frank *		
	Image held by			Image held by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	11 (13.9)	57 (67.1)	Agree	7 (8.9)	1 (1.2)
Disagree	68 (86.1)	28 (32.9)	Disagree	72 (91.1)	84 (98.8)
Chi-square (df=1) = 47.63 p = .0000 < .05					

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % of cells have expected count less than 5)

Table 4.2 Japanese and Non-Japanese Images of Japanese as Tourists (cont.) 2/2

Japanese are Serious			Japanese are Boring		
	Image held by			Image held by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	13 (16.5)	29 (34.1)	Agree	7 (8.9)	4 (4.7)
Disagree	66 (83.5)	56 (65.9)	Disagree	72 (91.1)	81 (95.3)
Chi-square (df=1) = 6.70 p = .00096 < .05			Chi-square (df=1) = 1.13 p = .2879 > .05		
Japanese are Fun to be with			Japanese Stay with their own nationality		
	Image held by			Image held by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	2 (2.5)	14 (16.5)	Agree	65 (82.3)	72 (84.7)
Disagree	77 (97.5)	71 (83.5)	Disagree	14 (17.7)	13 (15.3)
Chi-square (df=1) = 9.04 p = .0026 < .05			Chi-square (df=1) = .18 p = .6753 > .05		
Japanese Mix with other nationalities *					
	Image held by				
	Japanese (N = 79)	Non-Japanese (N = 85)			
Agree	0 (0.0)	1 (1.2)			
Disagree	79 (100.0)	84 (98.8)			

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % of cells have expected count less than 5)

The cross-tabulations and chi-square tests results for images of American tourists by Americans and non-Americans are shown in Table 4.3. Due to the small sample size for Americans, six descriptions (“unfriendly”, “rude”, “quiet”, “serious”, “boring”, and “stay with their own nationality”) were not valid for chi-square tests, due to the rule violation of having more than 20 percent of the total cells with a count of less than five expected entries. Most of the Americans who participated in the survey had a consensus of opinion on each of the following descriptions: they mostly agreed that American tourists were “friendly”, but mostly disagreed with the descriptions that Americans were “unfriendly”, “rude”, “quiet”, “serious”, “boring”, and “stay with their own nationality.” Non-Americans seem to have predominantly agreed with such images of American tourists held by Americans: the majority of them agreed (62.5%) with the description that American tourists were “friendly”, but mostly disagreed with the description that Americans were “unfriendly” (96%), “rude” (87%), “quiet” (99%), “serious” (97%), “boring” (97%), and “stay with their own nationality” (87%).

Three descriptions showed a significant difference between American and non-Americans: “friendly”, “noisy” and “fun to be with.” More Americans perceived American tourists as “friendly”, “fun to be with” but not “noisy”, compared to non-Americans. Two other valid chi-square tests found no significant differences in “frank” and “mix with other nationalities.” The majority of both Americans and non-Americans seem to have considered American tourists as “not frank”, and about half of both groups thought American tourists “mix with other nationalities.”

Table 4.3 American and Non-American Image of Americans as Tourists (cont.) 1/2

American Tourists are Friendly			American Tourists are Unfriendly *		
	Image held by			Image held by	
	American (N = 20)	Non-American (N = 144)		American (N = 20)	Non-American (N = 144)
Agree	17 (85.0)	90 (62.5)	Agree	1 (5.0)	6 (4.2)
Disagree	3 (15.0)	54 (37.5)	Disagree	19 (95.0)	138 (95.8)
Chi-square (df=1) = 3.92 p = .0477 < .05					
American Tourists are Rude *			American Tourists are Noisy		
	Image held by			Image held by	
	American (N = 20)	Non-American (N = 144)		American (N = 20)	Non-American (N = 144)
Agree	4 (20.0)	19 (13.2)	Agree	3 (15.0)	77 (53.5)
Disagree	16 (80.0)	125 (86.8)	Disagree	17 (85.0)	67 (46.5)
			Chi-square (df=1) = 10.40 p = .0013 < .05		
American Tourists are Quiet *			American Tourists are Frank		
	Image held by			Image held by	
	American (N = 20)	Non-American (N = 144)		American (N = 20)	Non-American (N = 144)
Agree	1 (5.0)	1 (0.7)	Agree	6 (30.0)	60 (41.7)
Disagree	19 (95.0)	143 (99.3)	Disagree	14 (70.0)	84 (58.3)
			Chi-square (df=1) = .99 p = .3188 > .05		

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % of cells have expected count less than 5)

Table 4.3 American and Non-American Image of Americans as Tourists (cont.) 2/2

American Tourists are Serious *			American Tourists are Boring *		
	Image held by			Image held by	
	American (N = 20)	Non-American (N = 144)		American (N = 20)	Non-American (N = 144)
Agree	1 (5.0)	5 (3.5)	Agree	1 (5.0)	4 (2.8)
Disagree	19 (95.0)	139 (96.5)	Disagree	19 (95.0)	140 (97.2)
American Tourists are Fun to be with			American Tourists Stay with their own nationality *		
	Image held by			Image held by	
	American (N = 20)	Non-American (N = 144)		American (N = 20)	Non-American (N = 144)
Agree	13 (65.0)	55 (38.2)	Agree	4 (20.0)	19 (13.2)
Disagree	7 (35.0)	89 (61.8)	Disagree	16 (80.0)	125 (86.8)
Chi-square (df=1) = 5.20 p = .0226 < .05					
American Tourists are Mix with other nationalities					
	Image held by			Image held by	
	American (N = 20)	Non-American (N = 144)		American (N = 20)	Non-American (N = 144)
Agree	12 (60.0)	71 (49.3)			
Disagree	8 (40.0)	73 (50.7)			
Chi-square (df=1) = .80 p = .3700 > .05					

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % of cells have expected count less than 5)

Overall, for American tourists, Americans themselves considered they were friendly, noisy, fun to be with and mix with other nationality tourists. However, non-Americans considered American tourists were not as friendly, not as quiet, and not as fun to be with. Both Americans and non-Americans seldom held the image of American tourists as being unfriendly, quiet, serious, nor boring. Overall, it was observed that Americans tended to see American tourists rather positively and favourably, while non-Americans sometimes had a little less positive attitude toward American tourists. Again, the limitation of the respondents providing the descriptions needs to be considered as their views reflect those of young international, predominantly female respondents with Internet skills and access. Figure 4.3 illustrates the results discussed above.

