

Issues of Regional Cooperation in the Tourism Sector

Based on the Current Situation of “Tourist Stamp Rally”

Yukiko NAKAMURA*

Abstract:

In recent years, for stability and the maintenance of regional economies, "wide-area cooperation" in various fields among neighboring local governments has attracted attention. In the tourism sector, to encourage tourists to make travel plans to visit a wider area of a municipality, the idea of wide-area cooperation has gathered support. However, in Japan, wide-area cooperation in the tourism sector has not yet been firmly established, and we have not yet seen full-fledged regional cooperation among local governments. One example is the "stamp rally." In this paper, we examine the "tourist stamp rally," a stamp rally designed to attract tourists to a variety of regional destinations. We analyze 365 tourist stamp rallies held in cities throughout Japan in 2015 in order to provide an indicator of what can be done to facilitate broad cooperation among tourist agencies and local and regional government units.

Our study revealed three important facts: (1) Stamp rallies can be classified according to a main theme. There are regional tours, pilgrimages, tours of facilities, tours of events, tours of eateries, etc. In 2015, there were 113 wide-area tourist stamp rallies that took place in conjunction with a number of neighboring local authorities. When the 113-stamp rally classified for each type of map, 99-stamp rally was found to be assumed to move in the automotive. In addition, 5-stamp rally has been found that is assumed to move on foot. (2) The tourist stamp rally performed in more neighboring municipalities result of the cluster analysis, "History cooperation type", "Facility-oriented type", "Wide-area coverage type", "Car required type", "Specific area type". (3) It is difficult for individuals to collect information on these rallies without a unified web site that provides comprehensive information.

Tourist stamp rallies can be used as a means to promote regional tourism. However, it was found that rallies involving neighboring cities require broad cooperation regarding primary transportation (public transportation). Currently this cooperation is insufficient. Moving from regional cities to a local city is often inconvenient. It was also found that administrative bodies, tourist agents and tourists do not typically share useful rally-related information.

Keywords:

stamp rally, regional cooperation, round tourism, mobility, Japan version of DMO

* Hosei University
E-Mail : yukiko.nakamura.9x@stu.hosei.ac.jp

1. Introduction

Japan has entered a period of population decline affecting both consumers and the labor force. The impact has been especially felt by local economies. These local economies can no longer rely solely on the settled population. Visitors have a significant impact, both those from neighboring areas and those who come from some distance away.

Industries such as the tourism industry, the catering industry, and the IT industry, all involve the movement of people within a region¹⁾. With respect to tourism, it is an important activity for local governments to try to attract foreign tourists visiting Japan, as well as domestic Japanese travelers. However, as a result of attracting, travelers visit the major cities and particular tourist facilities and tourist attractions such as Tokyo and Osaka, other urban area of local city areas also many that do not increase the exchange population. To attract visitors who arrive at railway stations and airports to explore wider areas beyond the usual sites, it is necessary to develop a policy that takes advantage of the special characteristics of the various regions.

Currently, the idea of a "stamp rally" to attract tourists to sites in local areas has gained popularity among local governments. This kind of stamp rally—which we call a “tourist stamp rally”— involves a plan to collect stamps placed in specified sites and shops around a broad area according to a particular theme (Fig 1). Such efforts often require the cooperation of multiple local governments—a feature that is unique to Japanese planning²⁾. In this study, we analyze 365 stamp rallies that were held in various cities in Japan in 2015. All served as a mechanism to encourage tourists to visit a wide area of a particular region. Our aim is to indicate ways of promoting and extending this approach. We regard that analyzing the nature and role of tourist stamp rallies is an important step in exploiting and expanding regional cooperation in Japan.



Figure 1. Minotakegahana MACHINAKA Tour of Temples and Shrines Stamp Rally (left)³⁾, Walk along with Hello Kitty! Chichibu Stamp Rally (right)⁴⁾

2. The purpose of this study

For the stability and maintenance of regional economies that now must cope with a shrinking population, basic services in a variety of fields increasingly require cooperation between neighboring municipalities. As a consequence, the idea of "broad cooperation" has attracted growing attention (Fig 2).

