# Bayesian Network Analysis for the Questionnaire Investigation on the Impression at Fuji City 

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Received: July 11, 2018
Accepted: August 9, 2018
Online Published: August 22, 2018
doi:10.5430/ijba.v9n6p1
URL: https://doi.org/10.5430/ijba.v9n6p1


#### Abstract

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. In this paper, we mainly focus the impression the visitors feel and analyze them. These are analyzed by using Bayesian Network. The analysis utilizing Bayesian Network enabled us to visualize the causal relationship among items. Furthermore, sensitivity analysis brought us estimating and predicting the prospective visitors. These are utilized for constructing a much more effective and useful plan building. We have obtained fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.


Keywords: Fuji city, area rebirth, regional vitalization, festival, Bayesian network

## 1. Introduction

Shopping streets at local city in Japan are generally declining. It is because most of them were built in the so-called "High Growth Period (1954-1973)". Therefore they became old and area rebirth and/or regional revitalization are required everywhere.

There are many papers published concerning area rebirth or regional revitalization. Inoue (2017) has pointed out the importance of tourism promotion. Ingu et al. (2017) developed the project of shutter art to Wakkanai Chuo shopping street in Hokkaido, Japan. Ohkubo (2017) has made a questionnaire research at Jigenji shopping street in Kagoshima Prefecture, Japan and analyzed the current condition and future issues. For about tourism, many papers are presented from many aspects as follows.

Yoshida et al. designed and conducted a visitor survey on the spot, which used a questionnaire to investigate the activities of visitors to the Ueno district in Taito ward, Tokyo. Doi et al. analyzed the image of the Izu Peninsula as a tourist destination in their 2003 study "Questionnaire Survey on the Izu Peninsula." Kano conducted tourist behavior studies in Atami city in 2008, 2009, 2014 and in other years.
In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Fuji city is located in Shizuoka Prefecture. Mt. Fuji is very famous all around the world and we can see its beautiful scenery from Fuji city, which is at the foot of Mt. Fuji. There are two big shopping street in Fuji city. One is Yoshiwara shopping street and another one is Fuji shopping street. They became old and building area rebirth and regional revitalization plan have started. Following investigation was conducted by the joint research group (Fuji Chamber of Commerce \& Industry, Fujisan Area Management Company, Katsumata Maruyama Architects, Kougakuin University and Tokoha University). The main project activities are as follows.
A. Investigation on the assets which are not in active use
B. Questionnaire Investigation to Entrepreneur
C. Questionnaire Investigation to the residents and visitors

After that, area rebirth and regional revitalization plan were built.
In this paper, we handle above stated C .
Four big festivals are held at Fuji city. Two big festivals are held at Yoshiwara district (Yoshiwara shopping street) and two big festivals at Fuji district (Fuji shopping street).

At Yoshiwara district, Yoshiwara Gion Festival is carried out during June and Yoshiwara Shukuba (post-town) Festival is held during October. On the other hand, Kinoene Summer Festival is conducted during August and Kinoene Autumn Festival is performed during October at Fuji district. Many people visit these festivals including residents in that area.

Therefore questionnaire investigation of C is conducted during these periods.
Finally, we have obtained 982 sheets (Yoshiwara district: 448, Fuji district: 534).
Basic statistical analysis and Bayesian Network analysis are executed based on that.
In this paper, a questionnaire investigation is executed in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. In this paper, we mainly focus the impression the visitors feel and analyze them. These are analyzed by using Bayesian Network. By that model, the causal relationship is sequentially chained by the characteristics of visitors, the purpose of visiting and the image of the surrounding area at this shopping street. The analysis utilizing Bayesian Network enabled us to visualize the causal relationship among items. Furthermore, sensitivity analysis brought us estimating and predicting the prospective visitors.

Some interesting and instructive results are obtained.
The rest of the paper is organized as follows. Outline of questionnaire investigation is stated in section 2 . In section 3 , Bayesian Network analysis is executed which is followed by the sensitivity analysis in section 4 . Remarks are stated in section 5 .

