

Title	Service and contents design for Chinese tourists to travel in Japan
Sub Title	
Author	梁, 小萌(Liang, Xiaomeng) 中村, 伊知哉(Nakamura, Ichiya)
Publisher	慶應義塾大学大学院メディアデザイン研究科
Publication year	2017
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 2017年度メディアデザイン学 第590号
Genre	Thesis or Dissertation
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40001001-00002017-0590

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the Keio Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

Master's Thesis
Academic Year 2017

Service and Contents Design for Chinese Tourists
to Travel in Japan

Keio University
Graduate School of Media Design

Xiaomeng Liang

A Master's Thesis
submitted to Keio University Graduate School of Media Design
in partial fulfillment of the requirements for the degree of
MASTER of Media Design

Xiaomeng Liang

Thesis Committee:

Professor Ichiya Nakamura	(Supervisor)
Professor Hiro Kishi	(Co-supervisor)
Senior Assistant Professor Marcos Sadao Maekawa	(Member)

Abstract of Master's Thesis of Academic Year 2017

Service and Contents Design for Chinese Tourists to Travel in Japan

Category: Design

Summary

With Japan providing more opportunities to Chinese people to visit , the number of tourists is continuing to increase. At the same time, current Chinese tourists are changing their traveling style in this few years, and paying more attention to experience consumption rather than goods consumption. In order to have a unique and more personalized trip, independent travelers need to plan everything by themselves. Then, many problems occur. Such as a great amount of information to browse and filtrate, the language barrier and so on.

In this thesis, the topic will be focused on how to deliver travel information and contents in a more in-depth level and from a more local point view to Chinese audience. The main purpose is to find what kind of contents are suitable to generate, and in which way and from what kind of platforms are more effective and practical to deliver those contents.

During the process, current major SNS platforms in Chinese market will be discussed and real trials are applied. At the end, the conclusion of how to satisfy Chinese tourists in current changing situation will be carried out.

Keywords:

Business Model Design, Japanese Tourism, Chinese Market, Web Contents, Behavioral Economics

Keio University Graduate School of Media Design

Xiaomeng Liang

Acknowledgements

First of all, I would like to thank my main supervisor Professor Nakamura for all his help and advice on my thesis. I also learned a lot from him about Media policy, pop-culture and business related knowledge. Professor Kishi provided his precious point of view to let me reconsider again and again about my direction of this project. Professor Maekawa gave me the guidance from academic perspective and let me solid related knowledge. Furthermore, Professor Kato and Waldman also provided their unique suggestions when I was in my final stage of revising this work. Because of their help, this thesis could be carried out.

I appreciate very much about my time here in KMD. It broadened my horizon, took me to experience a lot of new aspects of life, as well as brought a lot of people who are from different backgrounds with different mind-sets to my life. Along the way, I learned to be creative, to think about social impact, and have fun at the same time.

Moreover, because of my enrollment in KMD, I also got the chance to join CEMS MIM Program. The business knowledge and experience I got from my one year exchange in Sweden and France definitely have a great impact on my life.

Finally, I would sincerely thank my parents for all their love, understanding and support.

This thesis is just a start for me to working on the improvement of cross-culture communication between China and Japan. And I will always keep this mission in mind and continue my journey on it.

Contents

Acknowledgements	ii
1 Introduction	1
1.1. Background	1
1.1.1 Shopping Spree	3
1.1.2 Current traveling style and Future Trend	4
1.1.3 From MONO to KOTO	5
1.1.4 Word-of-Mouth and Influencer	7
1.1.5 2020 Tokyo Olympic	8
1.2. Current Problems	9
1.2.1 The problems for general foreign visitors	9
1.2.2 Problems of Japanese as a foreign language	10
1.2.3 Problems of making decision	12
1.3. Short Summary	14
1.4. Motivation	16
1.5. Initial Concept	17
1.6. Contribution of this Thesis	17
1.7. Structure of the Thesis	18
Notes	19
2 Related Researches	20
2.1. Literature Review	20
2.1.1 From MONO To KOTO	20
2.1.2 Customer Journey	21
2.1.3 Social Media	22

2.1.4	Business Model	23
2.1.5	Contents Marketing	24
2.2.	Short Summary	25
3	Design	27
3.1.	Concept Design	27
3.2.	Market Research	29
3.2.1	Data Analysis	29
3.2.2	Market Analysis	35
3.3.	Business Model Design	41
	Notes	43
4	Implementation	44
4.1.	Work with local craftsman	44
4.2.	Personalized Tour Design	46
4.3.	On-line Consultation	48
4.4.	Web Article	49
4.5.	Short Video	51
4.6.	On-line Live Stream	53
4.7.	FM Radio	53
5	Evaluation and Discussion	55
6	Conclusion and Future Works	61
6.1.	Conclusion	61
6.2.	Future Works	63
	References	64
	Appendix	67
A.	Questionnaire Design	67

List of Figures

1.1	The number of Chinese people coming to Japan from 2003 to 2017	1
1.2	The number of Chinese people coming to Japan in 2017	2
1.3	Chinese Tourists' traveling style reported by NHK	6
1.4	Chinese Tourists' traveling preference published by HILTON Hotel and Resorts 2017	7
1.5	A screen-shot of Chinese APP reviews about Japanese local restau- rants	8
1.6	When searching about the difficulties to travel to Japan without understanding Japanese	10
1.7	Some of the Chinese trip websites	12
1.8	An screen shot of a popular Chinese travel websites	13
1.9	An Inbounding Chinese tourists related forum held in Tokyo Uni- versity in 2017 November	13
1.10	The problems for Chinese tourists	15
1.11	The Structure of this Thesis	18
2.1	Elements when consider about Customer Journey by designed by Mikito Kato	21
3.1	The Concept of Contents delivering	28
3.2	The Age and Gender about Chinese tourists who are interested in visiting Japan	29
3.3	Are you interested in visiting Japan and ow many times have you visited	30
3.4	How much would you like to spend on accommodation and your travel budget	30

3.5	Which Area except Tokyo and Contents are you more interested in Japan?	31
3.6	Are you interested to go to rural area and what kind of elements will influence your decision?	32
3.7	How would you visit Japan?	32
3.8	How would you gather the travel information about Japan?	32
3.9	Do you like watch short video or live broadcast on-line?	33
3.10	Your opinion about personalized tour service.	33
3.11	The PESTLE analysis for tourism market in Japan	35
3.12	Partnership and Related media platform that being used	36
3.13	Chinese FM Radio Market and its expectation from 2016 to 2020	37
3.14	Himalaya FM Radio iTunes Page	38
3.15	The market scale of short video in Chinese market in 2017	39
3.16	Forecast of Chinese LIVE Stream uses from 2015 to 2019	40
3.17	The Business Model Canvas	41
3.18	The Value Proposition Canvas	43
4.1	A review about the Hair Ornaments shop in Kyoto	45
4.2	The feedback from the Hair Ornament shop in Kyoto	46
4.3	Be a personal tour designer and guide on Wanzi	47
4.4	My profile as a personal tour designer and guide	48
4.5	Part of the on-line consulting service I provided for a personalized trip	48
4.6	Some travel journals and articles I provided on-line	50
4.7	Some in-depth articles about Japanese culture and daily life . . .	51
4.8	Some video I have created and shared on-line	52
4.9	The Live stream I delivered by talking about some of my travel experience	53
4.10	Some FM Radio program I created by talking about Japanese culture	54
5.1	The results of tested platforms	59

Chapter 1

Introduction

1.1. Background

China and Japan share a lot of commons, such as similar habits and mind-set from the influence of traditional culture and Buddhism. At the same time, with the time going on and Japan getting influence from western culture, there are also quite a lot differences between these two nations. Both similarities and differences make Japan an attractive country to have a look. Furthermore, due to the close geographical location, it is also easier for Chinese people to visit Japan.

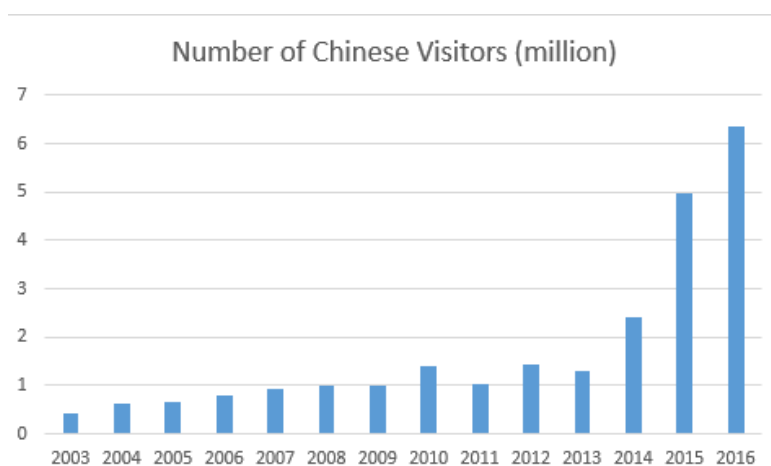


Figure 1.1: The number of Chinese people coming to Japan from 2003 to 2017

According to the number published by JNTO (Japan National Tourism Orga-

nization)¹ (Figure 1.1) , visiting Japan became a boom among Chinese tourists and we can see the huge increase especially start from 2015. It is also the year that Chinese replaced Korean and become the largest amount of travelers in Japan. The reasons could be briefly summarized as below:

- Easier Visa Application process and requirements since January 2015
- The slump of Yen which made it cheaper to travel in Japan for foreigners.
- The increase of Chinese middle class people also made contribution for this phenomenon.
- The increase of direct air flight from major cities in China to Japan.
- et cetera

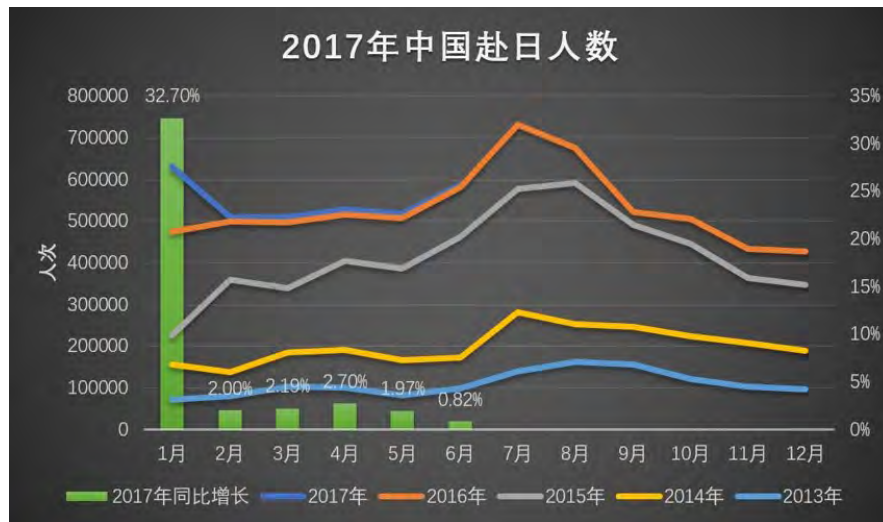


Figure 1.2: The number of Chinese people coming to Japan in 2017

From a research done by China Civil Aviation² it indicated that in the first half of year 2017 (Figure 1.2) the Chinese tourists are already over 3.8 million which is expected to reach to 8 million at the end of the year. Compared with the number of 6.37 million³ Chinese people who came to Japan for visiting in 2016, 26 percent of increment is significant.

The number could be expected to continue increasing further as Japan will continue to be a welcoming place for Chinese people to visit. The reasons are:

- Geographically close.
- Comparatively cheaper price.
- Similar characters (Kanji) and Culture.
- Good products, experience and service provider.

1.1.1 Shopping Spree

Some interesting phenomenon has occurred since year 2015. Because of the easy Visa application policies and good economic situation, large amount of Chinese customers rushed to Japan in 2015 and consumed a lot during their visit. It started from the period of Spring Festival in February and followed with the National Festival in October.

”Shopping Spree” (Bakugai) became one of the top 10 most popular words for the year 2015 in Japan. It indicated how Chinese people rush to Japan and went for shopping crazily.

However, this ”trend” just last around one year and then suffered its decline immediately in 2016. Japan Department Store Association reported that the total sales fell down around 90 percent for tax-free products compared with the same period in 2015. [28]

The main reasons for this decline are:

- Strong Yen and weak Yuan situation from 2016
- Strict check requirements on customs inspection in China
- The growth of Cross-Border Electronic Commerce in China

Strong Yen and weak Yuan situation and the strict check requirements on customs inspection⁴ made the products price of buying in Japan less attractive than before. Further more, more and more Cross-Border Electronic Commerce in China (such as: Alibaba, Jingdong, Amazon) are expanding their oversea business. The products range from big electric appliances to small snacks, from high-fashion to daily consuming goods, which allows Chinese consumers to be able to get

oversea products by just clicking a button through Internet. All these reasons make going abroad and buying goods lost its attractiveness.

Except the reasons listed above, the buying behavior is also changing gradually. The consumer who like to buy big electric good, rice cooker, branded watch were almost disappeared recently. Instead, they switched their interests to small electrical appliances and cosmetics, snacks and more and more experience related activities.

1.1.2 Current traveling style and Future Trend

Although the amount of Chinese tourists visiting Japan is increasing stably, their traveling style is changing.

With the decrease of using group tour, independent travel and repeated Visiting are increasing and occupied around 60 percent of the total people. They are mostly coming from big cities like Beijing, Shanghai and Guangzhou and the majorities are female. M.Nakamura (2017) [22] also talked on Forbes Japan that he believe in the future more and more Chinese tourists will change from Shopping spree to Girls' Trip.

Nakajima (2017) [20] interviewed Su who is the CEO of Ctrip International Travel Japan. Ctrip is the biggest travel agency in China and is among the top 3 in the world. According to Su, current Chinese independent travelers, especially affluent class people, are even trying to avoid going to the places that are welcomed by group tourists, because it would be very noisy and disordered. A lot of tourists may join a group to visit Japan first and then travel independently afterwards. Besides, it is also very fast for those tourists to change their traveling style to independent visiting. For independent travelers, they are very sensitive to new and trendy places and foods, and would like to spread these information through social platforms. Therefore, those independent travelers are also leading the trend and the new and rare spots they found may even influencing where group people would like to visit.