The kind of broad-based efforts

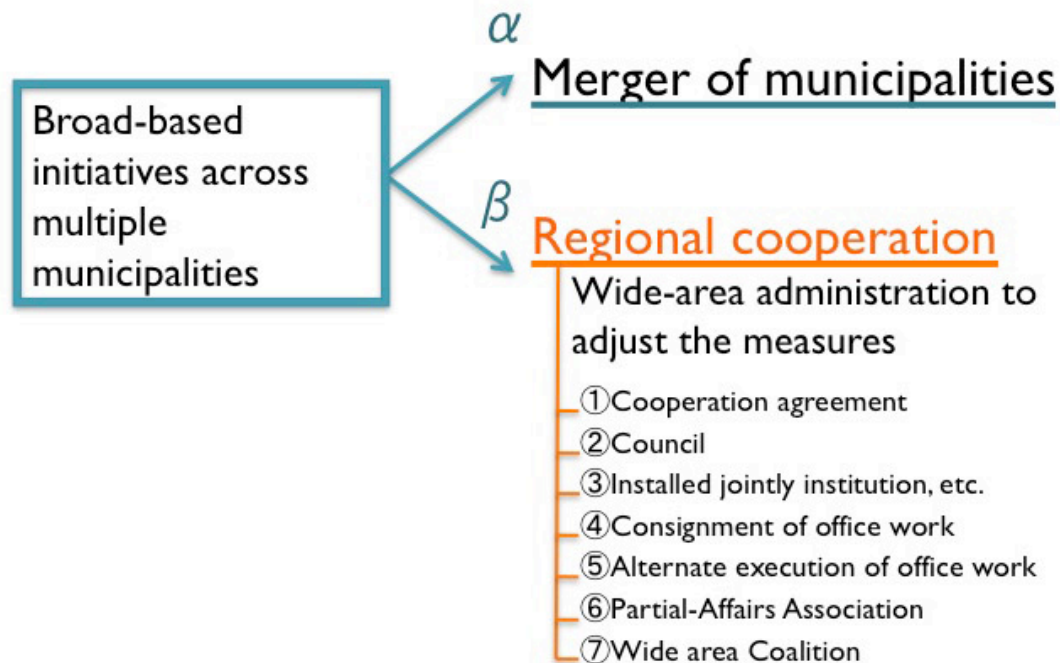


Figure 2. The kinds of broad-based efforts

"Broad cooperation" is the concept is widely shared, but state agencies and local governments in addition to the word wide area cooperation there is also If you are using, such as "regional cooperation", "municipal cooperation", "inter-regional cooperation", "inter-city cooperation," "narrow cooperation", it is clearly not defined.

In this paper because it is described in the article word Ministry of Internal Affairs and Communications is referred to as a "new regional cooperation" in 2009, to use a "regional cooperation". Therefore a "broad cooperation" and "purpose of regional cooperation" is defined as follows.

Regional cooperation:

Two or more local governments working jointly.

While protecting municipality independence, regional cooperation allows participants to concentrate expenses and professional human resources in order to effectively carry out necessary services jointly.

In today's Japanese tourism sector, there is a need to encourage tourists to explore broader areas rather than limiting their visits to a few major attractions. To provide an effective mechanism to attract tourists to a wider area, wide-area cooperation of the tourism sector is extremely important. However, according to the Ministry of Internal Affairs and Communications, difficulties in rapid decision-making, unclear accountability, the large burden on municipality secretaries, and difficulties in adjusting the cost burden all represent barriers advancing regional cooperation⁵⁾. Michio Ubaura and Fumihiko Seta (paper : "A Study on Regional Cooperation by Horizontal Function Allotment in Germany" (2011)) have reported, from the case of the German regional cooperation, if wide-area government is not pursuing strong ties to top-down, the realization of regional cooperation by horizontal function allotment is difficult. These are the primary reasons that Japan has not yet established wide-area cooperation in the tourism sector or established what be considered full-fledged regional cooperation between local governments generally. In fact, 115 organizations Wide area union that exists (the most direct authority of the delegation is received organization among the wide area cooperation), only 11, had cited "tourist" to the main business.