## 2. Outline and the Basic Statistical Results of the Questionnaire Research

### 2.1 Outline of the Questionnaire Research

A questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. The outline of questionnaire research is as follows. Questionnaire sheet is attached in Appendix 1.

$$
\begin{array}{lcl}
\begin{array}{l}
\text { Scope } \\
\text { investigation }
\end{array} & \text { of } & \begin{array}{l}
\text { Residents and visitors who have visited four big festivals at Fuji } \\
\text { city in Shizuoka Prefecture, Japan }
\end{array} \\
\text { Period } & : & \text { Yoshiwara Gion Festival: June 11,12/2016 } \\
& \text { Yoshiwara Shukuba (post-town) Festival: October 9/2016 } \\
& & \quad \text { Kinoene Summer Festival: August 6,7/2016 }  \tag{2}\\
& \text { Kinoene Autumn Festival: October 15,16/2016 } \\
\text { Method } & : & \text { Local site, Dispatch sheet, Self writing } \\
\text { Collection } & : \begin{array}{l}
\text { Number of distribution 1400 }
\end{array} \\
& & \text { Number of collection 982(collection rate 70.1\%) } \\
& \text { Valid answer 982 }
\end{array}
$$

(3) Method

### 2.2 Basic Statistical Results

Now, we show the main summary results by single variable.
2.2.1 Characteristics of Answers
(1) $\operatorname{Sex}(Q 7)$

Male 48.9\%, Female 51.1\%
These are exhibited in Figure 1.

(2) Age (Q8)
$10^{\text {th }} 16.2 \%, 20^{\text {th }} 14.8 \%, 30^{\text {th }} 22.4 \%, 40^{\text {th }} 17.4 \%, 50^{\text {th }} 11.6 \%, 60^{\text {th }} 10.5 \%$, More than $707.1 \%$
These are exhibited in Figure 2.


Figure 2. Age (Q8)
(3) Residence (Q9)
a. Fuji city $56.4 \%$, b. Fujinomiya city $18.0 \%$, c. Numazu city $7.2 \%$, d. Mishima city $2.3 \%$, e. Shizuoka city $4.2 \%$, F. Else (in Shizuoka Prefecture) 5.1\%, g. Outside of Shizuoka Prefecture 6.9\%
These are exhibited in Figure 3.


Figure 3. Residence (Q9)
(4) How often do you come to this shopping street? (Q1)

Everyday $17.4 \%$, More than 1 time a week $16.5 \%$, More than 1 time a month $25.8 \%$, More than 1 time a year 31.6\%, First time 4\%, Not filled in $4.8 \%$
These are exhibited in Figure 4.


Figure 4. How often do you come to this shopping street? (Q1)
(5) What is the purpose of visiting here? (Q2)

Shopping $18.8 \%$, Eating and drinking $13.4 \%$, Business $7.4 \%$, Celebration, event $40.2 \%$,
Leisure, amusement $4.0 \%$, miscellaneous $16.1 \%$
These are exhibited in Figure 5.


Figure 5. What is the purpose of visiting here? (Q2)
(6) How do you feel about the image of the surrounding area at this shopping street? (Q3)

These are exhibited in Figure 6.


Figure 6. How do you feel about the image of the surrounding area at this shopping street? (Q3)
(7) There are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4). Can use it $44.1 \%$, Cannot use it $31.4 \%$, Have no idea $24.5 \%$. These are exhibited in Figure 7.


Figure 7. There are many old building at the age of nearly 50 years. Do you think we can still use them? (Q4)

## 3. Bayesian Network Analysis

In constructing Bayesian Network, it is required to check the causal relationship among groups of items.
Based on this, a model is built as is shown in Figure 8.


Figure 8. A built model

We used BAYONET software (http://www.msi.co.jp/BAYONET/). When plural nodes exist in the same group, it occurs that causal relationship is hard to set a priori. In that case, BAYONET system set the sequence automatically utilizing AIC standard. Node and parameter of Figure 8 are exhibited in Table 1.

Table 1. Node and parameter


## 4. Sensitivity Analysis

Now, posterior probability is calculated by setting evidence as, for example, 1.0. Comparing Prior probability and Posterior probability, we can seek the change and confirm the preference or image of the surrounding area at this shopping street. We set evidence to all parameters. Therefore the analysis volume becomes too large. In this paper, we focus on "The image of the surrounding area at this shopping street" and pick up latter half and make sensitivity analysis. We prepare another paper for the rest of them.
As stated above, we set evidence for each parameter, and the calculated posterior probability is exhibited in Appendix 2. The value of "Posterior probability-Prior probability" (we call this "Difference of probability" hereafter) is exhibited in Appendix 3. The sensitivity analysis is executed by mainly using this table.
Here, we classify each item by the strength of the difference of probability.