1.1.3 From MONO to KOTO

In 2016, a new concept and phrase "From MONO to KOTO" showed up, which means that the travel style of Chinese tourists will change "from goods consumption to experiential and service consumption". This phrase was quoted by the mass media like NHK and Nihon Keizai in the 2017 and made it got widely attention from the public. [9]

The trend not only happened on general Japanese people, inbound tourists are also following it. The main reason behind this phenomenon is that people nowadays are paying more attention to the richness of one's own heart rather than how many real goods they own, especially those middle and upper class people who do not need to struggle to survive in daily life and have more chances and time to travel around and abroad.

As mentioned above, due to the situation of strong Yen and weak Yuan, as well as the strict check on customs inspection and the growth of Cross-Border Electronic Commerce in China, more and more Chinese independent tourists are switching their travel to experience orientated style.

There are 3 main types of experiential consumption:

- Japanese experience. Such as visiting old temple in Kyoto and Nara etc. with wearing Kimono.
- Visit the real-life locations from ACG related spots.
- Japanese Cultural experience. For instance, making pottery, Cosplay etc.

NHK (2017) [23] also introduced this phenomenon in their program (Figure 1.3). It showed that a young couple who spent a lot of money on buying general and luxury goods on their first visit in Japan changed to be more relax during the trip for the second time, such as walking around with Kimono. A business man from Shanghai enjoyed horse racing which is very popular in Japan but not yet in China. An office lady went to a normal Japanese cooking class in a residence area to learn how to make traditional Japanese home-made food. Another young boy just wondered around with his bicycle in Tokyo to see some views general visitors would not see.



Figure 1.3: Chinese Tourists' traveling style reported by NHK

Another interview about the traveling behavior to Yuan, the CEO of a Japan travel related magazine, was conducted by Nakajima (2017) [21]. Ms. Yuan also believes that Chinese tourists, especially those affluent and well-educated people, are very interested in arts and cultures and have strong curiosities towards variety aspects of Japan. Thus, for independent tourists, they are more interested in "experience" and will behave differently from those who coming in a group. For instance, they would like to know how to decorate Japanese traditional multiple course meal (Kaiseki Ryori) and how to make Japanese paper (Washi) by themselves. Yuan also mentioned that, nowadays around 70 percent tourists in major cities like Beijing and Shanghai choose to visit Japan by themselves.

1.1.4 Word-of-Mouth and Influencer

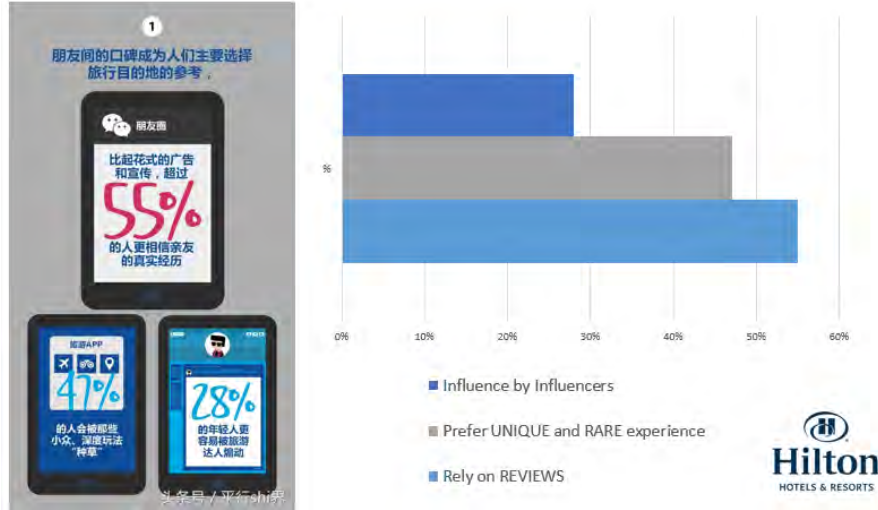


Figure 1.4: Chinese Tourists' traveling preference published by HILTON Hotel and Resorts 2017

Influencer, which also known as Key Opinion Leader (KOL), has a strong power to audiences and is considered to play an important roll in marketing and promotion area in China (Yamaguchi, 2017) [30]. KOLs could range from pop-stars to general people.

Hilton Hotel and Resorts organized a survey in November 2017 about Chinese people's oversea traveling preference during the past 12 months and targeted adults (over 18 years old) who live in the first and second tier cities. There were over 3000 answers and the results were published as a Blue Book in December 2017. [4] In this report, it is clear to see that 55 percent of people would reply on friends and relatives' suggestions and recommendations, and get some inspirations from random chat rather than general advertisements and promotions when plan their own trips. At the same time, 47 percent of those people would be very interested towards in-depth and less popular travel experiences. 50 percent of them will be motivated from the pictures they saw at social media platforms, such as Weibo, WeChat and so on. Moreover, 28 percent young people will be influenced by travel related influencer.

Compared with Japanese people who may like to purchase travel guide book and plan their trip based on the guidance, Chinese people prefer reviews from

others through Internet. Even when those tourists go abroad, they will check reviews, which motivate many applications to expand their businesses overseas. Such as: Meituan for restaurants reviews and Trip Adviser for interesting spots.



Figure 1.5: A screen-shot of Chinese APP reviews about Japanese local restaurants

The picture shown above (Figure 1.5) is a screen shot of a Chinese review Application for Japanese local noodle chain restaurants ICHIRAN. However, most of the contents only cover those general and popular places and lack of many more unique spots, such as ICHIRAN shown in the picture. It is the place where most tourists will check and becomes less special.

1.1.5 2020 Tokyo Olympic

Japan has launched the project and law for Nation-building upon Tourism Strategy⁵ at the end of year 2006 and started to process it since 2007.

In 2014, the target of expected visitor was set to be 20 million people around Olympic games. With the help of more and more Chinese tourists coming for visiting, the goal was achieved earlier than original plan. A new goal was set at the beginning of 2017 which doubled the previous target and became to 40 million visitors before and during Olympic games. Among those large amount of visitors,

many specialists assume that Chinese tourists would be expected to occupy the majority of group, as it already proved in recent years' phenomenon.

However, since Japan is still a "foreign country" to Chinese visitors, a lot of problems may occur during their visiting.

1.2. Current Problems

1.2.1 The problems for general foreign visitors

Basically, foreign visitors will meet 3 major difficulties when they come to Japan. Namely: Language, Transportation, and Data communication. For the third one, many Japanese telecommunication companies have already worked on it. For instance, KDDI provided "Travel Japan Wi-Fi" [25] for foreigners to use Wi-Fi for free. Except these, some other problems still exist.

- Japanese as a foreign language. Although both Chinese and Japanese share similar Kanji, it is still inconvenient for Chinese traveler to go around without understanding the language. They will meet difficulties when dining in the restaurant or using public transport. It also limit people to get access to local interesting travel and cultural related information. Coherently, it will also lead to asymmetric information.
- Information Asymmetry. Without understand Japanese, it is not possible for Chinese traveler to search and get unique local information on the Internet independently. However, more and more traveler (especially young Chinese) would prefer to escape from main tourist spots and go to more local and unique places.
- Cultural bias. Meantime, based on my observation and searching through Internet, most bloggers/travelers share their travel experience based on sightseeing and restaurants and shops visiting, and less of them would continually share information about cultural related contents. Which means that Chinese tourists come to Japan with no conscious about local customs such as the manner. In recent years, with the amount of Chinese tourists increasing, some conflicts were also occurred. Main stream media broadcast

a lot of information about the behavior when oversea tourists break the rules. However the main reason is because of the cultural difference. And these bias from those media contents will make the relationship between two nations worse in the general society.

1.2.2 Problems of Japanese as a foreign language



Figure 1.6: When searching about the difficulties to travel to Japan without understanding Japanese

From the search about the difficulties to travel to Japan without understanding any Japanese on Baidu (the biggest searching platform in China) (Figure 1.6), it shows up to 1.9 million results. Most questions related to the concern about whether it will be hard without knowing any Japanese.

Many popular answers would say that both Japanese and Chinese share similar characters (Kanji) which is easier to understand in many situations. It is also possible to communicate with limited English, writing or drawing on papers, or

making gestures. Moreover, with many tourists spots providing Chinese leaflets and more and more applications and translations tools, it would become less difficult.

However, no matter how many similarities may share between two countries, there are equivalent amount of differences exist. It is also hard for general tourists to understand this situation as they may know less in-depth culture about Japan.

The top answer on Zhihu, the Chinese version of Quora, discussing about "How the experience would be to travel in Japan without understanding Japanese" ⁶ is provide by Li, a Chinese who had studied and living in Japan for a few years. He mentioned that it is easier to go to tourists spots, but would be very hard to go to very local spots. Local people may do not have sufficient English skills and Chinese tourists know limited Japanese culture, even on a basic level. Li also shared some of his own experience to help solving the problems between Chinese tourists he occasionally came across and local Japanese people working in restaurants or on taxi. For instance, two young Chinese tourists want to pay their food bills together with cash (which is insufficient) first and by credit card for the rest. However, the staff could not understand and thought they want to pay separately. Then, problems occurred since they can not communicate in the same language. Li saw this situation and helped to solve the problem. Similarly, this kind of problems happened, are happening and will happen and they do influence the Chinese tourists' experience and their images to local Japanese people.

This kind of problems may not be obvious from general travel related platforms or media, but can be easily felt by Chinese people who know about Japan and its culture and saw similar situations. In these years, many Chinese tourists rush to Japan to travel. However, we all see many negative news about bad behaved scenes. Basically, except from the reason of personal personalities, one of the main reasons is because of the cultural difference, which made the conflicts occur and interrupt a better communication and understanding between two countries.

1.2.3 Problems of making decision



Figure 1.7: Some of the Chinese trip websites

In China there are varieties of travel related websites and services provided to audiences. Except booking hotel and plane tickets through websites like Booking.com and Ctrip.com, there are many other channels to get information before hand. For instance:

- Browsing travel experience: QYer, Mafengwo, 16fan, Ctrip, Tuniu, Qunar, Baidu Trip etc.
- Social media platforms: Weibo, WeChat and relevant applicaitons and major platforms such as Sina, Sohu and NetEase etc.
- Travel guidance book: Traveler, Lonely Planet, published books etc.
- Videos: Bilibili, MiaoPai etc.

However, the problem is that this kind of websites mainly contain basic information without showing contents in a unique point of view.(Figure 1.8) Besides, most of the contributors are tourists by themselves and usually check lots of places and cities on their short holidays, which means that they can only provide the information from less experienced tourists' point of view. Furthermore, they show more about the process of their trips, rather than talking about the in-depth meaning and culture behind.



Figure 1.8: An screen shot of a popular Chinese travel websites



Figure 1.9: An Inbounding Chinese tourists related forum held in Tokyo University in 2017 November

As Chang Liu, CEO of Banmi travel in China, spoke on a Chinese inbound tourism forum in November 2017 (Figure 1.9) and mentioned that based on the

research results conducted by Banmi, generally Chinese tourists need to open up to 38 web pages when they are trying to plan their overseas trips. That is why there are so many websites and services provided (as shown above) but it is still time consuming and less effective to plan a trip for oneself, as they need to filtrate all the information by themselves while still did not get in-depth knowledge and experience from a local eye.

1.3. Short Summary

Current Trend

From the analysis presented at the beginning of this part, the current trend of Chinese tourists are:

- Chinese tourists are changing their traveling style from shopping to experience consumption (From MONO to KOTO). It means that more and more Chinese tourists are interested in in-depth Japanese culture related contents, which will influence on the contents design. Thus, the contents about Japanese goods and products may be popular before, while nowadays, the unique travel experience will attract more attention.
- Chinese tourists are changing from traveling with group to individual and independent travel. Then they would need to do all the preparation and plan by themselves.
- Many of them rely on recommendations from people around and young people are easily influenced by KOLs. Therefore, it would be proper to apply KOL or create personal channel rather than showing up with the image as a business or organization.

The Problems

At the same time, it is also obvious to see many problems existed. Such as:

- Limited language skill will influence on in-depth understanding of Japanese culture and better travel experience. Language barrier can also interrupt the communication and relationship from folk level.

- Too many websites to filtrate when plan a personal trip and the process is less efficient.
- Even though the related travel services and websites are a lot, less of them provide in-depth knowledge and local points of view to assist potential tourists who are interested to know more about Japanese culture through travel.

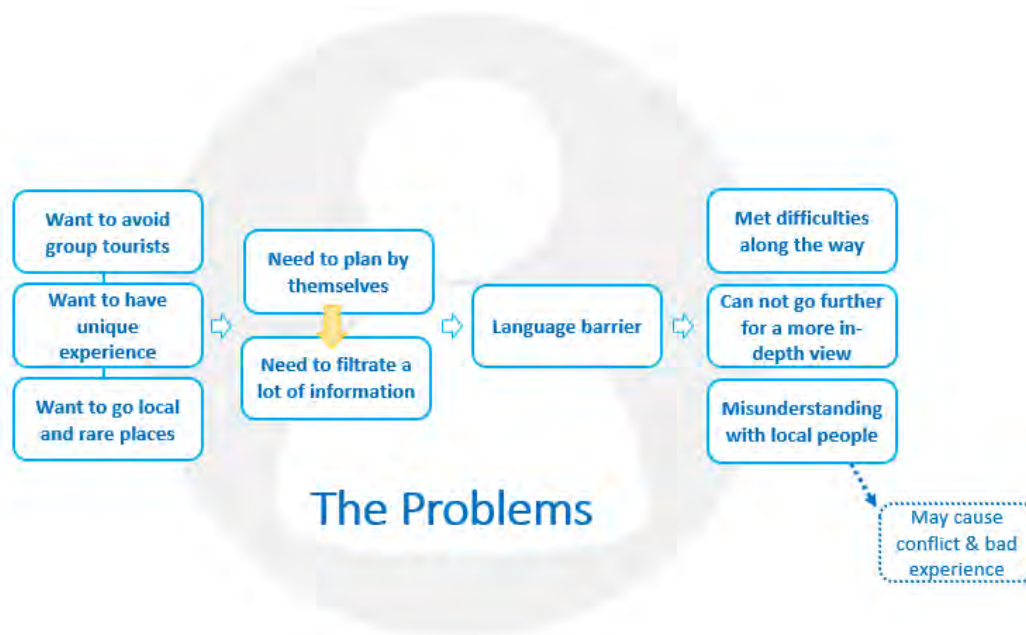


Figure 1.10: The problems for Chinese tourists

The problems link with each other. Because people want to travel in a more independent and unique way, they need to plan everything by themselves and browse a lot of websites and filtrate those information. Even though the plan is carried out, the language barrier may still cause many inconvenience and even cause unpleasant experience. And in some cases, the problems may even not being realized by tourists themselves.