Maeda (1995)⁶⁾ classifies the tourism behavior types of travelers in the following three, has been with the popularization of tourism went progressed. To focus on itself to travel, "travel-dominated", to focus on whether the place where to go "travel destination dominant type", to focus on what to do objective "the purpose act dominant type". "The purpose act dominant type" has pointed out that the increase as in recent years, freedom is an increase in the selection for the trip. In addition, Morichi, Ito and Kezuka (1998)⁷⁾ have classified the tourist traffic into the following three. The residence of tourists traffic between the tourist regions, "tourist area outside the traffic", the transportation to tour the inside of the tourist region, "tourist area traffic", traffic to tour a tourist in the district "tourist district traffic". From previous studies of more than, as a municipality we want to call in tourists, for people to keep them coming back without being bored to provide a broad purpose, to provide a mobile means to achieve its purpose, it can be said that it is important. Moreover, Werner and Andreas (2007)⁸⁾, in contributing public transport to leisure and tourism, has stressed the need to rethink the transport policy.

On the other hand, is not essential financial resources procurement to transportation infrastructure. Kurokawa (2008)⁹⁾, in the EU and the Western countries, but airplanes and automobiles are the future demand is increased, the railway investment environment is that there is a strict. However, he said in consideration of the suppression and the population of carbon dioxide generation, if you can improve the space value in maintenance, which together with the station surrounding environment, can financial resources procurement, has also said enough to hold as a business.

Local city now, but round-trip transportation to Tokyo and major cities has been secured, access next to the to the city is not very secure. When you place the future decentralization in the field of view, there are many of the centers in local cities, consequently, we infer that wide-area cooperation lead in the network to each other is important. Be considered in the whole area as "○○ wide area tourism" to work in a wide area also in the tourism sector is considered to be the thing to support the life of the provincial city of 10 to 20 years in the future.

From the above, it made two hypotheses. (1) Because there is no window of unity that transmits the tourist information of the area, it is difficult to get the information even though tourist stamp rally was held in the same region and the same time. (2) Because there is no access

of the lateral to the city (public transportation) is also set a tourist stamp rally to get round to the wide area, there are many tourist stamp rally that relies on motor vehicles. Indicators to promote a mechanism to tour the tourists to a wide area (wide-area cooperation of the tourism sector) is, area of the information window, the development of transportation, to clarify that these two points are necessary for the purpose of this paper.

3. Research outline

3-1. Analyzed

In this study, we investigated stamp rallies for the year 2015, including rallies that ended in 2015 but began in 2014. Only sales improved purposes (for example, multiple store stamp can be obtained by the use of in the shopping mall) stamp rally are excluded, the stamp rally of purpose to tour the tourists in the city is defined as "tourist stamp rally", were analyzed.

Data collection was done using the Google web search engine [Japan version], with keywords "2015, stamp rally, tourism, one of 47 prefecture names." A sample of 365-stamp rally was extracted (March 2016). In addition to access to the stamp rally of the main website, formal name, main subject, implementation area (prefectures and municipalities), stamp installation location, the dates, organizers, prize obtained by collecting stamps, what is striking in the lottery by collecting stamps, moving method for collecting stamps, presence or absence of a map, kind of map, it was obtained.

3-2. Methods of analysis

For 365 of the tourist stamp rally, we were grouping of stamp rally by using a cross-tabulation and hierarchical cluster analysis (Ward's method). The cluster analysis, is intended to classify in the cluster attracted "similar things" from among the population of different things are intermingled. To extract the word from the stamp rally of brochures and website, words that are likely to have nothing to do with this study is excluded, words used in similar content unified, using a hierarchical cluster analysis for the word, the results revealed the current state of the stamp rally from. It should be noted that the hierarchical cluster analysis using the statistical analysis software IBM SPSS Statistics 23. As a result, we found was it is the following five.