The differences between Japanese and non-Japanese views of Japanese tourists and American and non-American views of American tourists seem to be clear. The relevant literature in this area discussed auto and hetero stereotypes. It may be concluded that Japanese tourists hold rather modest or mildly negative auto stereotype views about themselves. Americans, on the other hand, may have higher self-esteem and carry more positive auto images as tourists than other people hold of them.

Note that two descriptions in particular that very few agreed on as descriptions for Japanese and American tourists were “rude” and “boring”, both of which reflect negative attitudes.

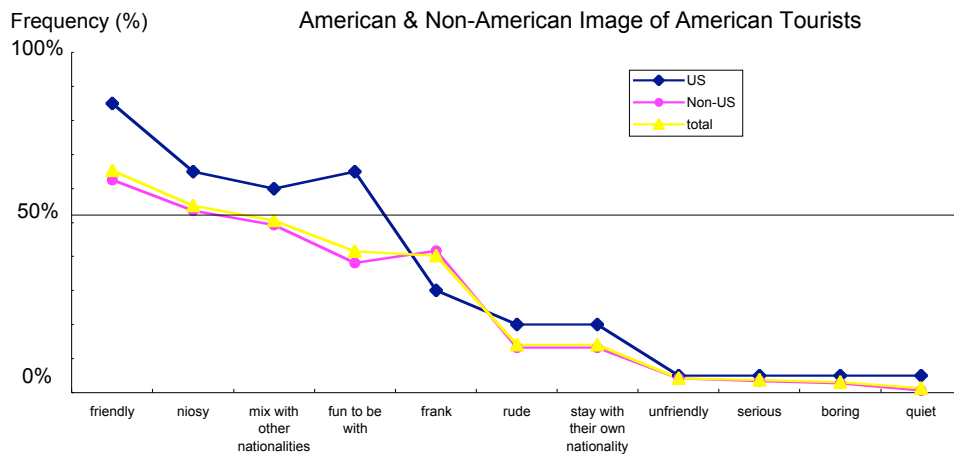
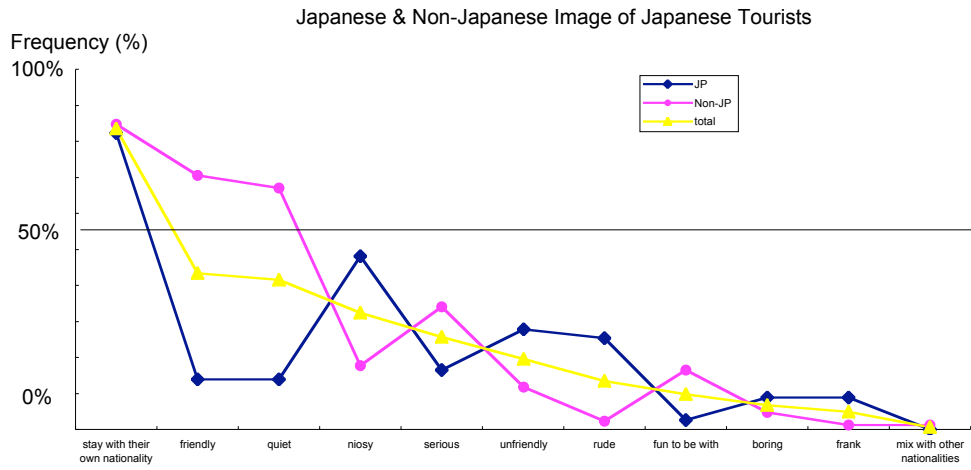


Figure 4.3 Auto and Hetero Image of American and Japanese Tourists Overview

4.3.2 Results and Discussion -- Research Question 2

How favourably are Japanese and American tourists perceived?

- a) Are they different?
- b) Are there differences in favourability for the same nationality as opposed to other nationality respondents?

Table 4.4 shows the results of the Likert-scale questions concerning how pleasant it would be to see Japanese and American tourists. Overall, for both Japanese and American tourists, the mean score of the rating is about 3.3, emphasising that the average rating of participants is “neutral” or close to “pleasant.” The mean score for Japanese participants’ rating for seeing Japanese is 3.04, reflecting the fact that most of them (53 people) answered that they are neutral, indicating that they are neither pleased nor displeased by seeing other Japanese tourists. The non-Japanese, on the other hand, had a mean score of 3.87 much higher than that of Japanese. More than half of them said they regarded seeing Japanese as a very pleasant to pleasant experience, and another half said it would be a neutral experience. For American tourists, however, the attitude seems to be the opposite. More than half of Americans in response to seeing American tourists answered that it would be a very pleasant to pleasant experience giving the mean score of 3.65. Non-American participants scored more on the neutral attitude rather than more positive ones, giving the mean score of 3.40. Figure 4.4 illustrates the difference in preferences in seeing Japanese and American tourists by the total sample, by same and different nationalities.

Table 4.4 Perception of Seeing Japanese and American Tourists

Seeing Japanese Tourists would be				Seeing American tourists would be		
Nationality of the sample				Nationality of the sample		
Japanese	Non-Japanese	Total		Total	American	Non-American
N = 78	N = 85	N = 163		N = 161	N = 20	N = 141
3	10	13	very pleasant (5)	12	3	9
10	28	38	Pleasant (4)	55	8	47
53	46	99	Neutral (3)	85	8	77
11	1	12	Unpleasant (2)	8	1	7
1	0	1	Very unpleasant (1)	1	0	1
3.04	3.87	3.31	Mean Score	3.39	3.65	3.40