From the market side, the main shortage is lacking integrated place to contain and deliver in-depth and personalized travel information and experience. Although there are many websites for users to browse, many information are very popular, general and less unique. There do have a lot of passionate travelers to

share their own experience, but they are more from a tourists opinion and have limited deep and detailed knowledge and local point of view.

1.4. Motivation

Me as a passionate traveler:

I am a passionate traveler and have been traveling in Europe and Japan by myself for 8 years. To me, travel is not just about sightseeing. The main purpose as well as interesting and unforgettable experience is about knowing the local culture and meeting local people.

During these years, Chinese consumers came to Japan with a great purchasing power. However, we can see that they are changing and I would prefer to propose a better style to enjoy a foreign country, which is escaping from typical tourist spots and going local and deeper for more personalized and in depth experience, as well as know more about local habits, lifestyle, customs and cultures.

It is not possible to motivate all of those Chinese tourists, however I would like to motivate, influence, and help people who share or potentially share similar mind-set, especially those young tourists. They are the people who care more about go for a travel experience and local cultural experience. They will also be the future main stream to travel in Japan.

Be a "bridge" and Improve Communication

As a Chinese living in Japan, I do hope I could use my own knowledge and skill to do something in order to improve the relationship between China and Japan. For example, Using media platform to deliver message and information; help more and more Chinese consumers to have a better experience in traveling in Japan; as well as sharing in-depth knowledge about Japanese culture in an easy and acceptable way.

1.5. Initial Concept

My main purpose through this thesis is trying to figure out how to use travel information to improve the cross-culture communication and help Chinese customers to better plan their trip, as well as improve their understanding about Japan which will benefit their travel experience as well.

In order to help with the current situation, I would like to discuss what kind of contents to deliver and in which way to deliver them. An integrated media platform (such as my own channel) would be proper to suit my idea. Apply it with using KOL rather than business style would be more approachable and friendly to audience. And from the audience side, they know that they are following a real person and know the person, in order to improve the reliability in a long term.

However, I would focus on using current media platforms to create an suitable and sustainable way to deliver the contents, rather than create a brand new platform, product or application. The main reason is that it would be very difficult for a brand new application or product to compete with the major ones. Therefore, at the beginning stage, it is better to use these existed platforms rather than compete directly with them. Furthermore, major media platforms already have a solid foundation of potential customers, which would be great resources to use directly rather than fight for.

1.6. Contribution of this Thesis

The contribution of this thesis will be discussing about the changing traveling style and behavior of current Chinese tourist, and how to find the way and integrate different platforms to provide suitable information to them.

This thesis will try to combine the travel experience related contents in Japan with variety of SNS media platforms in China, and check out how to deliver these contents and provide a better service to Chinese tourists in order to let them have a better knowledge about Japan and a great travel experience when they come for visiting.

During the research and design process, the major SNS platforms in China have been discussed, and real trials have been carried out with these platforms,

in order to see which place is more suitable to market contents. With a tailored survey, the customer profile of Chinese tourists is clearly figured out. And then, a practical business model is designed and put into practice.

Hopefully it would be helpful when considering about attracting Chinese tourists to visit Japan with a good experience, and improve the cultural communication between China and Japan.

1.7. Structure of the Thesis

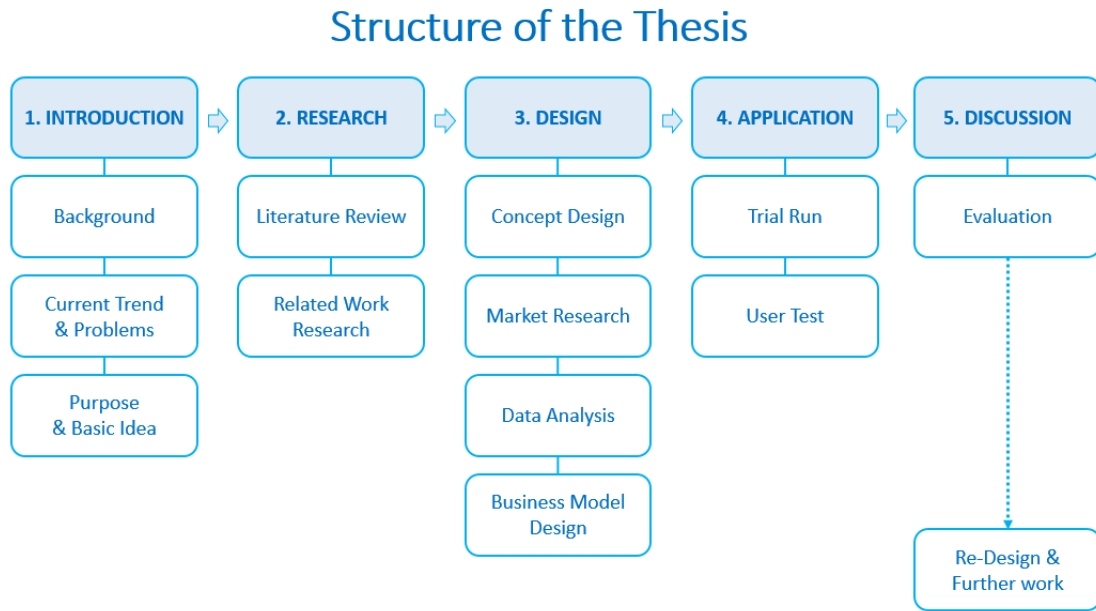


Figure 1.11: The Structure of this Thesis

In this thesis, first of all, the background of current situation in travel industry and customer behavior of Chinese tourists will be discussed in the first chapter.

Then, related literature research will be presented in second chapter.

Thirdly, the concept and customer needs will be clarified, which will contribute to a Business Model design process in the following session.

Fourthly, some experiments and trials will be delivered to test how those concepts and hypothesis discussed in Chapter 3 will look like in the real world.

Later on, evaluation of those real actions will be discussed in Chapter 5.

Finally, it is possible to find out an effective way to process the idea and modify the design process. Meanwhile, further action will be discussed as well.

Notes

1 The number of Chinese people coming to Japan in 2017. <https://www.jnto.go.jp/> Access on November 30th 2017

2 The number of Chinese people coming to Japan in 2017. <http://www.askci.com/news/chanye/20170726/1725221> Access on September 5th 2017

3 The number of Chinese people coming to Japan in 2016. <http://www.silver.org.cn/cjyw/20170421-30877.html> Accessed on September 5th 2017

4 Why the trend of shopping spree is decreasing. <http://www.newsweekjapan.jp/stories/world/2016/11/post-6378.php> Access on October 30th 2017

5 Nation-building upon Tourism Strategy. <http://www.mlit.go.jp/kankocho/kankorikkoku/> Access on October 30th 2017

6 How the experience would be to travel in Japan without understanding Japanese. <https://www.zhihu.com/question/31392125> Access on January 13th 2018

Chapter 2

Related Researches

2.1. Literature Review

This chapter represent some basic related concepts that needed before doing the contents and service design.

2.1.1 From MONO To KOTO

Fujimura (2012) [3] proposed the concept of "Experience Marketing" in the early 2000's. He emphasizes that customers would not just want to have "Goods" and "Services" and they want to have more "Experience". By doing and trying something, they can gain some experience or have a taste of lifestyle. Especially in current world which is influenced by Internet and social media, people can easily get information and ignore them, but hard to ignore surprising experience. Picking up a restaurant as an example, selling foods will let the restaurant struggling to their daily operation, while selling the atmosphere and what customers could feel and experience in the restaurant will be more easier to survive. Then customers will image what interesting things they will do and what great experience and memories they can gain from dining there.

He summarized his points as:

- From Things to Experience (From MONO To KOTO)
- From Life to Lifestyle

- From Specification to Meaning

If a business do not change their point of view of marketing their products, they will face troubles in current and upcoming period of time.

2.1.2 Customer Journey

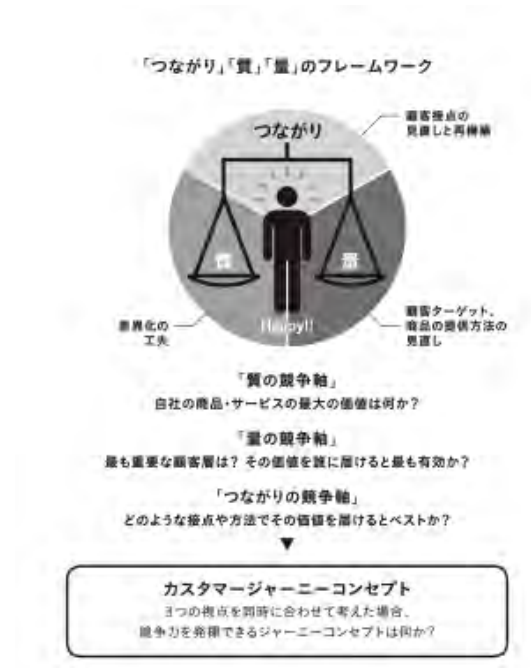


Figure 2.1: Elements when consider about Customer Journey by designed by Mikito Kato

Kato (2016) [15] mentioned 3 elements before customer journey concept design, namely: the connection, the quality, and the quantity (Figure 2.1). He believes that it is essential to let consumers access to the products wherever they are and whenever they want to improve connection in current smart-phone era. Besides, for the products and service providers, balancing quantity and quality at the same time would help to keep the uniqueness.

Edelman (2015) [2] also emphasized that a new customer journey is formed by involving digital technologies, and shaping customer journey could be a new competitive advantage.

2.1.3 Social Media

Smart-phone era

As in customer journey indicated, the new technology applied will help to enhance the success of a business. Nishida (2011) [24] said that people nowadays do not need to be occupied in front to television due to the widely usage of tablets and smart-phones. In current society, smart phone and tablets allow customers to absorb the contents "wherever they are" and "whenever they want to".

Word-of-Mouth and Influencer

Nishida (2011) [24] mentioned that in current Internet society, people rely on Word-of-Mouth rather than mass media to know about a product's reputation, which can lead to sales even for unpopular products.

For products "reviews", it is hard for general business or corporates to control its contents as Kogure and Ishitani (2007) [18] said. However, for the reviews published on personal blog or media platform, it could still influence on products' reputation and image. So nowadays, it is the time allowing personal SNS platforms turning to a more formal media style.

In order to provide good review contents to attract readers, Kogure and Ishitani (2007) [18] mentioned some rules to follow. For instance, some topics which are beyond expectation would occur surprising reactions. It proves the importance of contents design. Moreover, the writer should express the opinion in a personal and unique way to show the real experience and feeling from consumer or users' side, and these kind of information shared would be more reliable and convincing. Besides, the contents should be updated frequently in order to allow readers or followers to access to new information on a regular base. Furthermore, writers could tell stories about the products, and should keep their platforms as a place to communicate with readers.

Likeable

In Kerpen (2011) [16] point of view, in the new era of communication, social media platforms play more and more important part than traditional mass media. To be more precise is the beginning of word-of-mouth marketing and Kerpen

believes that this style would remain the best and most efficient way of marketing for a long time. Such as: doing marketing on Facebook. The widely use of social media also causes the so called "like" revolution and involves audiences participant in the communication process.

By using social media platforms, it is important to "invite your customers to be your first fans" (Kerpen, 2011) [16]. The way to get "like" is through developing value proposition in business model.

Kerpen also said that it is free to register an account but it does not mean social media is free or at least cheap. Building and executing a likeable contents will take lots of time and efforts.

By considering of this aspect, a word called "Freemium" could be considered. The term "freemium" [29] means "free" plus "premium", which was created by Jarid Lukin and popularized by venture capitalist Fred Wilson on his blog, which means that the business is based on Internet and provide basic service for free and charge for further premium service. However, the problem of this model is that most of the users may not become the paying customers in the future.

Sometimes, "Free" is still possible in a business model because "non-paying customers are financed by another part of the business model or by another Customer Segment." [1], especially in multi-sided platforms.

2.1.4 Business Model

Osterwalder and Pigneur (2010) [1] made a handbook and created Canvas to help to improve business model and design.

The necessary to use Business Model Canvas when trying to design a business is that it shows the logic of "how a company intends to make money" [1] and analyze a business through 9 building blocks and from 4 major areas: customers, offer, infrastructure and financial viability. Justin Lokitz et al. (2016) [14] also show the importance to have a clear customer profile by saying "Most companies dont know their customers; they just know their transactions".

They mention that in the whole process, it should start from preparing the design project and assembling all the elements. Secondly, research and analyze relevant knowledge: customers, technology and environment. Thirdly, generate business model and select the best. Fourthly, put the business model in the field

to test. Finally, adapt and modify the business model in accordance with market reaction.

2.1.5 Contents Marketing

Contents Marketing means "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action" [8].

In order to use on-line and social media well, R.Lieb (2011) [17] mentioned that when marketing contents related products, social media platform has the best using rate, followed by e-newsletter and blogs. She said that if you have accounts on Facebook, twitter, Youtube etc. to deliver your message, it is essential to think like a publish to market those contents.

With a growing number of new SNS media platforms, the sense of applying "contents marketing" skill rather than traditional marketing skill become important.