3-3. Results

(1) 365 a stamp rally was classified into the main thematic, regional tour is the most in the 143 type, Holy Land pilgrimage (but is a strong sense of the word itself faith, in recent years to make a relive in the Drama of filming locations & Real location that appeared in anime, jokingly referred to as a "pilgrimage"), facility tour (stations and airports, port of other, museums, industry tours, hot spring, castle), events tour, tour of eateries, character stamp collection, etc, it was divided into main purpose. In addition, there were 193 rallies in which participants win a prize for collecting a specified number of stamps (often limited and not for sale). Rallies in which participants used a Smartphone app and GPS to collect digital stamps by visiting certain specified geographic locations numbered 35 in our sample (Table 1).

Table 1. Tourist stamp rally of the main thematic classification (overall 365-stamp rally)

Tourist stamp rally of the main thematic classification			
	Theme large classification		Small classification
Pilgrimage to sacred places	Temples and shrines, temples, etc.	4	
	Vicarious experience	19	Drama of filming locations 4
			Real location that appeared in anime 8
			Historical person place of connection 7
Facility tour	Node	59	Stations and Airports and Harbor 38
			Roadside station(※) 21
	Museums, etc.	16	
	Industrial tour	4	
	Hot Springs	16	
	Castle	6	
Regional tour		143	
Events tour		10	
Eateries tour		50	
Character stamp tour		20	
Others (ski, soccer fields, etc.)		18	

※ Roadside station …Has been registered by the Japanese Ministry of Land, Infrastructure and Transport, Road facilities that rest facilities and regional development facilities were together

(2) In 365 stamp rally, stamp rally 48 stamp pad only to the station for the railway company is organized is installed, wide area tourist stamp rally which is installed stamp pad to more neighboring municipal facility had 113. If you classify the 113 organizers of, Council 38, the secretariat is 5, union 3, Union was found to take advantage of the mechanism of the regional administration, such as 2 (Table 2).

In addition, when you classify the 113 stamp rally to the main theme, although the region visiting most often is the same as the overall trend, Holy Land pilgrimage (Drama of filming locations, Historical person Place of connection), facility Tour (castle), there were many compared with the overall trend (Table 3).

Table 2. Excursions range of tourist stamp rally

Excursions range of tourist stamp rally			
Station only			48
One municipality			204
Two or more municipalities	113	Council organization	36
		Committee organization	9
		Secretariat organization	4
		Union organization	4
		Coalition organization	2
		Tourism Association organization	8
		Company organization	19
		"Road Station" Liaison Committee organization	11
		Other	20

Table 3. Tourist stamp rally of the main thematic classification (113-stamp rally)

Tourist stamp rally of the main thematic classification				
	Theme large classification		Small classification	
Pilgrimage to sacred places	Temples and shrines, temples, etc.	1		
	Vicarious experience	9	Drama of filming locations	3
			Real location that appeared in anime	2
			Historical person place of connection	4
Facility tour	Node	18	Stations and Airports and Harbor	4
			Roadside station(※)	14
	Museums, etc.	4		
	Industrial tour	1		
	Hot Springs	4		
	Castle	5		
Regional tour		49		
Events tour		4		
Eateries tour		9		
Character stamp tour		2		
Others (ski, soccer fields, etc.)		7		

※ Roadside station …Has been registered by the Japanese Ministry of Land, Infrastructure and Transport, Road facilities that rest facilities and regional development facilities were together

(3) Among the tourist stamp rally carried out in a number of neighboring municipalities, were the five things that have recommended the move means by train. Considered to be assumed for the walk the road network diagram and map for the walk had nine. Map notation 67 types in national highway, map notation is 32 kinds of address only, given that both are assumed to move in the automotive 99 type was a map for a motor vehicle (Table 4). In stamp rally is 12, which provides information of the mobile means to recommend non-automotive (timetable and price), bicycle rental 2, public transportation and a bus 3, reservation system bus 3, train 2, words only stipulates that "the public transportation, please use" it was 2.