- Strong $(++,--)$ : Select major parameter of which absolute value of difference of probability is more than 0.05
- Medium (+,-): Select major parameter of which absolute value of difference of probability is more than 0.01
- Weak: Else

In selecting items, negative value does not necessarily have distinct meaning, therefore we mainly pick up positive value in the case meaning is not clear.

Now we examine each for Strong and Medium case.
4.1 Sensitively Analysis for "The Image of the Surrounding Area at This Shopping Street"
(1) Setting evidence to "Healed"

After setting evidence to "Healed", the result is exhibited in Table 2.

Table 2. Setting evidence to "Healed" case

| Of the united feeling there is | + |
| :--- | :---: |
| Scattered | - |
| Cheerful | + |
| Individualistic | + |
| Friendly | - |
| Unfriendly | + |
| Open | + |
| Fascinating | + |
| Want to play | + |
| Lively | ++ |
| Age: 10th | ++ |
| Age: 20th | - |
| Age: 40th | -- |
| Age: 50th | -- |
| Age: 60th | -- |
| Age: More than 70 |  |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Healed" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Open", "Fascinating", "Want to play" or "Lively" of an age of "10 $\mathbf{1 0}^{\text {th" }}$ or " $\mathbf{2 0}$ "th".
(Strong part is indicated by bold font.)
(2) Setting evidence to "Stimulated"

After setting evidence to "Stimulated", the result is exhibited in Table 3.

Table 3. Setting evidence to "Stimulated" case

| Want to play | - |
| :--- | :--- |
| Age: 10th | -- |
| Age: 20th | - |
| Age: 30th | - |
| Age: 50th | -- |
| Age: More than 70 | - |

There were only weak positive items.
(3) Setting evidence to "Open"

After setting evidence to "Open", the result is exhibited in Table 4.

Table 4. Setting evidence to "Open" case

| Of the united feeling there is | + |
| :--- | :---: |
| Fascinating | + |
| Want to play | + |
| Lively | + |
| Male | + |
| Female | ++ |
| Age: 10th | + |
| Age: 20th | -- |
| Age: 50th | - |
| Age: More than 70 |  |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Open" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Fascinating", "Want to play" or "Lively" of an age of " $\mathbf{1 0 t h} "$ "or "20th" in which the gender is "Male".
(4) Setting evidence to "Exclusive"

After setting evidence to "Exclusive", the result is exhibited in Table 5.

Table 5. Setting evidence to "Exclusive" case

| Shopping | + |
| :--- | :---: |
| Individualistic | - |
| Friendly | - |
| Unfriendly | + |
| Fascinating | - |
| Want to play | - |
| Lively | - |
| Atmosphere of urban | - |
| Male | - |
| Female | + |
| Age: 10th | -- |
| Age: 20th | ++ |
| Age: 40th | + |
| Age: 50th | + |
| Age: 60 th | + |
| Age: More than 70 | ++ |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Exclusive" had come with the purpose of visiting for "Shopping" under the image of the surrounding area at this shopping street as "Unfriendly" of an age of "20th", "40th","50th", "60th" or "More than 70" in which the gender is "Female".
(5) Setting evidence to "Want to reside"

After setting evidence to "Want to reside", the result is exhibited in Table 6.

Table 6. Setting evidence to "Want to reside" case

| Age: 10th | + |
| :--- | :---: |
| Age: 20th | + |
| Age: 30th | - |
| Age: 50th | - |
| Age: 60th | - |
| Age: More than 70 | ++ |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to reside" had come by an age of "10th","20th" or "More than 70".
(6) Setting Evidence to "Do not want to reside"

After setting evidence to "Do not want to reside", the result is exhibited in Table 7.

Table 7. Setting evidence to "Do not want to reside" case

| Male | + |
| :--- | :--- |
| Female | - |
| Age: 20th | -- |
| Age: 30th | - |
| Age: 40th | + |
| Age: 50th | -- |
| Age: 60th | ++ |
| Age: More than 70 | - |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Do not want to reside" had come by an age of "40th" or " $\mathbf{6 0 t h}$ " in which the gender is "Male".
(7) Setting Evidence to "Warm"

After setting evidence to "Warm", the result is exhibited in Table 8.