One genre within those contents is "Lifestyle". T.Izumi (2015) quoted that the phrase of "Lifestyle Concept and Marketing" was initially mentioned by Dr. William Lazer in 1963, and explained that "lifestyle" means "philosophy" and "life attitude". [10] People are curious about a foreign country because they are interested in the lifestyle in that destination, which would be discovered by traveling there and experience by themselves, as well as absorb related contents from books, movie or through other media platforms.

Soft Power and "Cool Japan"

Joseph S. (2004) [13] mentioned that soft-power can be used to improve the foreign affairs and public diplomacy for bilateral relations or multilateral relations. He considered "Soft Power" has the enchantment and attraction rather than making order (as hard-power does) to influence people's behavior, which contains culture, political values and foreign policy. Among them, "culture" includes literature, arts, education and so on. It could also separate into high culture, popular culture and low culture.

In Joseph's opinion, Japan has a strong soft-power resources among Asian countries, such as franchise rights, tourism, fashion, books and music, architectures, high-technologies, foods et cetera. The attractive points of Japanese culture is that it contains both unique and welcoming popular culture and high culture, including traditional culture, in the world. No matter how political and economic environment change, Japanese culture and its soft power is increasing.

Ohsono (2008) [26] defines that "Soft Power" combined with general culture, values, social system etc., and has inclination to increase. Soft Power has "the power of attraction" compared with "Hard-Power" which has "the power of control" and is showing the tendency of declining. He also categorized "Soft Power" as below:

- Entertainment: Movie, Music, Sports, Media
- Academy and Art: Academic, Art and Design, Brand, Broadcasting
- Basic: Language, Religion, Tourism, Patronage
- "Cool Japan": Manga and Animation, Game, Food, Japonisme

Using "Cool" to define Japan was first mentioned in article "Japan's Gross National Cool" by American magazine "Foreign Policy" (2002 June), and continued to be used by French Newspaper "Le Monde" in December 2003 [26] .

2.2. Short Summary

To give a quick summary about the findings through literature review, it is clear to see that:

- In current digital world with widely use of smart-phone and tablets, it is important to reach to customer whenever and wherever they are. Based the products and services through those social media platform would be proper to reach this purpose.
- By using social media platforms, the way by applying KOLs / Influencers to market the contents would be more reliable and approachable to audiences.

- Customers are the most important one to consider when design the business model, and it is important to let them become your fans first.
- Meanwhile, to enhance the customer journey, the quality and quantity (frequency) need to be balanced.
- When designing the contents, in-depth cultural and experience related information will get more and more attention in current and upcoming period of time, as the current trend is "from MONO to KOTO".
- Soft-power related contents are easier for audience to accept and could act as an important roll to improve the communication between countries.

Chapter 3

Design

3.1. Concept Design

At mentioned earlier, there are some problems existed in current tourism industry for Chinese people. Such as:

- Limited language skill interrupt in-depth understanding of Japanese culture and further travel experience.
- Too many websites to filtrate by independent travelers when plan a personal trip.
- Related services and websites lack of in-depth knowledge from a local point of view to satisfy the growing number of potential tourists who are interested to know more about Japanese culture through travel.

I am motivated to improve the communication and understanding between China and Japan through cultural related activities. And I hope Chinese tourists who are going to travel around Japan could have an in-depth experience: learn something new and have better understand about Japan and its culture, rather than just consuming and getting tired after moving from one spot to another.

Therefore, this thesis is trying to test out how to use travel and culture related information to create proper contents, and find suitable platforms to deliver these contents, in order to improve Chinese tourists' understanding about Japan which will benefit their travel experience as well.

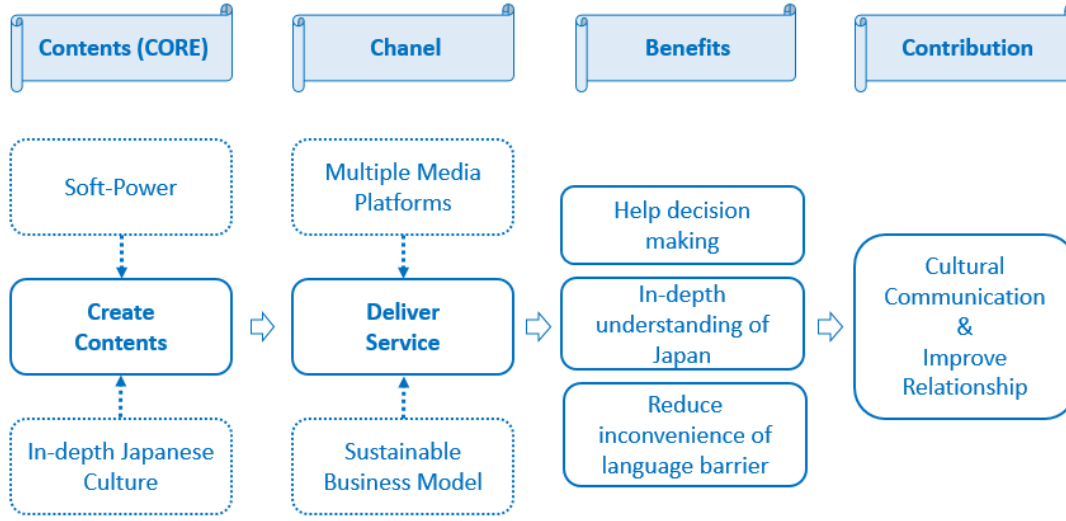


Figure 3.1: The Concept of Contents delivering

The concept to give all my design a fundamental guidance is shown in Figure 3.1.

”Cultural Contents” acts as the core of all products and services design. It could be further subdivided as Soft-Power contents and in-depth Japanese culture related contents. Soft-Power, such as ACG (Anime, Comic, Game), Movie, Drama, Tourism information related contents generally can attract higher attentions. Keeping providing such contents in high quality could improve the customer stickiness. On the other hand, In-depth Cultural contents means to discuss more about the deep information behind the direct feeling and seeing, as well as the similarities and differences between China and Japan. For instance, the different customs, habits, lifestyles, manners, behaviors in daily life, since some current conflicts occurred because of the ignorance and misunderstanding about the other’s culture difference.

Then, Use cultural contents as resources to fuel the products and services through various media platforms and channels. In this process, a business model needs to be defined in order to make the project financially sustainable and can continue in a long run.

It would be expected to reach to a mutual benefit during the process, which provides helpful information and assist for a better traveling experience to Chinese

traveler, reduce the inconvenience caused by language barrier, as well as help to filtrate information before plan their own trip.

Hopefully, in the continuous process, Chinese audience could have a deeper understanding about Japan culture and its society, and contribute to harmonizing the relationship between these two countries.

3.2. Market Research

In order to understand customers well and clarify who exactly should be targeted, an on-line survey is designed.

The purposed of this survey is to find out the customer intention and behavior, in order to support the business model design later.

In this survey, 29 questions are included and it could be checked for detail at Appendix. The questionnaire is posted on Weibo to collect answers. In the period of 3 weeks, 75 valid responses are recorded.

Relevant media platforms that could be used and the situation of the industry will be discussed in the following part.

3.2.1 Data Analysis

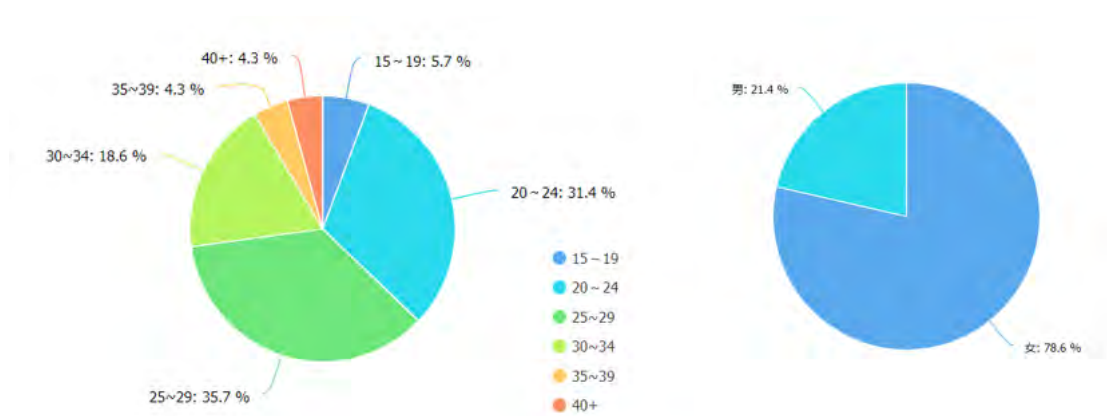


Figure 3.2: The Age and Gender about Chinese tourists who are interested in visiting Japan

In the survey, people from the age of 20 to 34 occupied the majority of the survey participant. (Figure 3.2) Namely, they are born in 1980s and 1990s in China.

Young people from this generation usually have a family with a comparatively well financial situation, which also allow them to have a better education.

Meanwhile, the majority of them are female.

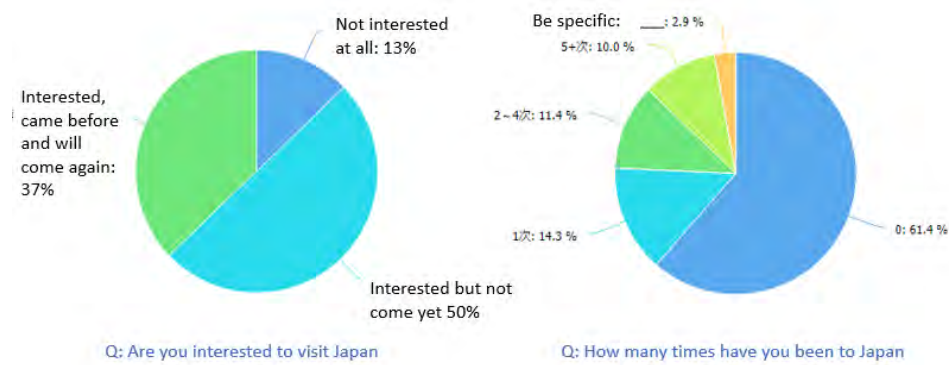


Figure 3.3: Are you interested in visiting Japan and ow many times have you visited

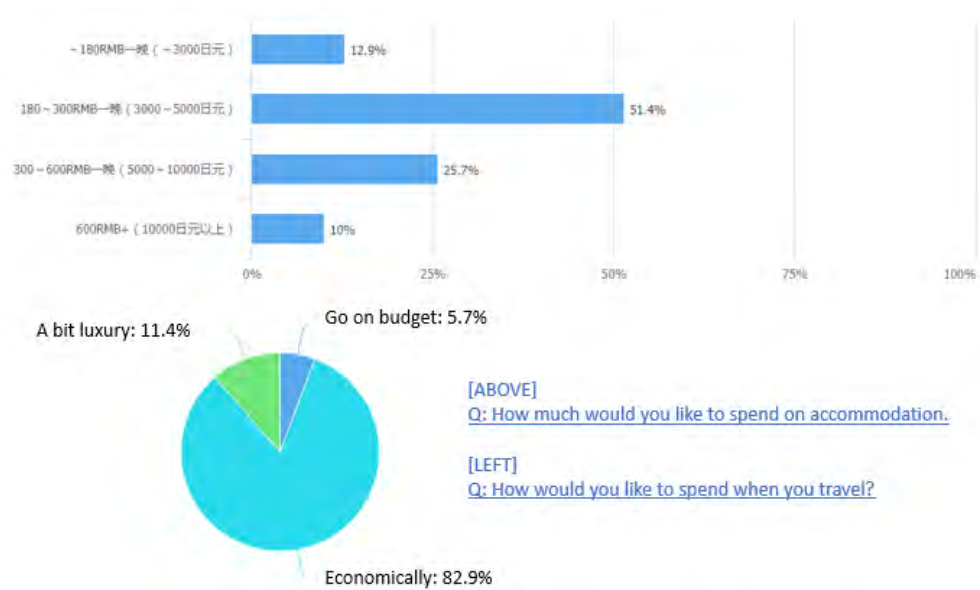


Figure 3.4: How much would you like to spend on accommodation and your travel budget

From Figure 3.3 it is clear to see that those young people are interested in visiting Japan but most of them have not came to Japan yet. While in Figure

3.4 it shows that the budget from 3,000 to 5,000 Yen per night per stay is more welcoming, which also match the consuming style of going around economically.

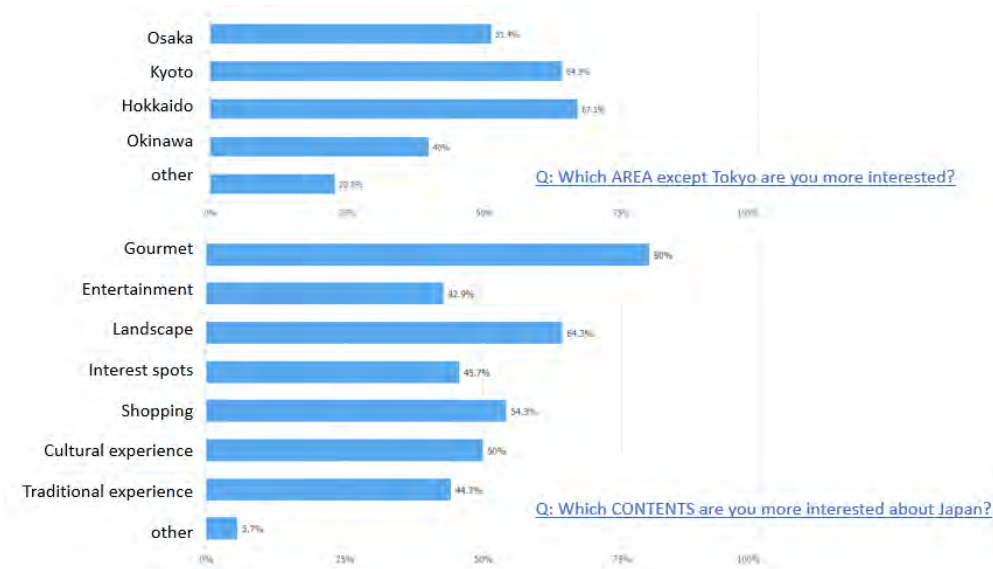


Figure 3.5: Which Area except Tokyo and Contents are you more interested in Japan?