Matsumoto, Nagano Prefecture, Hida City, Gifu Prefecture, Takayama, Gifu Prefecture, Toyama, Toyama Prefecture, over the four cities show as an example, "Yellowtail Road Stamp Rally" ¹⁰⁾ (Fig 3, Fig 4). Map notation in the national highway, for the direction from the Matsumoto Matsumoto Station to Takayama Station is not a train that can move directly (A straight line distance of about 93km). Train nodule location Nagoya Station is a big city. 2 hours in travel time vehicle use, in the train use it take four to five hours will be diverted through the Nagoya Station, it is considered to assume the movement of a car.

Table 4. Two or more municipalities of tourist stamp rally of map

Two or more municipalities of tourist stamp rally of map	
For the walk (road network view)	5
National highway	67
Route map	5
Address only	32
Other	4

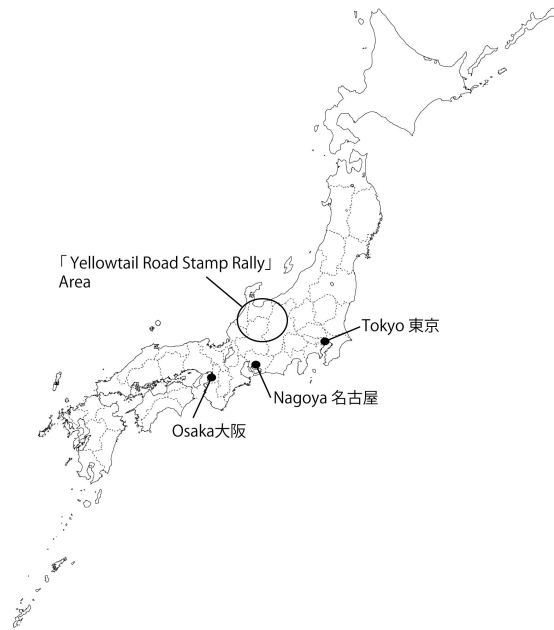


Figure 3. Location of the Yellowtail Road Stamp Rally
(Source: from the blank map prepared by the author)

