Chapter 21
Tourists' Motivations and Repeater Segments in Japanese Spa Destinations

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ABSTRACT

This chapter attempts to answer two research questions related to Japanese spa tourists: how to grasp tourists' motivations, and who will be repeaters. Benefit segmentation was employed to answer the first question, the results yielded seven motivations and divided spa tourists into three segments. For the second question, the relationship between overall satisfaction and revisit intentions in the short and the long term were tested, and key factors for repeaters were different for each segment. Destinations and stakeholders should change their strategy as it relates to their target market, to create repeaters by segment. Contrasting these results with some efforts of spa destinations, examples from Hakone are introduced. Local government considered the theoretical fan that visits Hakone constantly. NARAYA CAFÉ, a representative effort of young people in the area, creates a "release and relaxation" atmosphere for tourists.

INTRODUCTION

The purpose of this chapter is to provide suggestions to tourist destinations for driving tourism, based on tourists' behavior, especially as it relates to motivations. This chapter emphasizes two points. First, tourist destinations should grasp tourist motivations. Second, to create "repeaters", tourist destinations must target specific segments that intend to revisit.

Tourists have various motivations to undertake leisure travel, and their behavior reflects these motivations. Tourists' motivations change from year to year. As a result, tourist destinations have to consider strategy directed toward their target tourists' motivations. However, destinations are not always able to change their strategy quickly. For example, accommodations within facilities are fixed, and cannot be changed promptly in the short term. Therefore, tourist destinations and related firms must consider a long-term plan, and grasp the motivations of tourists in order to build the plan. Nowadays, creating

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"repeaters" is also an important challenge. Repeaters constantly visit their favorite destination, and will be a fan of that destination. In the eyes of the tourist destination, repeaters are customers that bring in constant sales. Therefore, tourist destinations should identify and target that segment of repeaters.

This chapter will focus on Japanese spa tourists, and consider answers to two research questions: "How can destinations grasp tourists' motivations?" and "Who will be repeaters?" Empirical methods were used to conduct research into these questions. To address the first question, benefit segmentation based on tourist motivations were employed. The relationship between satisfaction and revisit intention was tested in order to answer the second question. Many previous studies have implied that there is a strong relationship between satisfaction and revisit intention. In addition, the results of an interview to survey a destination also will be described and contrasted with empirical results.

BACKGROUND

This section explains the details of benefit segmentation, and the relationship between motivations, satisfaction, and revisit intention related to this chapter, informed by Japanese tourist trends.

Benefit Segmentation

Haley (1968) developed the benefit segmentation method of marketing. The benefits sought by consumers in selecting particular products are the most basic reasons for the existence of genuine market segments, and are better determinants of behavior than other factors. Benefit segmentation has been widely used to categorize tourists in tourism research. Fodness (1994) mentioned that tourism marketers could use further insights into tourist motivation for the purposes of product development, service quality evaluation, image development, and promotional activities such as positioning (Fodness, 1994). Dolnicar (2002) proposed two fundamental ways to classify or segment individuals. One is the typological approach, which is similar to *a priori* segmentation. The criteria of this approach are known in advance. The other approach is data-driven segmentation (*a posteriori* segmentation), which has received increased attention (Dolnicar, 2004). Many studies have focused on data-driven segmenting of tourists (Calantone & Johar, 1984; Locker & Perdue, 1992; Shoemaker, 1994; Cha et al., 1995; Airmond & Elfessi, 2001; Bieger & Laesser, 2002; Jang et al., 2002; Dolnicar, 2004; Lee et al., 2006; Pesonen et al., 2011; Pesonen, 2012; Kamata & Misui, 2015a, 2015b; Kamata, 2016). According to Cha, McCleary, and Uysal (1995), the two dimensions of tourist motivation are push motivation and pull motivation. Tourists are pushed by their own internal forces, and pulled by external forces such as the attributes of the destination (Bieger & Laesser, 2002). Both factor and cluster analyses are typically used in benefit segmentation. A factor analysis is used to derive an underlying construct of benefit dimensions, characterized by motivational items that "push" and "pull." A cluster analysis is used to segment respondents into homogeneous groups.

One example of benefit segmentation in tourism using both factor and cluster analyses is the study by Cha et al. (1995), which focused on Japanese tourists overseas. It suggested six motivating factors:

1. Relaxation
2. Knowledge
3. Adventure
4. Travel bragging

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