From the research (Figure 3.5), those young people have positive feeling about Hokkaido, followed by Kyoto and Osaka. They are very curious about Japanese food as most tourists do, and enjoy natural landscape and view. Shopping is definitely one of the big thing to them, but not the most important one. And it shared similar level of interests with cultural and tradition experience, such as visiting museum, attending events and exhibitions, learn about tea ceremony (Chado), wearing Kimono et cetera.

As those young people are more independent and have more specialized travel experience, they intend to go to some rural and less popular area, such as Akita, Sendai. However, it would depend on whether there are enough attracting natural landscape, special local gourmet and how convenient about the transportation from main cities. The result can be seen from Figure 3.6

Overwhelming amount of them choose to travel by themselves rather than follow travel agency or group. (Figure 3.7) While when searching or gathering information, they tend to rely on Weibo and Web contents from major travel sites. (Figure 3.8)

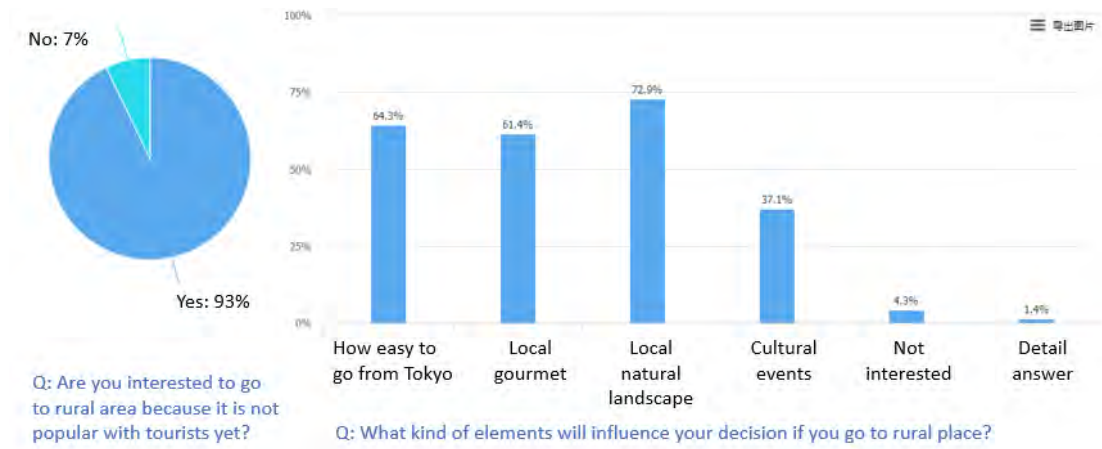


Figure 3.6: Are you interested to go to rural area and what kind of elements will influence your decision?



Figure 3.7: How would you visit Japan?

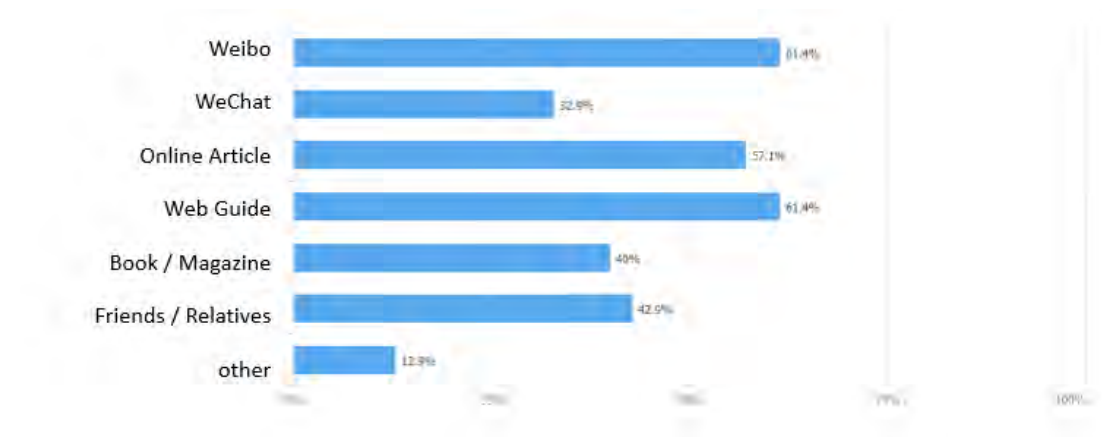


Figure 3.8: How would you gather the travel information about Japan?

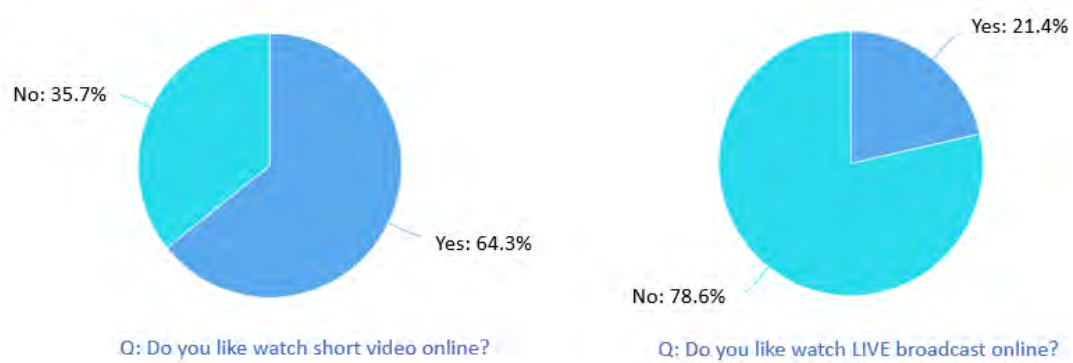


Figure 3.9: Do you like watch short video or live broadcast on-line?

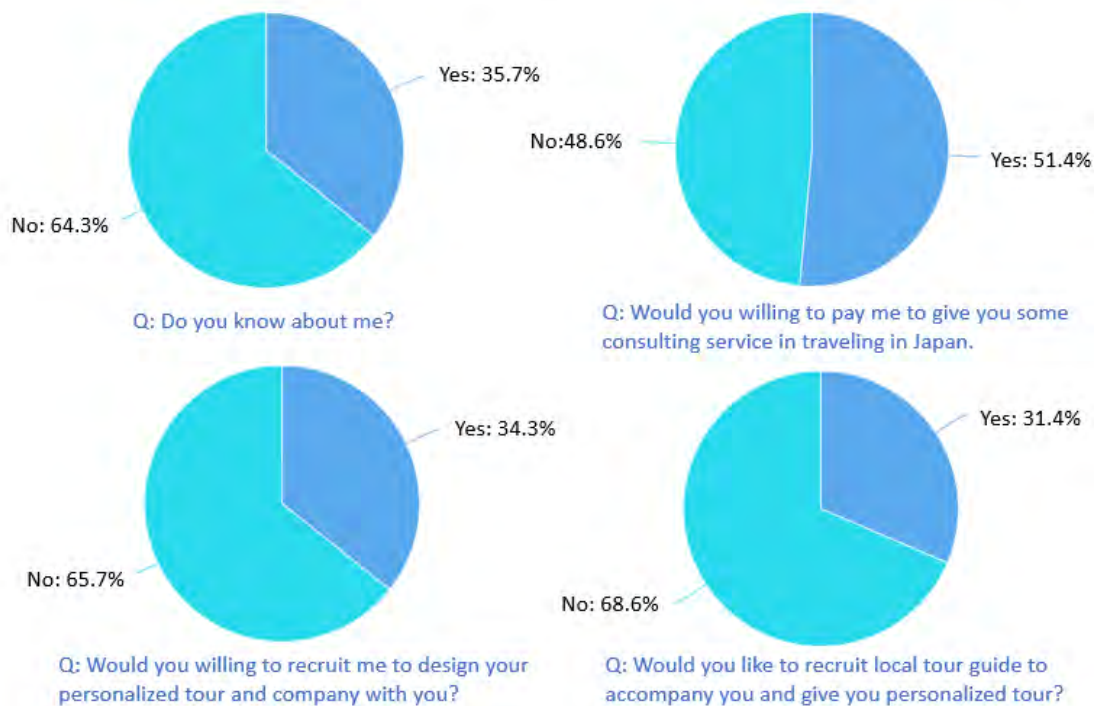


Figure 3.10: Your opinion about personalized tour service.

In the past 1-2 years, a growing number of users enjoy or share their own produced short video on SNS platform like Weibo. Delivering Live broadcast on other platform and then share the information on Weibo to attract more audience is also one of the trendy ways to spread contents.

However, from the results in the survey (Figure 3.9) , 64.3 percent of the respondents do say they love watching short videos, while they are not that passionate about Live broadcast.

I have indicated at the beginning of the questionnaire that I had a rich experience to travel around different countries and had been living in Japan for around 3 years. Although two-third of the participants do now know me before, over half of them still would willing to pay for a local trustworthy person (like me) to give some advice and make some plans for their trip. Meanwhile, when considering about deliver personalized tour consulting service, those participants also shown less interests about recruiting a local traveler to give in person guide and company.

There are also some open questions for them to write individually. One is what kind of problems them met or feel worried when visit Japan. A lot of the answers mentioned the language barrier and complexity of the public transportations. Especially when they consider to go to local place, the way of using local transportation become a major worry and problem.

To sum up the survey results, it is obvious to see that:

- The main customer should be focused on young people aging from 20 to 35, especially female.
- They are interested in rare and unique travel experience and would prefer to avoid the main stream tourists places.
- They are passionate about local landscape and gourmet.
- Weibo and WeChat are still the main information sharing platforms to use.
- Short video would have a better effects than LIVE broadcast.
- Customers are willing to pay for the contents and consulting services with a guaranteed good quality.

Although they do mentioned their concern about language barrier and the difficulties they may meet because of the barrier. However, from the questionnaire it is not obvious to see the language barrier as a major problem. The reason might because that a lot of the participants do not come to Japan yet, therefore they can not feel the real inconvenience by themselves yet.

3.2.2 Market Analysis

PESTLE analysis

PESTLE analysis stands for Political, Economical, Social, Legal, Environmental and Technological segments. It is a good analyzing tool when considering about the whole industry and external factors outside an organization.



Figure 3.11: The PESTLE analysis for tourism market in Japan

To apply it into Japanese tourism industry:

From recent report provided by Japanese government JNTO (Japan National Tourism Organization) [12], they set up the policy of Tourism-Oriented Country, while related law is also published as good support in 2006. From economic and society perspective, boosting inbound tourism industry will help local economy, which in a special term of "regional economic revitalization". The development of technologies make more services and relevant products available to assist people (Chinese tourists) go to Japan to travel. Such as the mobile application of language translation, searching information, making orders in one's own language etc.

To sum up, the whole tourism industry of Japan shows a positive growth situation and many cooperation opportunities are visible.

Relevant Media Platforms

As considering about the way of delivering travel related contents, a variety of Chinese media platforms are going to be discussed(Figure 3.12).



Figure 3.12: Partnership and Related media platform that being used

"Sina Weibo" is a Chinese micro-blogging website which is launched in 2009 August and is similar with Twitter. According to the latest company report, there are 376 million active users on Sina Weibo on a monthly basis ¹ and this number is continuously increasing. After being one of the top SNS platforms in China, Weibo is not only a place for users to share their daily life and information, but also a place to market and promotion themselves, their products and even deliver business related contents, so as to build up their personal brands. Because of the widely use of Weibo, "We Media" became a boom in recent China. It also influence the way of doing business in current China, especially when trying to target young people and doing marketing, sales and branding for the product or business.

Sina Weibo, as an integrated media sites, has different sub channels. "Sina Travel" is part of the group and acts as a branch segment. They focus on the tourism industry in and outside of China.

”WeChat” is the biggest free messaging and calling APP in China. User can share their thoughts and repost articles to friends on their ”Moments” page. After launching in 2011 January, they started to provide service of ”WeChat public accounts”. Users can create their own official accounts and share their articles. Some hot topics and articles will easily get over 100 thousand views.

Meanwhile, there are variety of different media platforms growing prosperously in Chinese market. For instance, audio live broadcast and FM Radio platforms are one of them.

According to a industry report generated by iiMedia Research [5], it shows that in 2017 there are 112 million active users of FM related products and this number is expected to reach to 234 million in the year of 2020. The report also pointed out that FM Radio market and knowledge sharing platforms are still under construction. Its further development is going to happen in the next few years with a high potential market, although the growth rate may slowing down.

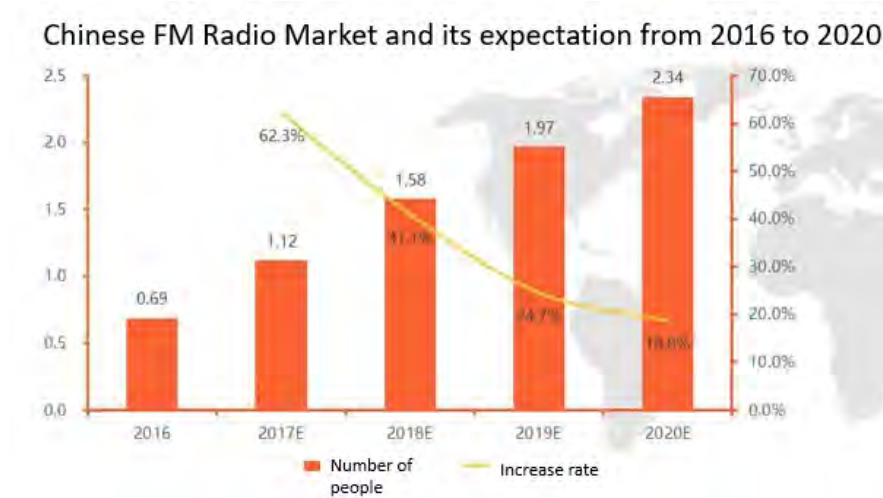


Figure 3.13: Chinese FM Radio Market and its expectation from 2016 to 2020



Figure 3.14: Himalaya FM Radio iTunes Page

Among those bunch of products, "Himalaya FM"² is an application which allows everyone to listen and download their favorite podcasts during their spare time. No matter they are students who are keen for knowledge, housewife who are busy with their children and housework and so on, they can get entertained and some knowledgeable information. No doubt, for contents creators, they can upload their audio contents for free or get paid.