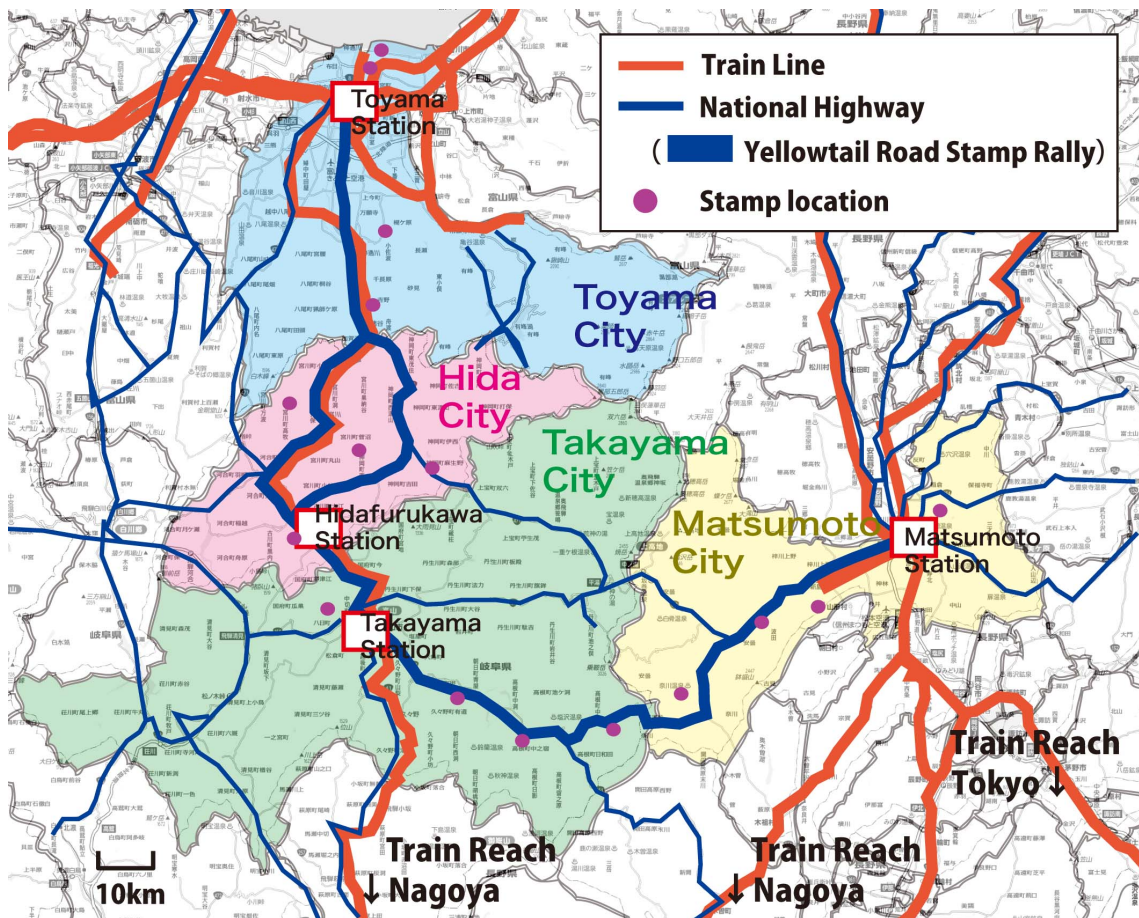


Figure 4. Route of the Yellowtail Road Stamp Rally
(Source: from the blank map prepared by the author)

(4) 113 stamp rally extracted in Table 2 and Table 3 shows the results of cluster analysis by using a stamping location number (Table 5). Cluster 1, compared with the municipality cooperation of other clusters, that municipal cooperation is often beyond the framework of the prefecture cooperation and prefectural, (For example, Bizen in Table 5, the current Okayama Prefecture east south, Kagawa Prefecture, shozu gun-Naoshimashoto, part of Hyogo Prefecture Ako), since it is connected a historic space value of drama (from now the historical drama 500 years ago on the stage) over the Location, it was named "History cooperation type". Cluster 2, museum stamp rally, hot spring stamp rally belong all, for facility tour was the highest with 17 (about 53%), was named as a "Facility-oriented type". Cluster 3, for stamp location and stamp rally cooperation held the number of cities is both large, was named as a "Wide-area coverage type". Cluster 4, in addition to stamp rally beyond the framework of the province or between provinces is large, from the provided map was all map for the car, named "Car required type". Cluster 5, but other stamp rally was about 5.2 locations per stamp location 1 municipality, here for the most common and about 40 places, was named as a "Specific area type" to carefully round the specific area.

Table 5. Cluster classification two or more municipalities of tourist stamp rally of map

Cluster classification		
Cluster type	Name	Example
Cluster 1	History cooperation type	ex) NishiHarima, Bizen, Mimasaka Tour journey
Cluster 2	Facility-oriented type	ex) Castle tour~ Iga, Tsu, Matsusaka, Toba~
Cluster 3	Wide-area coverage type	ex) Southern Hokkaido stamp rally
Cluster 4	Car required type	ex) Iwami region round stamp rally
Cluster 5	Specific area type	ex) Summer Okitama region Inscription shop tour of food

(5) Even when a large number of stamp rallies are held in the same municipality, there is typically no single web site that provides comprehensive information about the various rallies. Since the organizers are normally different for each stamp rally, this makes it very difficult for prospective participants or researchers to collect information. The beginning has been to extract the 280 type was extracted with "2015 tourist stamp rally", leak a lot, 47 prefectures keyword added result of the information collected by the 365 type can be extracted.