Note 1: Cell values are counts except the mean scores in the last line

Note 2: Missing data for this item totals 4 respondents

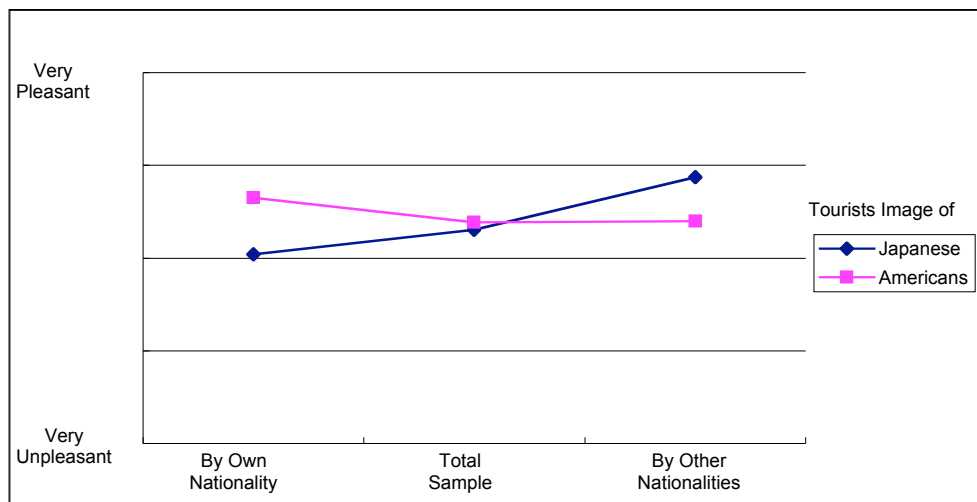


Figure 4.4 Perception in Seeing Japanese and American Tourists by Same Nationality and Different Nationalities

The contrast in preferences between seeing Japanese and American tourists is again clear. While the total sample showed almost the same preference level, seeing Japanese tourists was viewed more positively by non-Japanese than Japanese, and seeing American tourists was perceived more positively by Americans than non-Americans. Considering the results of Research Question 1, these results are consistent. Japanese, having a relatively passive and less positive national self image as tourists, are not as favourable about seeing Japanese tourists. Yet, other nationalities have a more positive image of Japanese tourists, causing them to perceive seeing Japanese tourists as more pleasant experience. On the other hand, Americans showed rather positive auto image reflections as tourists in Research Question 1, thus Americans view seeing American tourists as a more pleasant experience than respondents of other nationalities do. In summary, these results begin to point to some consistent differences in the auto and hetero stereotypes of Japanese and American tourists.

4.3.3 Results and Discussion -- Research Question 3

What are the reasons for wanting and not wanting to see Japanese and American tourists?

- a) Are they different?
- b) Are there differences between the reasons for the same nationality and the reasons for other nationality respondents?

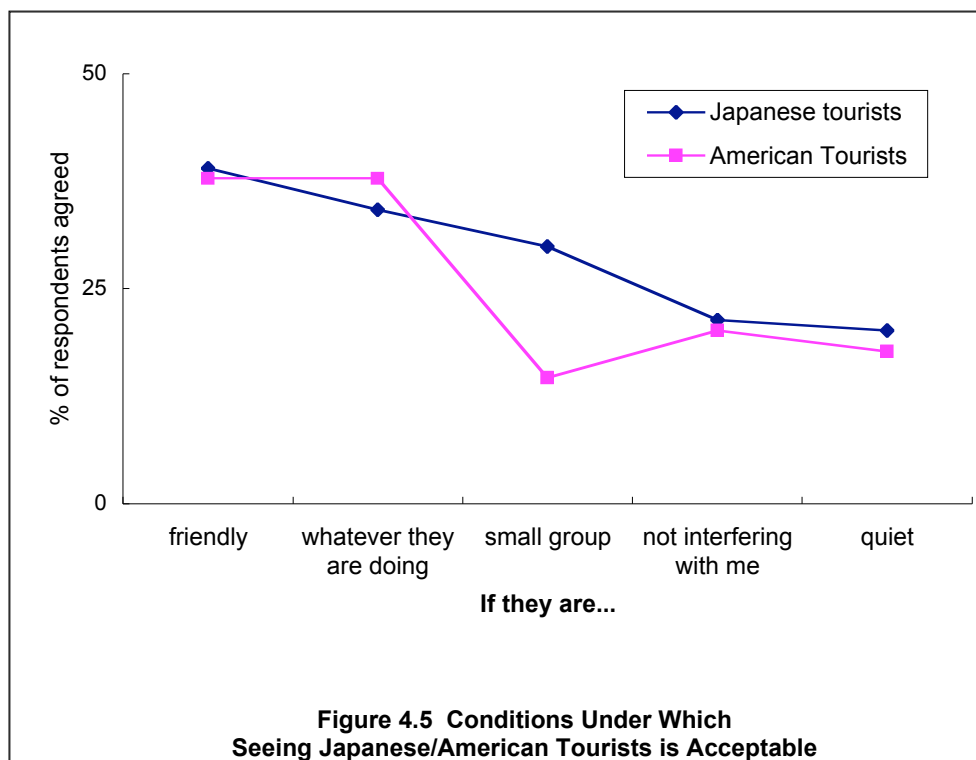
Table 4.5 shows the results of the frequency counting of the answers from the survey participants when they were asked the conditions in which they would not mind seeing Japanese/American tourists while travelling.

**Table 4.5 Conditions under Which
Seeing Japanese/American Tourists is Acceptable**

Condition: If they are . . .	Frequency of Agreement to the Description	
	Don't mind seeing Japanese tourists	Don't mind seeing American Tourists
	N=164	N=164
friendly	64 (39.02)	62 (37.80)
whatever they are doing	56 (34.15)	62 (37.80)
small group	49 (29.88)	24 (14.63)
not interfering with me	35 (21.34)	33 (20.12)
quiet	33 (20.12)	29 (17.68)

Note: Cell values are counts with percentages to the total sample in parentheses

Overall, a relatively similar pattern was found between the conditions that made Japanese and American tourists acceptable to be seen at the destination/location. “If they were friendly” was the most frequently chosen condition for both Japanese (39%) and American tourists (38%). “Whatever they are doing” was the second frequently chosen condition for both (34 % and 38%). “If small group” was the third most frequently chosen condition for Japanese tourists (30%), however, it was the least chosen condition for American tourists (15%). “Not interfering with me” was chosen for Japanese tourists (21%) and for American tourists (20%), while “quiet” was the final condition with a score of 20% for the Japanese tourists and 18% for the American tourists. Figure 4.5 demonstrates the above results.