Table 8. Setting evidence to "Warm" case

| Eating and drinking | - |
| :--- | :---: |
| Of the united feeling there is | + |
| Individualistic | + |
| Fascinating | + |
| Want to play | + |
| Male | + |
| Female | ++ |
| Age: 10th | - |
| Age: 30th | -- |
| Age: 50th | - |
| Age: 60th | - |
| Age: More than 70 | - |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Warm" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Individualistic", "Fascinating" or "Want to play" of an age of "10th" in which the gender is "Female".
(8) Setting evidence to "Aloof"

After setting evidence to "Aloof", the result is exhibited in Table 9.

Table 9. Setting evidence to "Aloof" case.

| Male | + |
| :--- | :--- |
| Female | - |
| Age: 10th | -- |
| Age: 30th | - |
| Age: 40th | + |
| Age: 50th | ++ |
| Age: 60th | + |
| Age: More than 70 | - |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Aloof" had come by an age of "40th", " 50 th" or " 60 th" in which the gender is "Male".
(9) Setting evidence to "Fascinating"

After setting evidence to "Fascinating", the result is exhibited in Table 10.

Table 10. Setting evidence to "Fascinating" case

| Eating and drinking | - |
| :--- | :---: |
| Beautiful | + |
| Of the united feeling there is | + |
| Scattered | - |
| Varied | + |
| Cheerful | + |
| Individualistic | + |
| Friendly | - |
| Unfriendly | + |
| Healed | - |
| Stimulated | + |
| Open | + |
| Want to play | + |
| Lively | + |
| Atmosphere of urban | ++ |
| Age: 10th | ++ |
| Age: 20th | - |
| Age: 40th | -- |
| Age: 50th | -- |
| Age: 60th | + |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Fascinating" had come under the image of the surrounding area at this shopping street as "Beautiful", "Of the united feeling there is", "Varied"," Cheerful", "Individualistic", "Friendly", "Healed", "Open" "Want to play", "Lively" or "Atmosphere of urban" of an age of " $\mathbf{1 0 t h}$ " or " $\mathbf{2 0 t h}$ ".
(10) Setting evidence to "Not fascinating"

After setting evidence to "Not fascinating", the result is exhibited in Table 11.

Table 11. Setting evidence to "Not fascinating" case

| Of the united feeling there is | - |
| :--- | :---: |
| Cheerful | - |
| Individualistic | - |
| Want to play | - |
| Lively | -- |
| Age: 10th | - |
| Age: 20th | + |
| Age: 30th | + |
| Age: 50th | ++ |
| Age: 60th | + |
| Age: More than 70 | + |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Not fascinating" had come by an age of "30th", "50th", "60th", or "More than 70".
(11) Setting evidence to "Want to play"

After setting evidence to "Want to play", the result is exhibited in Table 12.

Table 12. Setting evidence to "Want to play" case

| Eating and drinking | - |
| :--- | :---: |
| Of the united feeling there is | + |
| Scattered | - |
| Cheerful | - |
| Gloomy | + |
| Individualistic | - |
| Conventional | + |
| Friendly | - |
| Unfriendly | + |
| Healed | - |
| Stimulated | + |
| Open | + |
| Fascinating | - |
| Not fascinating | + |
| Lively | + |
| Atmosphere of urban | + |
| Age: 10th | ++ |
| Age: 20th | + |
| Age: 40th | -- |
| Age: 50th | -- |
| Age: 60th | - |
| Age: More than 70 |  |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to play" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Lively" or "Atmosphere of urban" of an age of "10th", "20th" or "40th".
(12) Setting evidence to "Want to examine deliberately"

After setting evidence to "Want to examine deliberately", the result is exhibited in Table 13.

Table 13. Setting evidence to "Want to examine deliberately" case

| Shopping | + |
| :--- | :---: |
| Leisure, amusement | + |
| Stimulated | + |
| Lively | - |
| Atmosphere of urban | - |
| Male | - |
| Female | + |
| Age: 10th | -- |
| Age: 20th | + |
| Age: 30th | -- |
| Age: 50th | -- |
| Age: 60th | ++ |
| Age: More than 70 | ++ |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to examine deliberately" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this shopping street as "Stimulated" of an age of " 20 th", " $\mathbf{6 0}{ }^{\text {th }}$ " or "More than $\mathbf{7 0}$ " in which the gender is "Female".
(13) Setting evidence to "Lively"

After setting evidence to "Lively", the result is exhibited in Table 14.

