

WHICH REGION ATTRACTS THE CHINESE TOURISTS IN JAPAN?  
- ANALYSIS USING BEST-WORST SCALING METHOD AND DISCRETE CHOICE  
EXPERIMENTS MODEL -

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**Abstract:**

We investigate the preferences among two different types of potential tourists: Taiwan and Shanghai people. While Taiwan people are considered to be rich in traveling abroad, Shanghai people are still poor. Focusing these two types of potential tourists, we conducted questionnaire surveys using two types of methods. One method is the Best-Worst scaling analysis (BW), which asked about the best attractive visiting place and the least attractive one for each respondent. The other is the Discrete Choice Experiments (DCEs), which asked not only about the visiting places, but also about the types of tour, airlines and prices.

JEL Classification Numbers: Q26,R41,R42

**Keywords** : potential tourists, BW, DCEs