

S. ISHIHARA, M. NAGAMACHI, M. KAJIOKA, S. AOKI, T. TSUCHIYA. **Elder trip activity: A comparative research.** *Gerontechnology* 2016;15(suppl):126s; doi:10.4017/gt.2016.15.s.773.00 **Purpose** Kansei analysis has been used to study purpose and preference of Kure-city visitors. Kure city is located southeast of Hiroshima city and it faces inland sea. The city has a history of more than 100 years for the navy port and shipbuilding. Recently, industrial heritage and related TV animation programs has attracted more visitors. Attracting visitors and satisfying their demands is indispensable for the city. We analyzed the difference of hobby and trip expectations between elder and other visitors from a questionnaire at the site. **Method** We asked visitors to participate in a questionnaire study at Yamato-museum (the largest warship at WWII). 500-yen tickets for souvenir purchase were issued for participants. There were 165 valid answers. 14 participants were over 66 years old. **Results & Discussion** Questions of trip purposes and hobby are analyzed with principal component analysis (Figure 1). The figure shows the principal component loadings of trip purposes. Lines show large correlations (top 10% of correlations). Result of participants under 65; Upmost part corresponds to physical activities (cycling, fishing, climb). Upper right are experiences (workshop, sea bathing, relaxation, shopping). Up middle part have Kure specific activities (pilgrimage to anime site, navy site). Down right side relates to historic site (world heritage, historic site, temple, industrial heritage). Down middle is local culture (gourmet, museum, pilgrimage to TV play site, bloom watch). Result of participants over 66 clearly shows separations between three groups. Upper left corresponds with experience of self-involvement (clime, workshop, street walk, gourmet, festival). Upper right part is visual experiences (bloom watch, garden, nature, plant visit, museum). Center down part is historic sites and relax (historic site, temple & shrine, navy site, industrial heritage, architecture, scenery, shopping, relaxation, shopping, scenery). These separations suggest differences of physical strength and activeness of elder visitors (self involvement vs. passiveness). The center down part is in between of them.

Keywords: leisure, tourism

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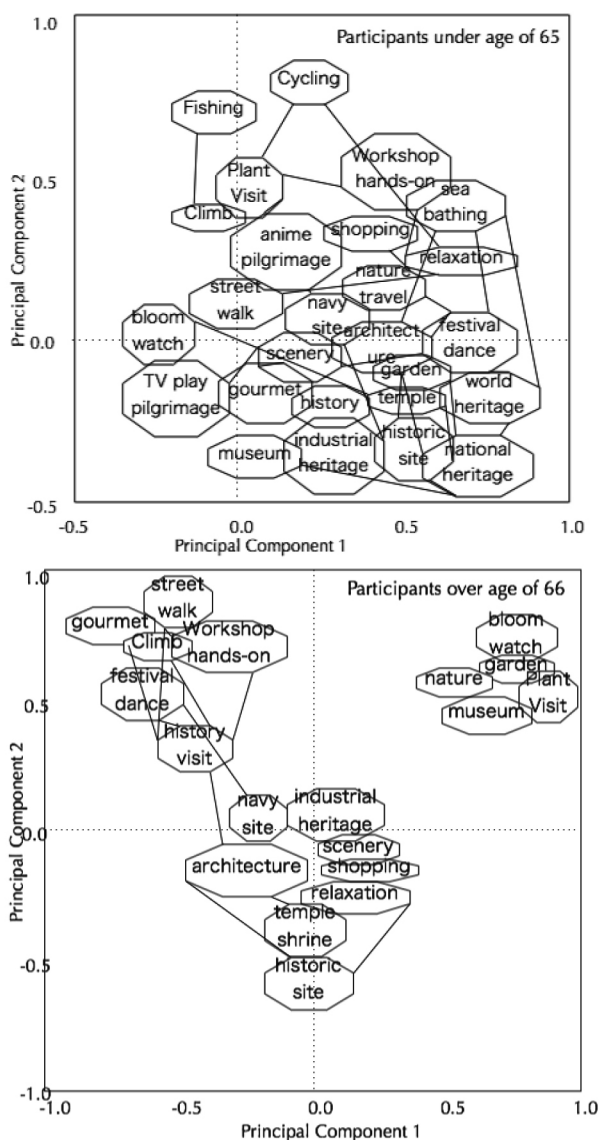


Figure 1. Principal component loadings of under 65 (above) and over (below)