

A Study on the Creation of Pleasant Touring Environments from the Viewpoint of International Road Tourism

In this study, documents and other data relating to advanced cases in other countries were examined with the aim of developing internationally competitive automobile tourism in Hokkaido. An online questionnaire survey was also conducted to identify the needs of self-drive foreign tourists and research subjects.

The results revealed that unique touring programs depending on regional resources and environments were produced in other countries. It was also found that travel planning overseas was supported through active promotion measures and the provision of information in foreign languages. Steps necessary for the development of touring environments to ensure safe and pleasant trips were also taken. The online questionnaire survey revealed that the purposes of self-drive foreign tourists in Hokkaido were to enjoy roadside landscapes and driving itself. It was therefore considered necessary to summarize and examine the cases of regions in advanced touring environments based on these results, and to examine evaluation methods and improvement measures objectively for individual routes and areas from an international viewpoint.