

Consumption | Poster

PP - (21045) - SUSTAINABLE TOURIST SPOTS EVOKING CURIOSITY -RESEARCH IN HARAJUKU, TOKYO

Katsuki Yokoyama¹; Yurika Yokoyama²

1 - Professor of environmental design at Joshibi University of Art and Design; 2 - Professor at The University of Tokyo

Research or practical problem and objectives

Tourist spots had experienced a significant decrease in visitors due to the pandemic and now they are worrying whether they will be able to regain their former liveliness. With the rise of e-commerce in recent years, the shoppers in urban tourist spots need to give them the benefit of coming to their stores. Therefore, it is necessary to convey to people the pleasure of walking around the town.

Methods and process (for empirical research)

We report the results of a questionnaire to young people about their image of Harajuku, popular among young people as a town with 'kawaii' culture. We asked them (N=216) if they felt curious about Harajuku, and frequency of their visits there and the image they had there using the SD method and open-ended questions.

Main results preview and importance (or main arguments in the case of critical reviews)

The results showed that the degree to which people feel at ease in Harajuku gradually increases in proportion to the frequency of their visits, but as for the unvisited people, the degree is higher for the group with curiosity than those without curiosity. On the other hand, the degree of the variety they feel of Harajuku is high even for those who visit less frequently. And for the non-curious group, the degree of those who visit more frequently is lower, while for the curious group, the degree stays the same. The analysis of the open-ended questions suggests that the frequently visiting and curious group is interested not only in the famous stores on main street, but also in small stores on back streets. In order to make young people feel curious about the town, it is necessary to make them feel at ease at first, but in order to sustain curiosity, it is necessary to keep giving them a sense of variety, and it is desirable to create an attractive town from the main street to the back streets.

Palavras-chave : tourist spot, curiosity, Tokyo, urban design