Table 14. Setting evidence to "Lively" case

| Of the united feeling there is | + |
| :--- | :---: |
| Scattered | - |
| Varied | + |
| Cheerful | + |
| Individualistic | + |
| Friendly | - |
| Unfriendly | + |
| Healed | + |
| Open | + |
| Fascinating | + |
| Want to play | + |
| Atmosphere of urban | + |
| Male | - |
| Female | ++ |
| Age: 10th | ++ |
| Age: 20th | - |
| Age: 30th | -- |
| Age: 40th | - |
| Age: 50th | - |
| Age: 60th | - |
| Age: More than 70 | - |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Lively" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Varied", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Want to play", or "Atmosphere of urban" of an age of " 10 th" or " 20 th" in which the gender is "Male".
(14) Setting evidence to "Calm"

After setting evidence to "Calm", the result is exhibited in Table 15.

Table 15. Setting evidence to "Calm" case

| Shopping | + |
| :--- | :---: |
| Leisure, amusement | + |
| Of the united feeling there is | - |
| Scattered | + |
| Cheerful | - |
| Individualistic | - |
| Unfriendly | + |
| Healed | - |
| Stimulated | + |
| Fascinating | - |
| Want to play | - |
| Want to examine deliberately | + |
| Atmosphere of urban | - |
| Male | - |
| Female | + |
| Age: 10th | -- |
| Age: 20th | - |
| Age: 30th | - |
| Age: 40th | + |
| Age: 50th | + |
| Age: 60 th | ++ |
| Age: More than 70 | ++ |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Calm" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this
shopping street as "Scattered", "Unfriendly"," Stimulated" or "Want to examine deliberately" of an age of "40th", " 50 th", " $\mathbf{6 0 t h}$ " or "More than $\mathbf{7 0}$ " in which the gender is "Female".
(15) Setting evidence to "Atmosphere of urban"

After setting evidence to "Atmosphere of urban", the result is exhibited in Table 16.

Table 16. Setting evidence to "Atmosphere of urban" case

| Male | + |
| :--- | :--- |
| Female | - |
| Age: 10th | ++ |
| Age: 20th | - |
| Age: 50th | - |
| Age: 60th | -- |
| Age: More than 70 | + |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Atmosphere of urban" had come by an age of " $\mathbf{1 0 t h}$ " or "More than 70 " in which the gender is "Male".
(16) Setting evidence to "Atmosphere of rural area"

After setting evidence to "Atmosphere of rural area", the result is exhibited in Table 17.

Table 17. Setting evidence to "Atmosphere of rural area" case

| Leisure, amusement | + |
| :--- | :---: |
| Of the united feeling there is | - |
| Scattered | + |
| Cheerful | - |
| Individualistic | - |
| Healed | + |
| Stimulated | - |
| Fascinating | - |
| Want to play | + |
| Want to examine deliberately | - |
| Lively | - |
| Male | + |
| Female | -- |
| Age: 10th | - |
| Age: 20th | ++ |
| Age: 50th | ++ |
| Age: 60th | + |
| Age: More than 70 |  |

We can observe that "Those who have an image of the surrounding area at this shopping street as "Atmosphere of rural area" had come with the purpose of visiting for "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Stimulated" or "Want to examine deliberately" of an age of "50th", "60th" or "More than 70 " in which the gender is "Female".

## 5. Remarks

The Results for Bayesian Network Analysis are as follows.
In the Bayesian Network Analysis, model was built under the examination of the causal relationship among items. Sensitively Analysis was conducted after that. The main result of sensitively analysis is as follows.
We can observe that "Those who have an image of the surrounding area at this shopping street as "Healed" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful",
"Individualistic", "Friendly", "Open", "Fascinating", "Want to play" or "Lively" of an age of "10th" or" $\mathbf{2 0 t h}$ ".
We can observe that "Those who have an image of the surrounding area at this shopping street as "Fascinating" had come under the image of the surrounding area at this shopping street as "Beautiful", "Of the united feeling there is", "Varied"," Cheerful", "Individualistic", "Friendly", "Healed", "Open" "Want to play", "Lively" or "Atmosphere of urban" of an age of "10th" or "20th".
We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to play" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Lively" or "Atmosphere of urban" of an age of "10th", "20th" or "40th".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Lively" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Varied", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Want to play", or "Atmosphere of urban" of an age of " $\mathbf{1 0 t h}$ " or " $\mathbf{2 0 t h}$ " in which the gender is "Male".
We can observe that "Those who have an image of the surrounding area at this shopping street as "Calm" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Unfriendly"," Stimulated" or "Want to examine deliberately" of an age of "40th", "50th", "60th" or "More than 70" in which the gender is "Female".
We can observe that "Those who have an image of the surrounding area at this shopping street as "Atmosphere of rural area" had come with the purpose of visiting for "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Stimulated" or "Want to examine deliberately" of an age of " $\mathbf{5 0 t h}$ ", " $\mathbf{6 0} \mathbf{0} \mathbf{t h}$ " or "More than 70 " in which the gender is "Female".

