A study of the students’ travel Japan intentions from Departments of Applied Japanese in Taiwan after 311 East Japan Earthquake

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Abstract

On March 11, 2011, a 9 Richter scale earthquake occurred off the northeastern coast of Japan. The earthquake caused a major tsunami, resulting in the radiation leak of Fukushima I nuclear power plant, which seriously affected Japan’s tourism. The purpose of this research is to explore the correlation between the attitudes of Taiwan’s students from departments of applied Japanese to travel safety, and their intentions to travel to Japan. The results showed that 1. from a cognitive perspective, the radiation pollution’s threat in east Japan after the earthquake did weaken the intentions of the subject students from departments of applied Japanese to travel there; however, 2. from an affective perspective, because of the affection for Japanese culture and customs, although the students’ affective attitudes of travel safety

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significantly increased their hesitation in travel decisions, ultimately their overall feelings and intentions of travelling to Japan were still positive.

Keywords: attitude of travel safety, tourist hesitation, travel intention, 311 east Japan earthquake, radiation pollution

1. Introduction

Miyagi Prefecture is a prefecture located in the east of Tohoku region, Japan, facing Pacific Ocean on the east and the Ou Mountains on the west. The population of Miyagi Prefecture is about 2.35 million, and its capital city, Sendai, which has a population of over one million, is the largest city of Tohoku region. On the afternoon of 3 March 2011, an earthquake of 9 Richter scale happened offshore, about 130 km east of Sendai Port, Honshu. The earthquake triggered a major tsunami instantly, causing the leak of an extremely small amount of artificial radioactive iodine-131 from the Fukushima I nuclear power plant, severe damage to coastal towns of northeastern Japan and Hokkaido, and twenty-five thousand deaths.

Figure 1
The refuge areas