It can be concluded that “friendly” was the most important condition for both Japanese and American tourists to be accepted at the same location, while more than one quarter of respondents did not seem to mind seeing Japanese and American tourists whatever they were doing. On the other hand, Japanese tourists in a “small group” were a relatively important condition for acceptance, but it was not very important for American tourists. Some respondents rated “no interference” and “quietness” as important for both Japanese and American tourists, but more people seemed to consider these were not crucial conditions.

These results may suggest two possibilities. Firstly, the respondents did not show any strong opinion about a certain condition that would make seeing Japanese and American tourists acceptable. None of the conditions listed received more than 40 percent of respondents’ support while “whatever they are doing” was one of the

most frequently agreed items. Secondly, given that “friendly” was the most frequently agreed condition for both Japanese and American tourists to be accepted (apart from “whatever they are doing”), it is assumed that people want other tourists to be approachable and see them as potential objects of social-interaction rather than passive objects. For example, “not interfering with me” and “quiet” were not regarded as very important for many respondents. According to these conditions, the survey respondents viewed Japanese and American tourists quite similarly. The condition “small group” is rated by more respondents as a preferred condition for accepting Japanese tourists than for accepting American tourists. This seems to imply that Japanese tourists were often seen in big groups and such travel arrangements are not much appreciated. American tourists usually were travelling individually rather than in a big group, thus the description “don’t mind seeing American tourists if they are in a small groups” appears to have less relevance.

Table 4.6 shows the frequency of the conditions that made seeing Japanese tourists acceptable and compares the responses by Japanese and non-Japanese. “If they are friendly” was the only item that showed no significant difference between these two respondent groups: both Japanese and non-Japanese had slightly more people disagreeing with the statement (68% and 54%). Four other descriptions showed the significant differences between Japanese and non-Japanese. For the description “if they are in a small group”, only about 55 percent of Japanese respondents disagreed, while more than 80 percent of non-Japanese respondents disagreed. It can be observed that many more Japanese respondents agreed (38%) to the condition “if quiet” than did non-Japanese (4%). Many more non-Japanese respondents (90%) disagreed with the expression “if not interfering with me” than did Japanese respondents (66%). Finally, substantially more non-Japanese (55%) than Japanese respondents (11%) agreed to the description “don’t mind seeing Japanese tourists whatever they are doing”.

**Table 4.6 Japanese and Non-Japanese opinions for Conditions for
"Don't Mind Seeing Japanese Tourists"**

Don't mind seeing Japanese tourists if they are in small group			Don't mind seeing Japanese tourists if they are friendly		
	by			by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	35 (44.30)	14 (16.47)	Agree	25 (31.65)	39 (45.88)
Disagree	44 (55.70)	71 (83.53)	Disagree	54 (68.35)	46 (54.12)
	Chi-square (df=1) = 15.14 p = .001 < .05			Chi-square (df=1) = 3.49 p = .0618 > .05	
Don't mind seeing Japanese tourists if they are quiet			Don't mind seeing Japanese tourists if they are not interfering with me		
	by			by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	30 (37.97)	3 (3.53)	Agree	27 (34.18)	8 (9.41)
Disagree	49 (62.03)	82 (96.47)	Disagree	52 (65.82)	77 (90.59)
	Chi-square (df=1) = 30.22 p = .0000 < .05			Chi-square (df=1) = 14.96 p = .0001 < .05	
Don't mind seeing Japanese tourists whatever they are doing					
	by				
	Japanese (N = 79)	Non-Japanese (N = 85)			
Agree	9 (11.39)	47 (55.29)			
Disagree	70 (88.61)	38 (44.71)			
	Chi-square (df=1) = 35.09 p = .000 < .05				

Note: Cell values are counts with column percentage in parentheses

It is understandable that not very many non-Japanese agreed to the statement "don't mind seeing Japanese tourists if they are quiet": results from Research Question 1 indicated that the vast majority of non-Japanese might think Japanese tourists were quiet rather than noisy. It became apparent that more Japanese

respondents showed lower tolerance toward Japanese tourists than non-Japanese respondents. More than three-quarters of Japanese respondents disagreed with the statement “I don’t mind seeing Japanese tourists whatever they are doing” while about half of non-Japanese respondents agreed. Significantly more Japanese thought Japanese tourists should be in a small group, quiet and not interfering with them than was the case for the non-Japanese respondents.

Table 4.7 shows the frequency of the conditions that make seeing American tourists acceptable for Americans and non-Americans. Three descriptions (don’t mind seeing American tourists “if they are in small group”, “if they are quiet” and “if they are not interfering with me”) were not valid for chi-square tests due to the rule violation of more than 20 percent of the expected count less than five (Pallant, 2001). However, it can be observed that the pattern of the responses to these three descriptions from both Americans and non-Americans is quite similar. The majority of Americans and non-Americans disagreed with “if they are in small group”, “if they are quiet” and “if they are not interfering with me”. Similarly, there were no significant differences found between responses by American and non-American survey participants for the remaining two items: “if they are friendly” was agreed upon by half of Americans and 35 percent of non-Americans; and “whatever they are doing” was agreed upon by about 40 percent of both American and non-American respondents.

The results seem to indicate that Americans and non-Americans viewed American tourists in a similar way: they both preferred American tourists to be friendly but did not mind whether they were in small group, quiet or interfering with them. These views are in contrast to the views of Japanese and non-Japanese respondents with respect to seeing Japanese tourists.