At same time, short video is continuing to be a popular platform among Chinese young people. From a recent report conducted by iiMedia Research in 2017 [7], it shown that short video industry has an increase rate of 58.2 percent and would expected to reach to 242 million users at the end of year 2017. (Figure 3.15)

In the same report, the development of short video industry has also been discussed. It indicated that between year 2011 to 2014 is the preparation period, with a changing period in 2014 to 2015 and then reach to a breaking through time from year 2016 to 2017. Among those users and audiences, 57.5 percent would view these video from inserted contents, such as the video shared on Weibo or other media platforms. Further more, 73 percent of users prefer the video would be shorten to less than 2 minutes.

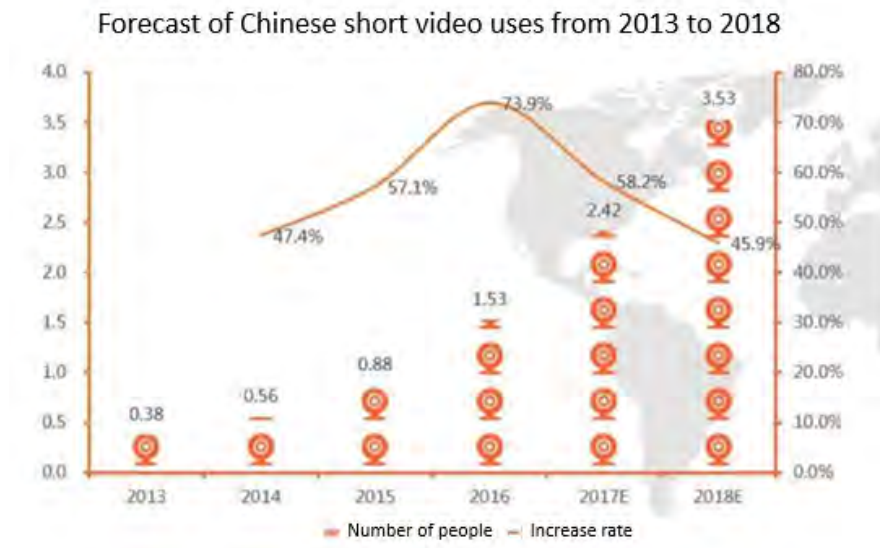


Figure 3.15: The market scale of short video in Chinese market in 2017

Similarly, Live stream is also becoming welcoming in these few years among Chinese young people. According to the report provider "iiMedia Research" who produced the research (Figure 3.16) for the industry analysis of first half of year 2017 [6], it is obvious to see that there are estimated 495 million users in this industry by 2019. Although its increase rate is slowing down, this industry is getting more organized and mature. iiMedia Research (2017) also indicated that audiences are prefer to watch relaxing and daily life related contents for entertaining, which followed by shows, gaming and celebrities generated contents.

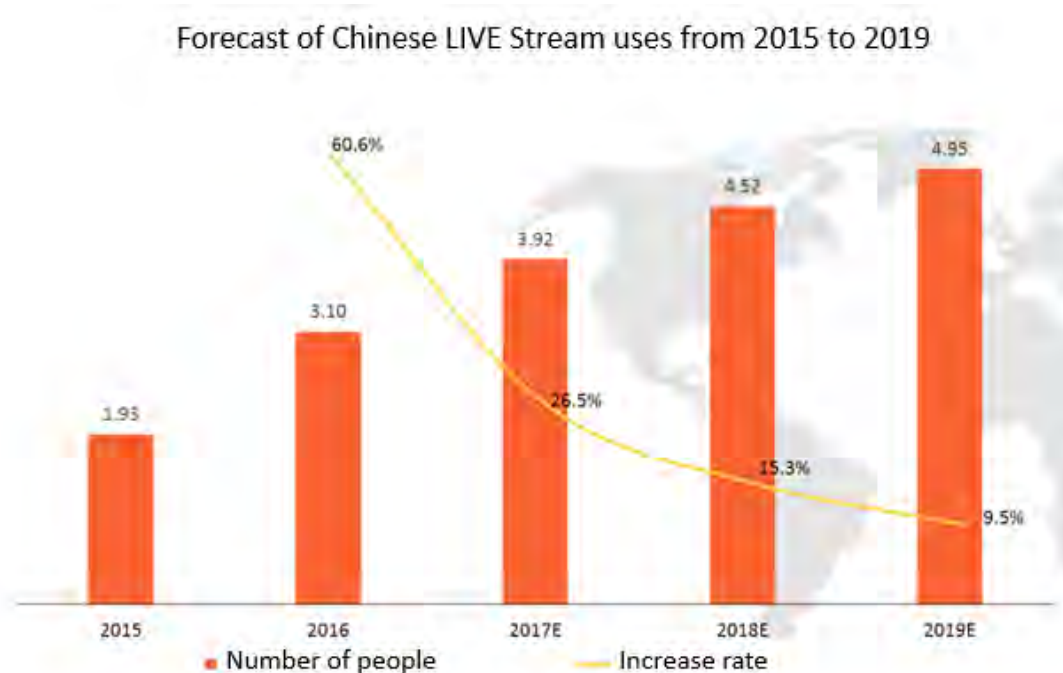


Figure 3.16: Forecast of Chinese LIVE Stream uses from 2015 to 2019

In this highly competitive industry, "Yi Zhibo"³ is one of the biggest as well as most welcoming LIVE stream platform and application in China. It was launched in 2016 May. They also have partnership with Sina Weibo and are responsible for the Live service. It is easy for user to use their Weibo account to do Live through Yizhibo, and share their Live contents on Weibo.

Meanwhile, "Miaopai" is another famous platform linked with Weibo and allows users to generate live stream and short video contents. Whereas "Qianliao" is based on WeChat and hosts usually like to share their professional knowledge in the format of audio rather than video.

"Douban Reading"⁴ is a website for users who love reading and writing. Although there are many platform for users to write down their thoughts and diary, such as on Weibo and Blog, "Douban" plays a more professional and serious writing place to its users. Some works on their platform can get published. Therefore the readers on "Douban" are those who generally would prefer more in-depth and professional writing style articles.

"Wanzi Earth" and "Banmi" are platforms that connect Chinese tourists with

Chinese speakers who live oversea and can provide local travel information and tour guide service to requesters. Local guide will help to design the route based on traveler's request, and give in person guide on the day. The traveler are those people who may not know local language and want to save their time to do research by themselves while enjoy a personalized travel experience.

3.3. Business Model Design

Based on the concept design in previous pages and some market and customer analysis, the Business Model is designed with the Canvas sheet⁵ presented below.

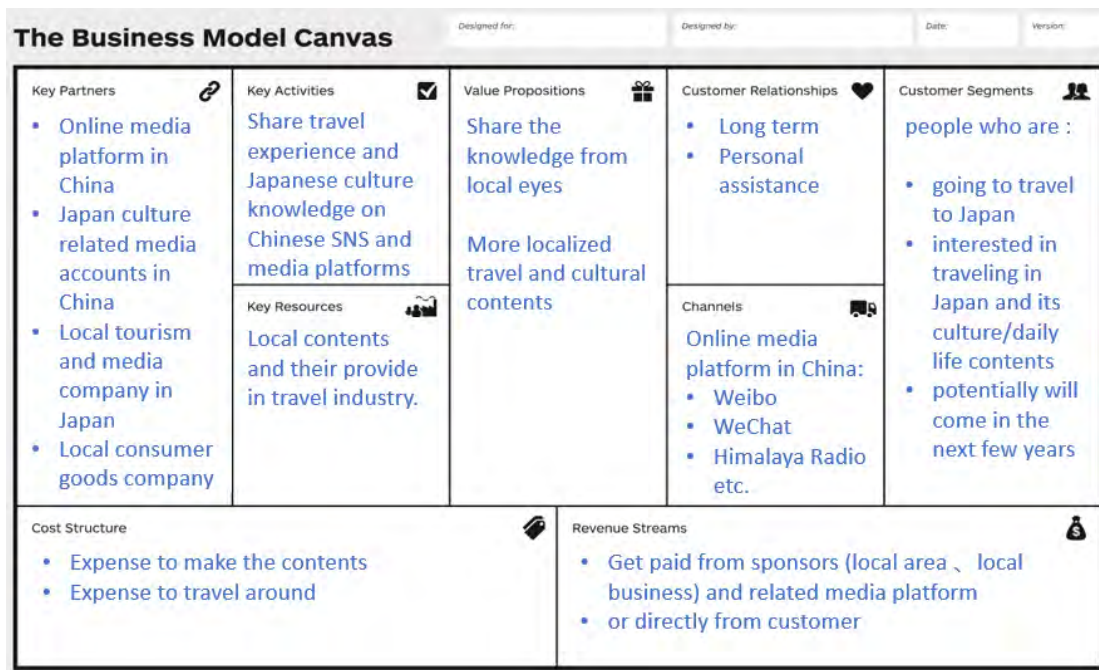


Figure 3.17: The Business Model Canvas

The partners to work with are mainly those media platforms, such as Weibo and related official accounts on these platforms. The key activities would be working on generating the contents with resources from local information and daily life.

In customer segments: the main targeted audience would be people who are going to travel around Japan or at least interested in getting to know more about

Japan and its culture and daily life. The relationship will go for a long run and with the possibilities of personal connection. For instance, they will follow my accounts on those platform where allow them to leave direct comments or talk to me. The information (products/ services) will be provided continuously rather than one-off deal.

When talking about the financial parts, the majority cost would be the expenses (time/ money) to produce the contents. Such as the transportation, accommodation, food and other consuming goods. The payment for photographer and other relevant staff will be considered when they are involved. And the income is expected to come from advertisements, sponsors and related organizations.

Value Proposition

As discussed previously, put more efforts on enriching and improving value proposition part is essential for ideas working with social media platforms.

In order to specify the strength more clearly, the value that this business model and how it could match with customers' needs is provided below and will be further discussed with a Value Proposition Canvas⁶ below. (Figure 3.18)

As specified in previous parts of this thesis, before traveling, Chinese young people would spend long time on various travel websites and applications for collecting information. However, most of those on-line articles are shared by tourists, who see Japan also from a tourist perspective. Some local Chinese do share their experience but may be very casual and lack of in-depth contents.

The main value that I would like to focus on is constant and unique information and experience generation in a more deeper and localized way. At the same time, some contents related to cultural difference comparison will be provided so that the audience would not only know about "what" but also "how" and "why". For instance, some manners that needed to pay attention to when traveling in Japan are different.

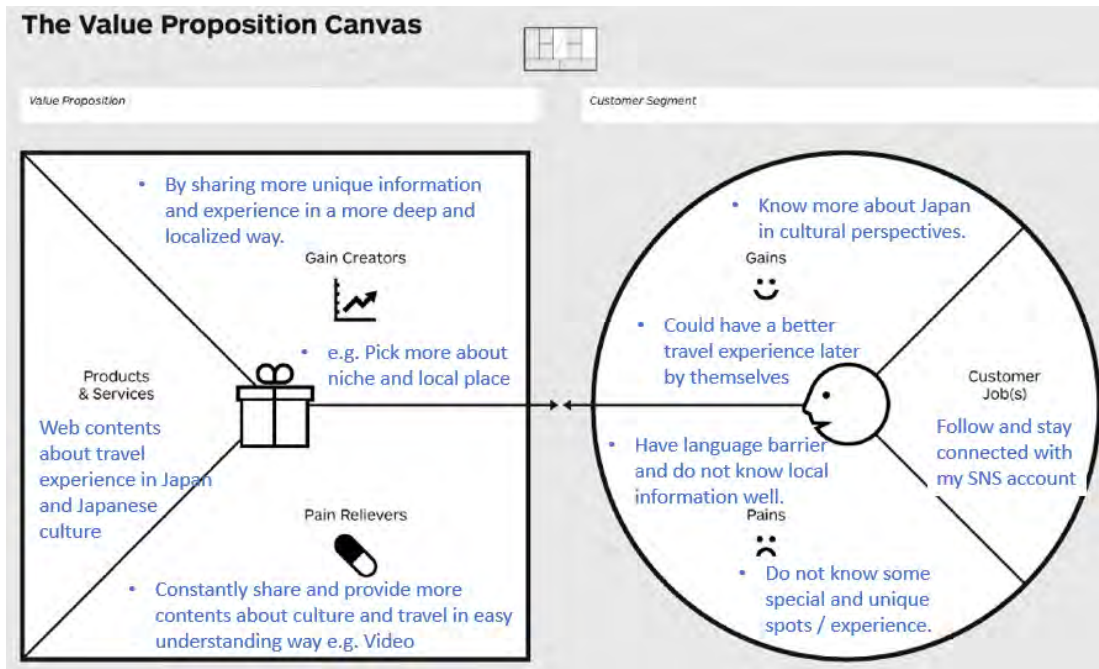


Figure 3.18: The Value Proposition Canvas

Notes

- 1 Sina held its 2017 V-Power Summit in Beijing. <http://city.sina.com.cn/invest/t/2017-12-13/145317020.html> Access on December 13th 2017
- 2 APP Page of Himalaya FM Radio. <https://itunes.apple.com/jp/app/himalaya-fm-radio-audio-books/id1275493456> Access on December 5th 2017
- 3 Comprehensive Overview Yizhibo. <https://chozan.co/2017/03/10/comprehensive-overview-yizhibo/> Access on December 5th 2017
- 4 Douban Reading web page. <https://read.douban.com/> Access on December 5th 2017
- 5 Business Model canvas. <https://strategyzer.com/canvas/business-model-canvas> Access on November 20th 2017
- 6 Value proposition canvas. <https://strategyzer.com/canvas/value-proposition-canvas> Access on November 20th 2017

Chapter 4

Implementation

Justin Lokitz et al. (2016) [14] mentioned that it is necessary to "maturing business models through pivots". Therefore, after designing the concept and business model, some trials and experiments were carried out and are going to be specified below.