4. Consideration

Stamp rally is divided into a number of main theme, it can be seen that by utilizing local resources. For example, the left of Fig.1 is a stamp rally of the Holy Land pilgrimage that utilizes the temples and shrines in the area. The right of Fig.1, but the character of the stamp collection of Hello Kitty is an object (get a Hello Kitty pin badge and collect all of the stamp), paint the vehicle of Seibu Railway in Hello Kitty pattern, also installation of Hello Kitty sign in Chichibu city has been carried out in parallel, it was found that has been prepared in the space of the stamp location, such as along the main theme. Also stamp rally has been held jointly by more than one municipality in the 113 type, it was found that about 31% is take advantage of

the tourist stamp rally in round tourism. The tourist stamp rally performed in more neighboring municipalities result of the cluster analysis, "History cooperation type", "Facility-oriented type", "Wide-area coverage type", "Car required type", "Specific area type". Movement between rally sites often relies on the use of an automobile. If you expect to tourists want to explore the area outside of the major cities, it is important to expand the choice of transportation. Enhanced train and bus service should be a priority. In addition, although, the corporation with adjustable function is common in Western organizations to unify tourism management in an entire region, the DMO (Destination Marketing / Management Organization), is not common in Japan. In Japan, various government units and tourist agents make for a divided situation. Evidence of this appeared prominently in our efforts to research tourist stamp rallies; collecting comprehensive rally information was notably difficult. Developing the Japan version of DMO contributes considerably to improving this condition.

5. Conclusions

Tourist stamp rallies are a means of advancing broad regional tourism. However, cooperation and coordination among rally organizers and local and regional governments is lacking. Moreover, even if such cooperation is improved, the lack of suitable public transportation remains a critical issue. Movement from a regional city to an adjacent local city can be extremely inconvenient. The separation between administrative units, tourist agents, and tourists has resulted in a situation in which relevant information is not shared or widely available—an obvious problem for all.

References:

- 1) Japan Tourism Agency : “2015 White Paper on Tourism”, Japanese.
- 2) Consulate-General of Japan in Atlanta : <http://www.atlanta.us.emb-japan.go.jp/jettravel3.htm>, (cited 2016-03-20).
- 3) Minotakegahana MACHINAKA Tour of Temples and shrines Stamp Rally/Hashima City Tourism Association , <http://hashimakanko.jp/machitanak/>, (cited 2016-03-20).
- 4) Walk along with Hello Kitty! Chichibu Stamp Rally/Seibu Railway co., ltd. <https://hello-chichibu.com/stamprally/>, (cited 2016-03-20).
- 5) Ministry of Internal Affairs and Communications :“For wide area cooperation, etc.” http://www.soumu.go.jp/main_content/000219758.pdf, (cited 2016-01-08).
- 6) Isamu Maeda : Psychology of tourism and service, Gakubunsha, 1995, Japanese.
- 7) Shigeru Morichi, Makoto Ito and Hiroshi Kezuka : “Systematization project of the tourist destination transportation planning”, Attractive proposal to the tourist attractions and transportation inter-regional exchanges activation, Gihodo publication, 1998, Japanese.
- 8) Werner Gronaua, Andreas Kagermeierb : “Key factors for successful leisure and tourism public transport provision”, Transport at Tourist Destinations, 2007, vol.15, pp.127–135.
- 9) Kazuyoshi Kurokawa : “Expansion of infrastructure investment opportunities in the European financial markets -Mainly in transport infrastructure-”, Transportation Policy Studies, 2008, vol.11 no.2, pp.101-104, Japanese.
- 10) Yellowtail Road Stamp Rally/Yellowtail Road Promotion Council : <http://www.asutomo.net/event/detail.php?id=5742>, (cited 2016-03-20).