Table 4.7 Americans and Non-Americans opinions for Conditions for "Don't Mind Seeing American Tourists"

Don't mind seeing American tourists if they are in small group *			Don't mind seeing American tourists if they are friendly		
	by			by	
	Americans (N = 20)	Non-Americans (N = 144) p = .0126 < .05		Americans (N = 20)	Non-Americans (N = 144)
Agree	2 (10.00)	22 (15.28)	Agree	11 (55.00)	51 (35.42)
Disagree	18 (90.00)	122 (84.72)	Disagree	9 (45.00)	93 (64.58)
				Chi-square (df=1) = 2.86 p = .0906 > .05	

Don't mind seeing American tourists if they are quiet *			Don't mind seeing American tourists if they are not interfering with me *		
	by			by	
	Americans (N = 20)	Non-Americans (N = 144)		Americans (N = 20)	Non-Americans (N = 144)
Agree	5 (25.00)	24 (16.67)	Agree	4 (20.00)	29 (20.14)
Disagree	15 (75.00)	120 (83.33)	Disagree	16 (80.00)	115 (79.86)

Don't mind seeing American tourists whatever they are doing		
	by	
	Americans (N = 20)	Non-Americans (N = 144)
Agree	8 (40.00)	54 (37.50)
Disagree	12 (60.00)	90 (62.50)
	Chi-square (df=1) = .047 p = .8289 > .05	

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % cells have expected count less than 5)

Table 4.8 shows the results of the frequency of reasons for wanting to see Japanese or American tourists. "Receiving travel information" was the most frequently agreed upon item for both Japanese (32%) and American tourists (42%). For Japanese tourists, "feeling comfortable" was the next most frequently agreed description (14%) followed by "talk to in Japanese" (13%), "share experiences" (13%), and "feel secure" (8%). For American tourists, the results were as follows: "talk to in

English" (35%), "feel comfortable" (27%), "share experiences" (26%) and "feel secure" (4%). Figure 4.6 illustrates these results.

Table 4.8 Reasons for Wanting to See Japanese / American Tourists

because	Frequency of Agreement with the Description	
	Want to see Japanese tourists because	Want to see American tourists because
	N = 164	N = 164
exchange travel information	53 (32.32)	69 (42.07)
feel comfortable	23 (14.02)	44 (26.83)
talk to in Japanese/English	21 (12.80)	58 (35.37)
share experiences	21 (12.80)	43 (26.22)
feel secure	13 (7.93)	7 (4.27)

Note: Cell values are counts with percentages to the total sample in parentheses

All the frequency ratings were higher for American tourists than for Japanese tourists except for "feel secure." "Exchange travel information" was most frequently chosen as a reason for wanting to see Japanese or American tourists, indicating that both nationality groups are seen as a potential information provider as discussed in the previous chapter. However, more social interaction such as "talk to them in Japanese/English" and "share experiences" were not high percentages, implying that respondents were not so keen to seek personal interaction with American and Japanese tourists. They may be expecting nothing more than superficial and practical interactions with tourists. Especially for Japanese tourists, only a little more than ten percent of the respondents said they wanted to see Japanese tourists because they could talk to them. This could be explained by the fact that not very many people speak Japanese, compared to the English language. By way of contrast, the conversation reason for American tourists was relatively frequently

chosen presumably because English is a much more common language facilitating international communication. It can be also argued, however, that it is also because Americans are easier to talk to than the Japanese, or at least this is the nationality stereotype as discussed earlier. While the expression “feel comfortable” was relatively frequently chosen, “feel secure” was not. These results do not mean that Japanese and American tourists do not make others feel comfortable or secure; the results probably only mean that comfort and security are not the reasons for wanting to see Japanese and American tourists.

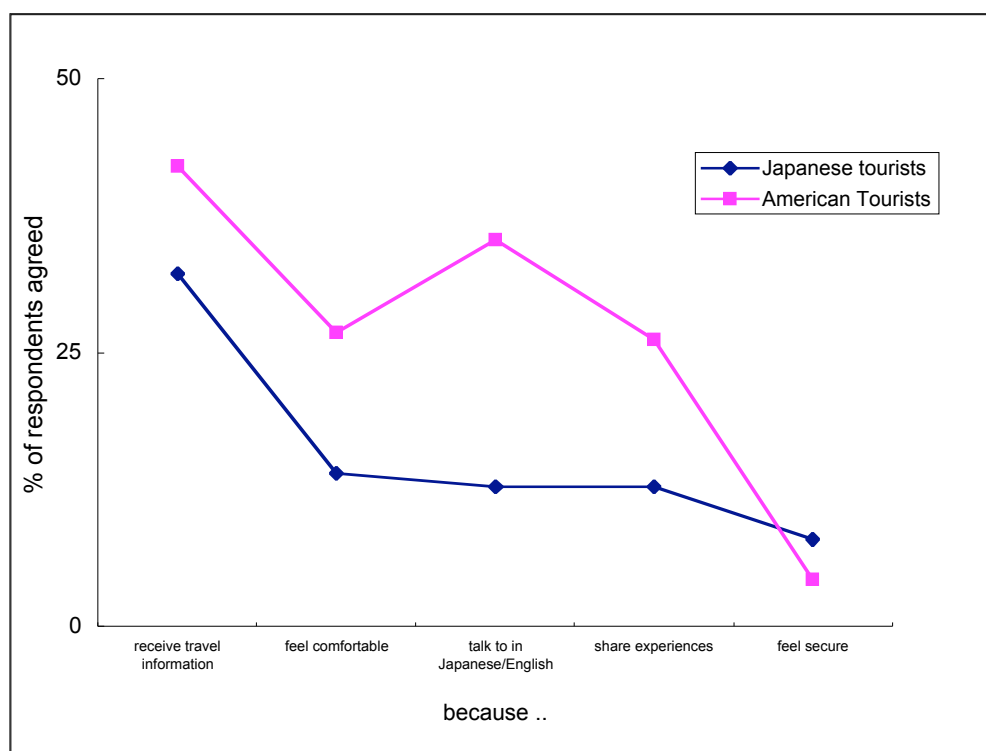


Figure 4.6 Reasons for Wanting to See Japanese / American Tourists

Table 4.9 shows the results of the responses of Japanese and non-Japanese viewing Japanese tourists. Significant differences were found for three items. More Japanese participants (41%) agreed to the item “I can receive travel information” than non-Japanese (25%). For the “I can share the travel experience”, more Japanese disagreed (99%) than non-Japanese (76%). For the item “feel comfortable”, a very high percentage of Japanese (97%) disagreed, whereas 68 percent of non-Japanese disagreed. Two other items, in which chi-square tests did not show significant difference, seem to have similar patterns of agreement between Japanese and non-Japanese. For the item “I can talk to them in Japanese” more than 80 percent of both Japanese (85%) and non-Japanese (89%) disagreed, and “I feel secure was also disagreed with by 95% of Japanese and 82% of non-Japanese respondents.