4.1. Work with local craftsman

Sharing unique travel experience and finding local craftsmanship are my habits when traveling around Japan. I also believe that craftsmanship is a good topic to focus on as it has good quality, unique and generally less popular especially for local products. All these characteristics would satisfy the growing number of tourists who pay more attention to unique and cultural related experience.

Once I had my trip to Kyoto and came across a hair ornament craftsman shop there.

The specialties of their products are good design, hand made, including Kyoto elements, and their earrings are not painful which also has patent right about this innovation. Being moved by their good products, I used Sina blog and Sina Weibo as platform and wrote a long article about this shop review by talking about their uniqueness and sharing loads of beautiful pictures about their products.



Figure 4.1: A review about the Hair Ornaments shop in Kyoto

I suppose this contents is unique and not popular yet as there is no related information provided before my work, and it is also related to craftsmanship of Japan. Moreover, female audience are always easy to follow beautiful products and accessories.

This article got a hit with more than 108 thousand views, round one thousand "likes". A lot of people left their comments that they appreciate this article and would love to visit this store when they go to Kyoto. And in fact, the staff from the shop also told me that a lot of customers do visit them and told them it is because they read my article. (Figure 4.2)

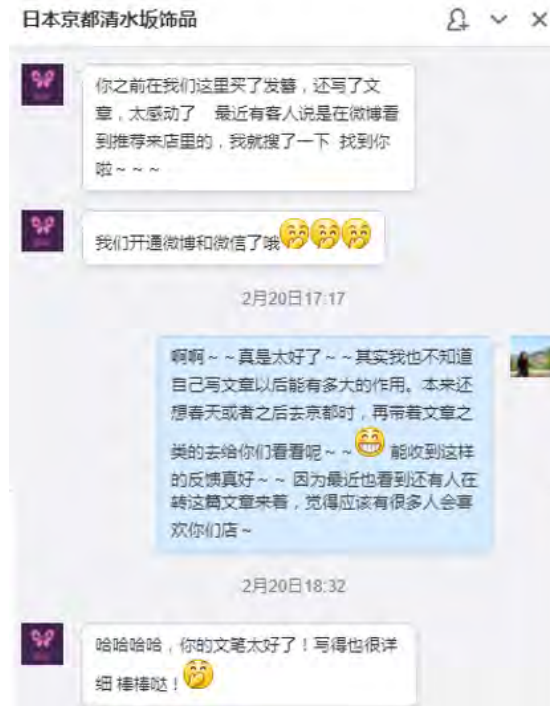


Figure 4.2: The feedback from the Hair Ornament shop in Kyoto

4.2. Personalized Tour Design

As discussed previously, it is hard for tourists who want to have personalized trip but need to spend a lot of time on collecting and selecting suitable information by themselves. Besides, even though they make a plan, they would still face language barrier that stop them to have more in-depth knowledge during their travel. Therefore, I was thinking how about dealing with all these problems by myself for them.

In this case, I tried to provide designed tour based on personal request and deliver in person guide by myself to satisfy those customer. I registered my account on "Wanzi Earth" and had some requests immediately. For instance:

The first customer had the request to spend one day to enjoy relaxing but also traditional and local Tokyo. That was his first time in Japan and he knew almost nothing about Tokyo. He did not leave further and detailed request, so I brought him to Tsukiji, took him to enjoy some seafood meal, walked around the seafood

market, went to Kagurazaka and wondered around in the retro lanes, then took the train to Nihonbashi and Ningyocho to see the old style side of Tokyo. He was very satisfied with the experience and appreciated that I did not brought him to some general spots where would be crowded by tourists.

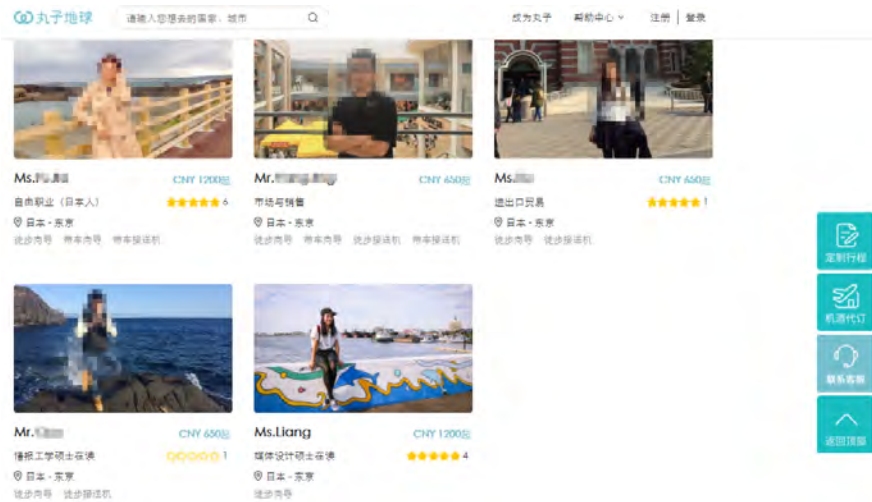


Figure 4.3: Be a personal tour designer and guide on Wanzi

There was also a young girl who was born in early 1990s' and was going to graduate from her master degree. She took a holiday to visit Japan and wanted me to accompany her to Hakone. She did not know Japanese and felt it complicated to plan the trip by herself. And then she also wanted to visit Little Prince Museum but was afraid that she could not understand the information written in Japanese. Therefore she came to me and left all these "problem" and asking for help. I assisted with her, designed a proper plan to traveling around Hakone and visited all the museums and spots she was interested. During the whole process, I worked as a translator to help her have a knowledgeable travel experience. At the same time, I also insert some Japanese culture and its daily life to let her have more insight about Japan in general and know something she could not find on Internet.



Figure 4.4: My profile as a personal tour designer and guide

I provided this kind of very local and personalized service and got 5 star reference from my customers, which proved that my knowledge and understanding about Japan and its travel information can give a good experience to customers. And they all very surprised that they know something out of their expectation because I provided information that only people who have been living in Japan for a long time could give.

4.3. On-line Consultation



Figure 4.5: Part of the on-line consulting service I provided for a personalized trip

Similarly, to solve similar problems and difficult situations, I could also provide suggestions and explanations without go with those tourists by myself. Therefore, on-line consulting was tested.

This girl is going to travel in Kansai during New Year in 2018. During her 5-day trip, she and her friends will go to Osaka, Wakayama, Shirahama. The reason she added Wakayama and Shirahama to her trip is because they want to avoid places with too many traditional group tourists from China. However, she has no idea where to go except Wakayama Castle. Then, for traveling in Osaka, she also prefer to have a relaxed plan without checking all the famous spots. From this point, she represents a very typical traveling style amount current young people.

After I provided my consulting service, I had a chat with her in detail. This girl said she learned Japanese during her undergraduate school so she can search for information by herself basically. She also enjoy a relaxing trip without a lot of specific "must see" places to check. However, she said that my advice to her still helped a lot since she felt some tips by experienced traveler like me will motivate her to try about some particular and new things.

4.4. Web Article

Delivering and sharing information in words based style is one of the most popular ways in social media era, no matter it is through a short message or a long article. I also believe that this traditional method would still be very practical to help reduce the language barrier and let audiences being prepared before they start their own trip.

Therefore, I keep staying on Sina Weibo and its blog, and continuously writing long articles about my travel experience for a long time. As I always tried my best to make sure the high quality and detailed information, the articles often get very good response and generally have 2-5 thousand views from readers. Readers usually leave their comments that they found something new about Japan through my article.



Figure 4.6: Some travel journals and articles I provided on-line

For instance, I talked about how to spend less money and enjoy Tokyo's view that general tourists would not come cross; the way of enjoy cherry blossom without going to major famous parks and locations; some local, cute and unique Cafe in rare places in Tokyo; the experience in traveling in small cities in other prefectures and so on.

From the results, it shows that the readers are not only curious about the rare way of traveling in Tokyo, but also show strong interests about the experience in less famous places such as Ashikaga (a city located in Tochigi Prefecture) and Noboribetsu in Hokkaido.

I also update my articles on a more specialized and professional article platform "Douban" which was discussed earlier. On this site, my focus is more on the Japanese general culture. They range from "how to behave as a welcoming tourist and related manners to pay attention to when traveling in Japan" to "what is the Premium Friday stand for and how to enjoy" and so on.

The results (Figure 4.7) turn out to be less than those published on other platforms, with the general view number around 2 thousand.



Figure 4.7: Some in-depth articles about Japanese culture and daily life

4.5. Short Video

The reason to use short video is because it is becoming more and more welcoming among young people. In order to serve target customer well and solve their problems efficiently, choosing the way they prefer to deliver information is important.

Therefore, I produced some short videos to deliver the contents. One of the advantages that video has is easier for viewer to understand and follow. Comparatively, they do not need to put too much effort when absorbing the information than reading through articles.



Figure 4.8: Some video I have created and shared on-line

In those videos, I also tried to apply "Soft-Power" to produce contents, such as: sharing the experience about the limited "Sailor Moon" Cafe and store; the new movie of "Fullmetal Alchemist" and whether it is necessary for a tourist to watch a movie in Japan and how to watch it. I also tried to share my experience about playing the mysterious puzzle game of Tokyo Metro, and talked about my feeling whether it is worthy for a traveler to play it and how they can enjoy more about Tokyo with undergrounds and public transports.

The reason to design this kind of contents is based on the problems general tourists would face. From the survey conducted for this thesis, a lot of participants said that they do not know how to use public transportation properly and met many inconvenience when they travel around Japan. To satisfy these needs, I planed to make a serious clips about transportations in Tokyo and Japan. Such as: how to make use of the information column in Metro to find help, how to transfer between different lines and how to take a bus and so on.

Some experience about gourmet was also shared by video, such as a "nameless", less popular but prized artisan sweets store. The results also proved hypothesis and expectation, this kind of videos could easily attract more attention from female viewers and got many "likes" and comments from them.

4.6. On-line Live Stream

With similar reason, in order to adjust contents and service delivering as well as problem solving, current popular live stream has also been tried out. This event was created based on the assumption that live event can help with keeping closer relationship with audiences. The immediate response provided can increase the interactions.

Thus, a live stream program was delivered which shared some of my travel experience and answer audiences questions along the way. The platform I used is called "Yizhibo" which is one of the largest live platforms in China at this moment.



Figure 4.9: The Live stream I delivered by talking about some of my travel experience

However, it also has some withdraws. For instance, as audiences keep coming and leaving the live stream "room", and "host" (me) is generally expected to great them frequently which would be time consuming and less effective. Due to lose control of time, the live event was supposed to be a one hour, but turned out to extend 30 minutes more.

4.7. FM Radio

With an outstanding growth situation of FM Radio industry in current Chinese market, it is necessary to turn "products" into this format and put on popular

platforms like "Himalaya FM".

Besides, to solve the problems proposed in this thesis, and unique, in-depth and more cultural related information should be considered when design the contents.



Figure 4.10: Some FM Radio program I created by talking about Japanese culture

Therefore, some contents about Japanese etiquette was shared in this way on radio platform, so as to test out the feedback and reactions from listeners. By processing this kind of contents, hopefully it would help to reduce the language and cultural knowledge barrier between general audience and potential tourists when they plan and make their travel in Japan.

The purpose of using this method to deliver contents is not only because it is a popular media platform in current China, but also because it allows users to take their spare time to get some useful and knowledgeable information, no matter they are on their way to work or school, or do some housework or wonder around. And it would be great period of time to have some small knowledge about some in-depth contents, which might be comparatively less entertained.

Compared with short video and live stream, radio contents need to have even better quality and some scripts to guarantee about it. However, as a new broadcaster, it is hard to get a certain amount of listeners at the very beginning period of time.

Chapter 5

Evaluation and Discussion

After conducting various trials, evaluation about those activities will be reviewed, evaluated and analyzed below.

The way to measure the results will based on:

- How easy to get the attention from potential customers. It could be evaluated based on the number of views.
- How effective by using these platforms to deliver contents and reach to customers.
- Do customers prefer using these platforms.
- Will deliver contents in these way suit the purpose of solving the problems in this thesis.
- Will these methods balance the quality and quantity of contents.
- Finally, the financial aspects of using these platforms will also be considered.

Work with Local craftsman

From the audiences' feedback, it is clear to see that they are interested with this kind of contents and do find it useful for their trip to have something special and not popular yet with general tourists. It also proves that Sina Weibo and generating articles with pictures would be a practical way to continue.

Besides, after delivering the contents, the shop also asked me to help to promote their store and further cooperation is under discussion. This project is good to continue, as it would be good to help to enrich the contents and provide unique information. However, it could not be a main "products" at the beginning stage in my business model. One withdraw to rely on this model is that this is not sustainable yet as generally those craftsman would not be a constant financial provider.

Personalized Tour Design

This way is easy to get potential customers but not on a large base. Although this is a kind of great way for me to make sure all the problems that tourists may meet will be solved in a high quality and they can enjoy the best when traveling in Japan, one withdraw is that this way is less time and financially efficient. The service is very high-end because it is totally personalized from tour designing as well as explanation along the way. Due to this one-to-one process is totally personalized, and for those high-end customers they are less likely to spread the service widely (most of them just enjoy the experience and end there when they finish). These reasons let this method has less spreading power, and can balance the quality but not the quantity.

Therefore, this service and style is good to have but could not be delivered on a regular basic. The hourly payment would be seriously considered with the efficiency as generating by media program. If necessary, a small group tailored tour is better than personal tour.

On-line Consultation

If base this service on social platforms like Weibo, the potential customers would be huge. It is also efficient to reach to customer as long as they have digital appliance.

Besides, from talking with customers, their "profile" or "persona" could be collected and discussed and used to modify further service. Since in designing a business model, the most important thing is to understand exactly who to target and what value can provide from business side. As a lot of theories said that many

Start-ups fail because they do not have clear image of these two aspects of their business.

