

Study on Evaluation of In-facility Landscape in Haneda Airport International Terminal: Evaluation by Indonesian, Chinese and Japanese

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1. Introduction

The Basic Law on Promotion of Tourism was established in December 2006, and tourism was clearly positioned as a pillar of Japan's important policy. Getting the basic knowledge to create a space that may attract foreign tourists in a facility is important for Japan. The number of tourists visiting Japan from the Republic of Indonesia and the People's Republic of China is expected to increase further in the future. The purpose of this study is to clarify the characteristics of the evaluation of the in-facility landscape at the Haneda Airport International Terminal, made by Indonesian, Chinese and Japanese respondents.

2. Study Methods

The evaluation of the landscape was investigated by using a questionnaire-based survey. The total number of respondents was 310 (112 Indonesians, 93 Chinese, and 105 Japanese). In Japan, the data were obtained through a questionnaire-based survey, while the Indonesian respondents and the Chinese respondents were given an online questionnaire. The survey was conducted between April and May 2017. The main survey items were regarding evaluations of 10 pictures of the landscape, displaying elements that seem typical of Japan. The method of analysis comprised correlation analysis, analysis of variance, and multiple comparison.

3. Results and Considerations

Survey results showed that there were more females (70.5%) than males (29.5%) among the Indonesian respondents, and that there were more females (68.8%) than males (31.2%) among the Chinese respondents; conversely, there were more males (53.3%) than females (46.7%) among the Japanese respondents. A majority of Indonesian (83.9%), Chinese (91.4%) and Japanese (68.6%) respondents were between 20-29 years old. The results of correlation analysis revealed the following: 1) the in-facility landscape with Japanese cultural and traditional buildings influenced the Chinese respondents' preference; 2) the Japanese respondents were paying attention to the entire space including the decoration in preference of the in-facility landscape; 3) the preference of Indonesian respondents was seen in "uniqueness" from the perspective that they can't see it in their own country; 4) each country' respondents commonly felt it was interesting that traditional landscape and modern landscape constitute a near view and a distant view. The results of the analysis of variance revealed that differences due to the cultural and natural background of each country had an influence on the evaluation of the in-facility landscape. The results of multiple comparison revealed the background influence explaining that the culture of Indonesia and China/Japan differ greatly, which led to the difference in the evaluation of the in-facility landscape by Indonesian respondents and Chinese respondents/Japanese respondents.

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