

VISUALIZATION AND QUANTIFICATION OF REGIONAL TOURISM BY THE SPATIAL CHARACTERISTICS ANALYSIS OF TOURIST FACILITIES -UTILIZING TOURISM REGIONAL ECONOMIC RESEARCH AND PHONE DATA

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ABSTRACT

With the rapid development of tourism statistics, it is available to understand generally economic trends in tourist region. However, it is a few researches that understanding the tourism industry spatially, such as the location and types of tourism facilities in tourist destinations.

It is considered the location and characteristics of the stores contribute largely to attractive tourist destination area. There is need to clarify the location characteristics to visualize tourism establishments and providing what goods and services specifically.

In addition, tourism regional economic survey, investigated by Tourism Agency has detail the current state of the economy and regional tourism industry in micro unit. By combining these data, it is possible to clear that tourist facilities are located in what kind of economies of scale.

By using the local economy tourism research in Tourism Agency, this study understands the economic characteristics of the tourist region as a whole. It is intended to extract the spatial characteristics of the facilities in tourist areas by collecting data on tourist facilities in tourist areas to visualize with the information of positions.

Target area are 78 regions which are published on a tourist region economic research. As the method of this study, we classify tourist region by the scale of revenue and the amount the number of employees from the tourist region economic research. In addition, to obtain information on tourist facilities, we understood the location characteristics of the tourist facilities to collect telephone numbers and addresses with the data in "I town page of NTT". Finally, by combining these data, we analyze characteristics of tourist destination facility between the classification in each economy.

As intended for a certain space and tourism district was close to tourist destinations, we visualize the economic current state of the space to understand in detail the goods and services that provide and distribution of tourism office.

Thus, this study revealed the current state of the tourism industry in a micro space tourist destination. The result of this study is significant to provide a new basic data in tourism policy