For my business model hypothesis, the "Target Customer" would be young generation aging from 20-35, especially female. They are well educated and have proper income. They would love to explore more unique and local experience, as well as are curious about Japanese culture in general. The testing results also prove that this customers are easy for me to target and they are willing to accept my service.

This method has both merits and demerits. The demerits are:

- time consuming
- hard to justify and balance the time for preparing and providing service
- one-to-one service has less financial efficiency

The merits are:

- know more about customers and their "profile"
- have a closer relationship with them
- make sure they can get high quality service to assist their trip

Web Article

For web articles, they are easy to be reached by customers and can have a strong spreading power with the help of social media platforms. The contents are flexible and can help to solve as many as possible about the problems mentioned in the thesis. Therefore article could balance both quality and quantity aspects, and can reach to audience whenever and wherever they are. Judging from these points, it would be the best way to continue.

Articles in high quality are still necessary as they can be saved as reference for audience to review later. However, from my personal point of view, it may be good to continue as a back-up contents. In order to build up a stronger personal brand, articles with good quality and in-depth contents are necessary. However, in current fast-past society and environment, not all the audiences would prefer to

spend a long time to read. Therefore, the best way for articles could be working as a base, and other related contents would be generated based on it. For instance, producing audio clips or short videos and using article as part of scripts.

On-line Live Broadcast

As the similar results shown in my questionnaire, this is not a very welcoming way to be used through my social media platform account. Although the time is previously informed to the followers, it is hard to guarantee enough audience to join.

Besides, when delivering the contents, I was thinking to spend one hour to do the live and it turned out to be 1.5 hours. Furthermore, I still needed to rush a bit at the final stage to make sure all the relevant information are covered.

Therefore, LIVE has some disadvantages to suit my purse in my business model. Such as:

- Time consuming: Over-time situation is easier to happen. People may not have that much time to devote.
- No edited information also means time losing and not efficient.
- Poor quality. Even though some important points and information are delivered during the live, the program in total is long and not as easy as other methods to review.

The only merit is that it is possible to keep a closer relationship with audience and may attract new followers and potential customers. However, it is hard to measure.

Short Video

Short video is a better way to deliver information from customer's side and the market of using this method is also growing. However, to make a clip with better quality would need more time devoting and professional team. Furthermore, to produce a good content, the financial aspect is also need to be considered, which would make video shooting and editing be high cost method than any other ways.

Therefore, it is easy and effective to reach to audience and has huge potential customers if spread properly on social media. However, it is hard to balance the quality and quantity at the beginning stage and will need more financial support.

FM Radio

The radio contents is expanding their market size and welcomed by more and more users. The best way to process this contents may be working with articles produced previously, as this method usually require a high quality information involved.

Besides, working with editors or staffs from those related platforms is also necessary, because they are responsible for managing and promoting different products. With their help, the radio clips would get a better number of listeners.

Summary of this part



Figure 5.1: The results of tested platforms

To sum this part up, the tested platforms and their results are shown in Figure 5.1.

Some of the platforms suit better of my purpose. For instance, Sina Weibo could be a proper integrated platform to put more effort on. The reason is that no matter which kind of methods been tested in the whole process, those related works and information could be linked or reposted on Weibo, which allows it to

become a practical multi-channel platform. Weibo also has the most amount of customer base, and is easy to gain potential customers. This could be a strong resource to my concept.

In-depth cultural related contents generally have less entertaining elements, and could be produced in articles or delivered in a more formal way.

Therefore, applying social media platform like Weibo as a main information sharing place, and then keep the generating of unique and local contents in a high quality, would be the proper framework to suit my concept and satisfy current growing customers who are changing their traveling styles and focuses nowadays.

Chapter 6

Conclusion and Future Works

6.1. Conclusion

In summary, it is obvious to see that the trend of "from MONO to KOTO" is not only happening in Japan, but also shown on Chinese inbound tourists. They like to travel by themselves rather than being involved in a group, and even trying to avoid going to the places where group tourists would go. However, this real needs push them to do all the planning by themselves as well, and they generally need to browse a great amount of websites and filtrate all the related information in order to make a personal plan. During their trip, some language barrier problems would occur, especially when they want to go to local places where have not been crowded by many group tourists. However, those wants and needs connect together, and cause difficulties and problems.

This initial conclusion could be further proved in the questionnaire and market research. From the results, it shows that young people (especially female) who are aging from 20 to 35 are the core customers group to target. They spend time on varieties of media and SNS platforms to get new information and get entertained. They love relaxing traveling style, like to enjoy unique and rare view and gourmet, as well as spend time on-line for short information generated by Weibo, WeChat and short video and so on. As the majority of them are well educated and have a good family background, the contents they are pursuing are generally should be in high quality and has unique point of view.

However, the main shortage on market at this moment is lacking integrated

place to contain and deliver in-depth and personalized travel information and experience. Most of the cases either have many information but less unique, or is sharing experience but lack a more deeper knowledge and local point of view.

Therefore, I sketched my concept to figure out what kind of contains are worth and proper to deliver to potential Chinese young tourists, and test different media platforms and methods to see in which way those contains and services would be more easily and effectively accepted.

When considering about the proper media platform to rely on, Weibo is still the most effective place to focus on. It could merge a variety of different media contents, such as short message (1 weibo post), long article, video, radio, live stream and so on. From the real results carried out in implementation part, the contents shared on Weibo generally have a better outcomes than from other platforms. Furthermore, delivering these contents in a more personalized way could build up the reliability and shorten the distance with audiences.

For the contents, as expected and proved, they need to be less popular, unique and entertaining. It would be even better to guarantee the high quality and in-depth point of view. However, from the testing, the cost will correspondingly increase. The format of these content should be variable as well, in order to adjust to different and potential customers' needs. However, there do have some formats of contents that work better than others. Such as: short message (1 weibo post) web articles, videos and FM radios.

Through applying different media platforms and try to integrate them together (such as focus on Weibo), different formats of contents could being delivered in their most suitable way and then collected in a main place. By keeping the contains in good quality and from a local eye, audiences can get in-depth information and knowledge even before their traveling in Japan. With more contents generated from different aspects, namely from general experience and information to culture behind, from useful tips to entertaining contents, hopefully the language barrier problem could become a little bit less serious. Finally, with a long term run of carrying out this project, it would become a good assistance when those audiences and tourists need to plan their own trip to Japan.

6.2. Future Works

Although a draft of Business Model is designed and verified, the "revenue stream" segment is still weak and could not make the business financially sustainable yet. As most of these sharable contents could be get for free through Internet, working with sponsors and related organizations in a consistent basis would be a great help to continue the projects further.

Since this is still an ongoing project, the more contents and tests to deliver, the better the business model would be verified. For instance, on-line tutorial stream which talking about Japanese travel style and general culture is under preparation at this moment. Besides, working with a Chinese companies and organizing some real tours based on the topic of great Japanese architects like Ando Tadao is also in discussion and planning stage. This kind of service will be much more different from general tour which usually check the main tourists spots and go shopping later, and has a more in-depth understanding about Japan and its arts and culture. Therefore, the business model will be justified gradually in the near future.

References

- [1] Alexander Osterwalder, Y. P. *Business Model Generation: A handbook for visionaries, game changers, and challengers*. Wiley, 2010.
- [2] David C. Edelman, M. S. *Competing on Customer Journeys*. Harvard Business Review, November 2015.
- [3] Fujimura, M. *Do not sell "Goods", Sell "Experience"*. Jitsugyo no Nihon Sha, September 2012.
- [4] Hotel, H., and Resorts. The blue book of chinese tourists' traveling preference in 2017. http://www.sohu.com/a/214460631_100027462, 2017.
- [5] iiMedia Research. Chinese fm radio market and its expectation from 2016 to 2020. <http://www.iimedia.cn/58312.html>, 2017.
- [6] iiMedia Research. The market scale of live stream industry in chinese market during the first half in 2017. <http://www.iimedia.cn/54120.html>, 2017.
- [7] iiMedia Research. The market scale of short video in chinese market in 2017. <http://www.iimedia.cn/56105.html>, 2017.
- [8] Institute, C. M. What is contents marketing. <http://contentmarketinginstitute.com/what-is-content-marketing/>, 2017.
- [9] Ishiyama, K. About the new phrase: experiential consumption. <http://1-world.shogakukan.co.jp/colum/watching140.html>, 2017.
- [10] Izumi, T. *Origins of Design, Marketing and Brand: A Trinity Strategy for 21st Century Business*. Bokkasha, August 2015.

- [11] JNTO. The inbound tourism market in japan since 2003. https://www.jnto.go.jp/jpn/statistics/since2003_tourists.pdf, 2017.
- [12] JNTO. The policy of "kankorikkoku". <http://www.mlit.go.jp/kankocho/kankorikkoku/>, 2017.
- [13] Joseph S. Nye, J. *Soft Power: The means to Success in World Politics*. Nikkeibook, September 2004.
- [14] Justin Lokitz, L. K. S., and Pijl, P. V. D. *Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation*. Wiley, September 2016.
- [15] Kato, M. *The Customer Journey: the marketing skills of being chosen by customers*. Sendenkaigi, April 2016.
- [16] Kerpen, D. *Likeable Social Media: How to delight your customers, create an irresistible brand, and be generally amazing on Facebook (and other social networks)*. McGraw Hill, 2011.
- [17] Lieb, R. *Content Marketing: Think Like a Publisher How to Use Content to Market Online and in Social Media*. Que Publishing, October 2011.
- [18] Masato Kogure, M. I. *The Art of Kuchikomi*. Nikkeibp, April 2007.
- [19] Nakajima, K. Chinese people pay attention to others reviews when they travel abroad. <http://wedge.ismedia.jp/articles/-/11134>, November 2017.
- [20] Nakajima, K. The chinese tourists who are going to the local area in japan. <http://wedge.ismedia.jp/articles/-/10690>, 2017.
- [21] Nakajima, K. What chinese affluent tourists are pursuing in japan. <http://wedge.ismedia.jp/articles/-/10661>, 2017.
- [22] Nakamura, M. Chinese visitors will change from shopping spree to girl's trip. <https://forbesjapan.com/articles/detail/17954>, 2017.
- [23] NHK. The changing of chinese tourists' traveling style from mono to koto. <http://www.nhk.or.jp/shutoken/miraima/articles/00670.html>, 2017.

- [24] Nishida, M. *The time of selling things without specific shape: the business changed by tablet and smart-phone*. Business Famitsu, September 2011.
- [25] Nishiyama. What foreign visitors do when they are in japan by using big data.
- [26] Ohsono, T. *Cool Japan: the info-graphics of Cultural War in the world*. Shogakukan, August 2008.
- [27] Securities, A. The "experience travel" report: from mono to koto. <http://www.aizawa.co.jp/documents/reports/shikyo/report20170627.pdf>, 2017.
- [28] Takaguchi, K. The end of shopping spree of chinese visitors. http://www.newsweekjapan.jp/stories/world/2016/11/post-6378_1.php, 2016.
- [29] wiki. Freemium. <https://en.wikipedia.org/wiki/Freemium>, 2017.
- [30] Yamaguchi, R. The strong power hold by chinese kols. <http://wedge.ismedia.jp/articles/-/10332>, August 2017.

Appendix

A. Questionnaire Design

Below are the questions used in my research.

It can be accessed from:(<https://wj.qq.com/s/1623899/8867>)

1. Your age:

15-19,20-24,25-29,30-35,36-40,40+

2. Your gender:

Male / Female

3. Have you ever come to Japan before?

(not interested at all / interested but not yet / yes, and will come again.)

4. If you have come to Japan, how many times?

once , 2-4 times, 5+ times, please specify detailed number

5. When did you come to visit Japan?

This year, last year, the year before last year, etc.

6. What is your budget for accommodation per night?

1000-3000Yen, 3000-5000Yen, 5000-10,000Yen, 10000+

7. How would you like to spend when you travel?

On budget, economic, a bit luxury

8. If you don't understand Japanese, will you worry about it?

Did you feel any inconvenience when you visit Japan?

please answer in sentence:

9. How many times have you been visited Tokyo?

please answer in specific:

10. Will you come to visit Tokyo for 2020 Olympic Games?

Yes / No / Not Sure

11. Will you come to visit the other places in Japan for 2020 Olympic Games?
Yes / No / Not Sure
12. Which area are you more interested about Japan?
Food / Entertainment / Land view / Shopping
13. Will you go to the other cities and areas if you visit Japan?
Osaka / Kyoto / Hokkaido / others (please specify)
14. Are you interested to go to some rural area because it is not popular with tourists yet but have their own unique traditional culture, food and landscape?
Yes / No / Not Sure
15. If you go to rural place, what kind of elements will influence your decision?
The convenience to go from Tokyo (transport) / Travel expense and time consuming / Local food, landscape, entertainment, event / Others (please specify)
16. How would you travel in Japan?
With tour agency / by yourself / with friends or family
17. How would you gather the information about Japan?
(please answer in detail)
18. Will you be well prepared before you come to Japan? How will you do?
Search information on Qiongyou or Mafengwo travel guide / articles from on-line travel forum / blog / books / video and entertainment show
19. Do you like to watch on-line video?
Yes / No
20. Do you like to watch on-line live stream?
Yes / No
21. If you watch video or live stream, will the contents influence on your travel decision?
Yes / No
22. Which of the on-line platforms below that you usually use in your daily life?
Weibo / WeChat / YiZhibo / Zhihu Live / Qianliao Live / Ximayaya FM / Jianshu / Douban
23. Do you know about me on Weibo?
Yes / No

24. If you know about me, do you want me to be your tour designer and consultant?

Yes / No / Not Sure

25. If you know about me, do you want me to be your real tour guide?

Yes / No / Not Sure

26. When you go abroad to travel, will you consider to invite local Chinese tour guide to give you a personal service?

Yes / No / Not Sure

27. Do you want to pay 20RMB for a designed tour (not personalized but with some voice guide and introductions)

Yes / No / Not Sure

28. If I would provide some live stream or on-line lectures, what kind of contents would you prefer?

(please answer in detail)

29. What kind of inconvenience and problems have you ever met when you travel in Japan? What kind of service would you prefer to have?

(please answer in detail)