

The Impacts of International Tourists' Seasonality on Sustainable Tourism Development in Niseko

ニセコにおける持続的ツーリズムに与える海外からの
観光客の季節性の影響

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With the increasingly serious issue of global warming, all governments are implementing the measures to deal with it. This is not just limited to environmental protection activities such as energy saving and waste management, but also to produce eco-friendly social activities such as eco-tourism and so on. This research is about the reasons for the seasonality of tourism in Niseko and the problems that arise as the result. Therefore, learning the reasons for the visitation trends is of utmost importance in finding a way to achieve more balanced visitation. The other aspects that cannot be denied are the impacts on the lives and livelihood of the local people such as noise pollution and littering. Ultimately, this research seeks not only to provide the reasons for this phenomenon but also to produce recommendations for remedying this situation in Niseko.

The literature review of relevant papers was conducted and a survey on the impacts of international tourists' seasonality on sustainable tourism development was carried out at Niseko town. Interviews were also conducted with the local government. On the other hand, a questionnaire was distributed to the international tourists. The data from the questionnaire were analysed statistically using Microsoft Excel on the basis of various characteristics such as gender, nationality, age and occupation. Both qualitative and quantitative data were used to determine the final conclusions and recommendations of the research in a comprehensive manner.

The analysis showed that there are significant differences in environmental awareness around Niseko on the basis of nationality and gender. As a result, it was found that the reasons for the seasonality of tourism in Niseko varied depending on some factors such as weather, local specialties and activities among others. The problems of the imbalance seasonal tourism seem to arise partly due to a lack of enhanced intra-regional collaboration in attracting tourists at all times of the year. Therefore, the distribution of foreign tourism guide books of attractions in other seasons as well as winter is needed. If do so, Niseko may be possible to continue to be an area with high potential due to the natural resources, local specialties and further development of outdoor sport business.

