

The Effectiveness of Communication Efforts on Mount Fuji, Japan

Section A: Demographic

Gender

- Male
- Female

Age

- Under 18 years' old
- 18 - 22 years' old
- 23 - 27 years' old
- 27 years old and above

Nationality

Your answer:

What is your highest education level?

- Secondary school
- High school
- Diploma
- Bachelor Degree
- Master's
- Doctoral

Which communication method do you prefer the most?

- Face-to-face communication (In person explanations in museums, lectures, briefings or talks)
- Mediated communication (Newspapers, books, magazines, radio, TV, video, film, internet, social media)

Section B: Knowing The Nature Heritage Site - Mount Fuji, Japan

Have you heard about Mount Fuji, Japan before?*

- Yes
- No

Have you visited Mount Fuji, Japan before?*

- Yes
- No

Do you have any knowledge in Mount Fuji, Japan?*

- Yes, I know everything
- Yes, I have the knowledge but not in depth
- No, I know nothing about it

Section C: The Effectiveness of Face-to-Face Communication Effort on Mount Fuji, Japan

Have you heard about Mount Fuji from these sources?*

- Family/Friends
- Lecture Class
- Talks
- Explanation at the Mount Fuji, Japan
- Explanation at the museum

Do you think there is any communication efforts done by the authorities?*
Promoted and presented by the authorities. E.g. Talks, education etc.

- Yes
- No

What challenges do you think the authorities are facing in communicating Mount Fuji, Japan to the public in person?*

- Not enough information
- Inaccurate information
- Public are not interested

Any suggestions on increasing the popularity of Mount Fuji, Japan?*

- By integrating new technologies (E.g. Using both offline and online platform to held talks, Facebook Live)
- Seek local partnership with hotel, travel agency and media company
- Electing brand ambassador
- Offer promotions (E.g. discounts)

Section D: The Effectiveness of Mediated Communication Effort on Mount Fuji, Japan

Have you heard about Mount Fuji, Japan from these sources?

- Print Media (Newspaper, Book, Magazines, etc)
- Electronic Media (Radio, TV, Film, etc)
- Internet (Google, Baidu, Bing, etc)
- Social Media (Facebook, Youtube, Instagram,

Do you think there is any communication efforts done by the authorities? Promoted and presented by the authorities. E.g. Promoting on newspaper, promoting on social media, etc

- Yes
- No

What challenges do you think the authorities are facing in communicating Mount Fuji, Japan to the public through media?

- Not enough information
- Inaccurate information
- Public are not interested

Any suggestions on increasing the popularity of Mount Fuji, Japan ?

- Be more active in social media (Facebook, Youtube, Instagram, etc)
- Partner with social media influencers to promote Mount Fuji
- Opinion editorial column in newspaper and magazines (Public are able to give their experience at Mount Fuji)

Section E: Reflection

Would you like to visit Mount Fuji, Japan in the future?*

- Yes
- No
- Maybe

Which sources of information do you prefer to know more about Mount Fuji, Japan?

- Ask friends or family
- Lecture Class
- Talks
- Print Media (Newspaper, Book, Magazines, etc)
- Electronic Media (Radio, TV, Film, etc)
- Internet (Google, Baidu, Bing, etc)
- Social Media (Facebook, Youtube, Instagram, etc)