Considering the language differences, it is understandable that significantly more Japanese than non-Japanese thought that receiving travel information was a reason for wanting to see Japanese tourists. It is assumed that only few, and perhaps even no, non-Japanese would be able to speak Japanese, which makes it difficult to communicate to receive travel information. On the other hand, fewer Japanese respondents marked “talk to them in Japanese” than “receive travel information.” This seems to indicate that Japanese expect more practical encounters, such as receiving travel information from Japanese tourists, rather than more personal contacts. It is worthy of note that more non-Japanese respondents seem to perceive Japanese tourists positively: more non-Japanese than Japanese respondents agreed that “share travel experience”, “feel comfortable” and “feel secure” were reasons for wanting to see Japanese tourists, despite the language differences.

**Table 4.9 Japanese and Non-Japanese Opinions for the Reasons for
"Want to See Japanese Tourists"**

I can talk to them in Japanese			I can receive travel information		
	by			by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	12 (15.19)	9 (10.59)	Agree	32 (40.51)	21 (24.71)
Disagree	67 (84.81)	76 (89.41)	Disagree	47 (59.49)	64 (75.29)
	Chi-square (df=1) = .78 p = .378 > .05			Chi-square (df=1) = 4.67 p = .0306 < .05	
I can share travel experiences			I feel comfortable		
	by			by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	1 (1.27)	20 (23.53)	Agree	2 (2.53)	21 (24.71)
Disagree	78 (98.73)	65 (76.47)	Disagree	77 (97.47)	64 (75.29)
	Chi-square (df=1) = 18.18 p = .0000 < .05			Chi-square (df=1) = .16.70 p = .0000 < .05	
I feel secure					
	by				
	Japanese (N = 79)	Non-Japanese (N = 85)			
Agree	4 (5.06)	9 (10.59)			
Disagree	75 (94.94)	76 (89.41)			
	Chi-square (df=1) = 1.71 p = .1907 > .05				

Note: Cell values are counts with column percentage in parentheses

Table 4.10 shows the results of the same data for American tourists alone, comparing the responses of Americans and non-Americans. A significant difference was found with "talk to them in English" "share travel experiences", and "feel comfortable." More Americans than non-Americans agreed that they wanted to see American tourists because they could talk to them in English, and also because they could share travel experiences. While most non-Americans disagreed with the statement "I feel comfortable with American tourists" as a reason for wanting to see

American tourists, half of the Americans respondents agreed with this item. While the chi-square test was not valid for the statement “I feel secure”, it elicited different responses from Americans and non-Americans, and this difference seems obvious - almost all non-Americans disagreed with this item, while only quarter of Americans agreed. Finally “I can receive travel information” did not show any significant difference between Americans and non-Americans.

Table 4.10 Americans and Non-Americans Opinions for the Reasons for "Want to See American Tourists"

I can talk to them in English			I can receive travel information		
	by			by	
	Americans (N = 20)	Non-Americans (N = 144)		Americans (N = 20)	Non-Americans (N = 144)
Agree	12 (60.00)	46 (31.94)	Agree	12 (60.00)	57 (39.58)
Disagree	8 (40.00)	98 (68.06)	Disagree	8 (40.00)	87 (60.42)
	Chi-square (df=1) = 6.05 p = .0139 < .05			Chi-square (df=1) = 3.00 p = .0831 > .05	
I can share travel experiences			I feel comfortable		
	by			by	
	Americans (N = 20)	Non-Americans (N = 144)		Americans (N = 20)	Non-Americans (N = 144)
Agree	13 (65.00)	30 (20.83)	Agree	10 (50.00)	34 (23.61)
Disagree	7 (35.00)	114 (79.17)	Disagree	10 (50.00)	110 (76.39)
	Chi-square (df=1) = 17.71 p = .0000 < .05			Chi-square (df=1) = 6.23 p = .0126 < .05	
I feel secure *					
	by				
	Americans (N = 20)	Non-Americans (N = 144)			
Agree	5 (25.00)	2 (1.39)			
Disagree	15 (75.00)	142 (98.61)			

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % of cells have expected count less than 5)

It can be also interpreted that more Americans wanted to see American tourists because they could talk to them and obtain travel information than did non-Americans. At the same time, more Americans counted “share travel experiences” and “feel comfortable” as reasons for wanting to see American tourists than did non-American respondents, indicating that more Americans than non-Americans showed a positive attitude for why they want to see fellow American tourists.

Given that half of the non-American respondents were Japanese, who were generally not very good at English, it may be said that more Americans than non-American agreed to the communication-based encounters with American tourists. This could be also the reason for fewer non-Americans having positive reasons for wanting to see American tourists.

Table 4.11 shows the results of frequency counting for reasons for not wanting to see Japanese/American tourists. Figure 4.7 also demonstrates the same results.

Table 4.11 Reasons for Not Wanting to See Japanese / American Tourists

because	Frequency of Agreement to the Description	
	Don't want to see Japanese tourists because	Don't want to see American tourists because
	N = 164	N = 164
No particular preferences	76 (46.34)	72 (43.90)
They destroy the atmosphere	22 (13.41)	3 (1.83)
I don't want to mix with them	8 (4.88)	4 (2.44)
They make me feel uncomfortable	7 (4.27)	7 (4.27)
I prefer with other people	7 (4.27)	3 (1.83)
I prefer being alone	4 (2.44)	3 (1.83)
I don't trust Japanese/US tourists	0 (0.00)	3 (1.83)

Note: Cell values are counts with percentages to the total sample in parentheses

Close to 50 percent of respondents expressed the view that they did not have any particular preferences for seeing both Japanese and American tourists. The most frequently chosen reason for not wanting to see them was “they destroy the atmosphere” for Japanese tourists (13%). The remaining items were agreed upon only in less than five percent of the respondents: For Japanese tourists, “I don’t want to mix with them” (5%), “they make me feel uncomfortable” (4%), “I prefer being with other people” (4%), and “I prefer being alone” (2%) were chosen in this order of frequency but no one chose “I don’t trust Japanese tourists.” For American tourists, “they make me feel uncomfortable” was most frequently chosen but only by 4%, followed by “I don’t want to mix with them”, “they destroy the atmosphere”, “I prefer being alone”, “I prefer with other people”, and “I don’t trust America tourists.”, for all of these items less than five respondents (less than 2%) agreed.

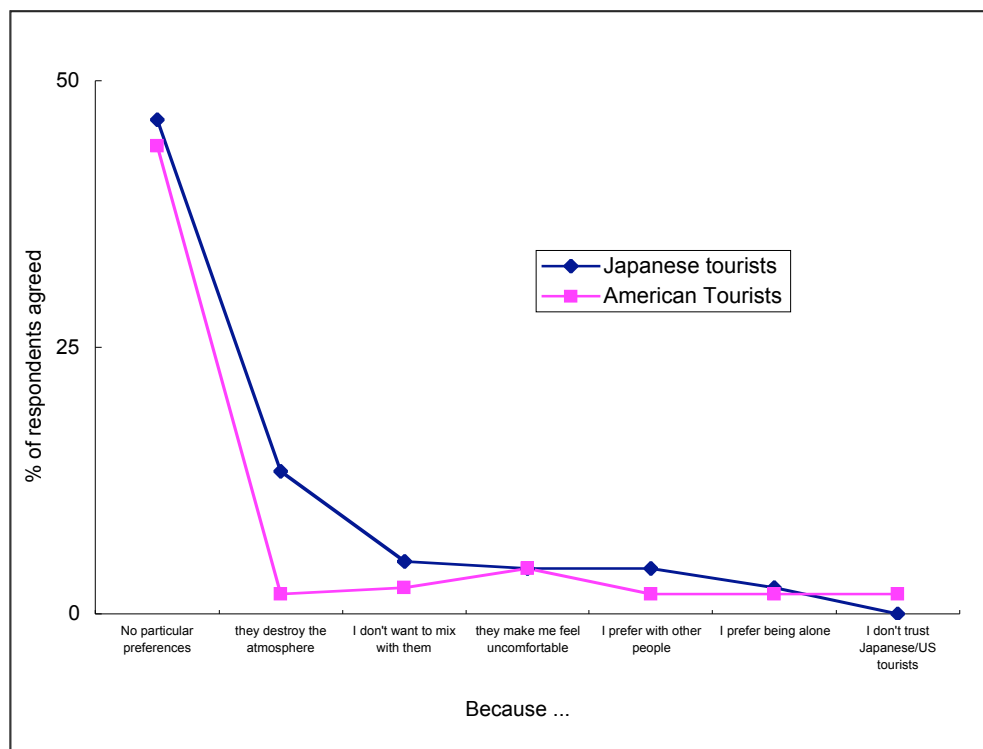


Figure 4.7
Reasons for Not Wanting to See Japanese / American Tourists

From the results, it became apparent that there were no reasons for not wanting to see Japanese or American tourists, that were supported by a majority of the respondents. This could occur because respondents had no strong negative opinions against seeing Japanese or American tourists. However, it could also be because people are reluctant to express something negative in general, and especially regarding something associated with the certain nationality or ethnic group. On the other hand, it could be that respondents could not imagine themselves in a situation of seeing tourists and this situation bothering them. The ambiguity in these results reflects a limitation of any questionnaire survey in which the responses to general situations without actually providing specific conditions.

While the numbers were not substantial, some respondents agreed to certain descriptions for reasons for not wanting to see Japanese and American tourists. More respondents agreed to numbers of description for reasons for not wanting to see Japanese tourists than American tourists. "I don't trust Japanese/American tourists" was the only item that received more respondent agreement for American tourists than for Japanese, even if these were minimal. The item, "they destroy the atmosphere" in particular was associated with Japanese tourists for more respondents than it was for American tourists. Apparently those respondents who marked this description perceived Japanese tourists negatively as mood-breakers at travel destinations.

Table 4.12 shows the results of the same data for Japanese tourists alone, comparing the responses of Japanese and non-Japanese. Significant difference was found between Japanese and non-Japanese respondents' agreement to the statement "Japanese tourists destroy the atmosphere"; 25% of Japanese respondents agreed but only 2% of other nationality respondents agreed. There was no significance found between the frequency of the agreement by Japanese and

other nationalities for “no particular preferences.” About 50 percent of the participants, both Japanese and non-Japanese alike, said that they did not have particular preferences toward seeing Japanese tourists.

Due to the small number of participants agreeing to so few of the descriptions, the chi-square test was not valid for five items, but they share the same pattern for Japanese and non-Japanese: “They make me feel uncomfortable” was agreed upon by only six percent of Japanese and two percent of non-Japanese; “I don’t want to mix with Japanese tourists”, was agreed upon by 10 percent of Japanese and no non-Japanese; “I prefer being alone”, was agreed upon by only two percent of both; “I prefer being with other people” was agreed upon by six percent of Japanese and two percent of non-Japanese; and none of Japanese nor non-Japanese agreed to “I don’t trust Japanese tourists.”

Overall, it can be observed that very few respondents from both Japanese and non-Japanese respondent groups actually have specific reasons for not wanting to see Japanese tourists. The exception is “destroying the atmosphere” which was supported by a quarter of Japanese respondents. Compared to other negative items, all of which received very little support, the agreement seems remarkable. Obviously, Japanese respondents tend to perceive Japanese tourists negatively in this matter. Some characteristics of Japanese customs discussed in the previous chapter, such as looking for non-ordinary time in travel destination can particularly be associated with this attitude of Japanese people not wanting to see Japanese tourists because they destroy the atmosphere they expect at the visiting destination. It can be inferred that it is not the case that what Japanese tourists are doing matters: the presence of Japanese tourists itself bothers some Japanese respondents to some degree simply because it does not represent the atmosphere of an overseas travel destination. Again, it relates to the psychology of tourists who expect

something very different from the home environment, and this includes the types of people present.

Table 4.12 Japanese and Non-Japanese opinions for the Reason for "Don't Want to See Japanese Tourists"

they destroy the atmosphere			they make me feel uncomfortable *		
	by			by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	20 (25.32)	2 (2.35)	Agree	5 (6.33)	2 (2.35)
Disagree	59 (74.68)	83 (97.65)	Disagree	74 (93.67)	83 (97.65)
Chi-square (df=1) = 18.59 p = .0000 < .05					
I don't want to mix with Japanese tourists *			I prefer being alone *		
	by			by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	8 (10.13)	0 (0.00)	Agree	2 (2.53)	2 (2.35)
Disagree	71 (89.87)	85 (100.00)	Disagree	77 (97.47)	83 (97.65)
I prefer with other people *			I don't trust Japanese tourists *		
	by			by	
	Japanese (N = 79)	Non-Japanese (N = 85)		Japanese (N = 79)	Non-Japanese (N = 85)
Agree	5 (6.33)	2 (2.35)	Agree	0 (0.00)	0 (0.00)
Disagree	74 (93.67)	83 (97.65)	Disagree	79 (100.00)	85 (100.00)
No particular preferences					
	by				
	Japanese (N = 79)	Non-Japanese (N = 85)			
Agree	37 (46.84)	39 (45.88)			
Disagree	42 (53.16)	46 (54.12)			
Chi-square (df=1) = .02 p = .9027 > .05					

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % of cells have expected count less than 5)

Table 4.13 shows the results of the same data for American tourists alone, comparing the responses of Americans and non-Americans.

Table 4.13 Americans and Non-Americans opinions for the Reason for "Don't Want to See American Tourists"

they destroy the atmosphere *			they make me feel uncomfortable *		
	by			by	
	Americans (N = 20)	Non-Americans (N = 144)		Americans (N = 20)	Non-Americans (N = 144)
Agree	1 (5.00)	2 (1.39)	Agree	0 (0.00)	7 (4.86)
Disagree	19 (95.00)	142 (98.61)	Disagree	20 (100.00)	137 (95.14)
I don't want to mix with US tourists *			I prefer being alone *		
	by			by	
	Americans (N = 20)	Non-Americans (N = 144)		Americans (N = 20)	Non-Americans (N = 144)
Agree	1 (5.00)	3 (2.08)	Agree	1 (5.00)	2 (1.39)
Disagree	19 (95.00)	141 (97.92)	Disagree	19 (95.00)	142 (98.61)
I prefer with other people *			I don't trust Japanese tourists *		
	by			by	
	Americans (N = 20)	Non-Americans (N = 144)		Americans (N = 20)	Non-Americans (N = 144)
Agree	1 (5.00)	2 (1.39)	Agree	0 (0.00)	3 (2.08)
Disagree	19 (95.00)	142 (98.61)	Disagree	20 (100.00)	141 (97.92)
No particular preferences					
	by				
	Americans (N = 20)	Non-Americans (N = 144)	p = .0126 < .05		
Agree	2 (10.00)	70 (48.61)			
Disagree	18 (90.00)	74 (51.39)			
Chi-square (df=1) = 10.63					
p = .0011 < .05					

Note 1: Cell values are counts with column percentage in parentheses

Note 2: * = Chi-square test invalid (more than 20 % of cells have expected count less than 5)

The item “no particular preferences” which was agreed to by only two American respondents but about half of non-American respondents, was significant. Due to the small number of responses indicating agreement, no chi-square test results were valid for other items. However, all these items were observed to have a similar pattern of agreement between Americans and non-American respondents. The majority of respondents disagreed with all of the other items: “they destroy the atmosphere” was agreed upon by only one American and two non-Americans. “They make me feel uncomfortable” was agreed by none of the American respondents and by five percent of non-Americans. “I don’t want to mix with American tourists” was agreed upon by only one American and three non-Americans. Both “I prefer being alone” and “I prefer with other people” were also agreed upon only one American and two non-American respondents. “ I don’t trust American tourists” was not agreed upon any American participants and agreed upon by only three non-Americans.

It is quite interesting to compare the results shown in Table 4.12 and 4.13. While Japanese tourists seem to mind the presence of Japanese tourists when they feel they are destroying the tourist atmosphere, the same Japanese (half of the non-American respondents) did not agree that American tourists destroy the atmosphere. It is apparent that Japanese respondents specifically pinpoint that it is Japanese tourists that they fear will create an undesirable tourist atmosphere rather than American tourists.

4.4 Summary

The present study has brought an array of specific findings about the perception of Japanese and American tourists. While there are some clear limitations to the sample of the respondents, there is consistency within the sample studied. This consistency is revealed and summarised in Table 4.14.

Table 4.14 Perceptions of Japanese and American Tourists: Study 2 Summary

	Japanese Tourists	American Tourists
general stereo-typical image	staying with own nationality group quiet friendly	mix with other nationalities noisy friendly, fun to be with, frank
auto image	relatively negative not friendly rude noisy	more positive friendly fun to be with
hetero image	positive	less positive
seeing them is	a neutral to mildly pleasant experience	a neutral to mildly pleasant experience
auto favourability	less favourable	more favourable
hetero favourability	more favourable	less favourable
The preferred conditions for seeing them	accepted whatever they are doing friendliness if they were in small groups (particularly by Japanese)	accepted whatever they are doing friendliness
reasons for wanting to see them	receiving travel information rather than feeling comfortable, talking to them, or sharing experiences More Japanese tended to appreciate that they can talk to Japanese tourists in Japanese in Japanese than non-Japanese	receiving travel information rather than feeling comfortable, talking to them, or sharing experiences
not wanting to see them	few Japanese tended to perceive Japanese as destroying the tourism atmosphere of the destination	few

It was felt that there was some difficulty in measuring the reactions and preferences in seeing other tourists without the survey participants actually being present at the study site. The perception might be too general and not very concrete or realistic. This may be a limitation of the present study, too.