## 6. Conclusion

Shopping streets at local city in Japan became old and are generally declining. In this paper, we handle the area rebirth and/or regional revitalization of shopping street. We focus on Fuji city in Japan. Four big festivals are held at Fuji city. Many people visit these festivals including residents in that area. Therefore a questionnaire investigation to the residents and visitors is conducted during these periods in order to clarify residents and visitors' needs for the shopping street, and utilize them to the plan building of the area rebirth and/or regional revitalization of shopping street. In this paper, we mainly focus the impression the visitors feel and analyze them. These are analyzed by using Bayesian Network. By that model, the causal relationship is sequentially chained by the characteristics of visitors, the purpose of visiting and the image of the surrounding area at this shopping street.
The Results for Bayesian Network Analysis are as follows.
In the Bayesian Network Analysis, model was built under the examination of the causal relationship among items. Sensitively Analysis was conducted after that. The main result of sensitively analysis is as follows.
We can observe that "Those who have an image of the surrounding area at this shopping street as "Fascinating" had come under the image of the surrounding area at this shopping street as "Beautiful", "Of the united feeling there is", "Varied"," Cheerful", "Individualistic", "Friendly", "Healed", "Open" "Want to play", "Lively" or "Atmosphere of urban" of an age of "10th" or " $\mathbf{2 0 t h}$ ".
We can observe that "Those who have an image of the surrounding area at this shopping street as "Want to play" had come under the image of the surrounding area at this shopping street as "Of the united feeling there is", "Cheerful", "Individualistic", "Friendly", "Healed", "Open", "Fascinating", "Lively" or "Atmosphere of urban" of an age of "10th", "20th" or "40th".

We can observe that "Those who have an image of the surrounding area at this shopping street as "Calm" had come with the purpose of visiting for "Shopping" or "Leisure, amusement" under the image of the surrounding area at this shopping street as "Scattered", "Unfriendly"," Stimulated" or "Want to examine deliberately" of an age of "40th", "50th", "60th" or "More than 70" in which the gender is "Female".
The analysis utilizing Bayesian Network enabled us to visualize the causal relationship among items. Furthermore, sensitivity analysis brought us estimating and predicting the prospective visitors. These are utilized for constructing a much more effective and useful plan building.

Although it has a limitation that it is restricted in the number of research, we could obtain the fruitful results. To confirm the findings by utilizing the new consecutive visiting records would be the future works to be investigated.

## Acknowledgements

This study was made possible through the extensive cooperation of the Fuji Chamber of Commerce and Industry, Fuji-city, Kogakuin University KINOSHITA Laboratory, KATSUMATA MARUYAMA ARCHITECTS Co., Ltd., and others. And finally, the authors are grateful to all those who supported us for answering the questionnaire investigation.

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## Appendix 1. Questionnaire sheet about the image around the shopping street

1 . How often do you come to this shopping street?
a. Everyday b. ( ) times a week c. ( ) times a month d. ( ) times a year
e. miscellaneous ( )
2. What is the purpose of visiting here? (Plural answers allowed)
a. shopping
b. eating and drinking
c. business
d. celebration, event e. leisure, amusement
f. miscellaneous (
3. How do you feel about the image of the surrounding area at this shopping street?

Select the position

| Beautiful | - | - | - | - | - | Ugly |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Of the united feeling there is | - | - | - | - | - | Scattered |
| Varied | - | - | - | - | - | Featureless |
| New | - | - | - | - | - | Historic |
| Full of nature | - | - | - | - | - | Urban |
| Cheerful | - | - | - | - | - | Gloomy |
| Individualistic | - | - | - | - | - | Conventional |
| Friendly | - | - | - | - | - | Unfriendly |
| Healed | - | - | - | - | - | Stimulated |
| Open | - | - | - | - | - | exclusive |
| Want to reside | $\bullet$ | - | - | $\bullet$ | - | Do not want to reside |
| Warm | - | - | - | - | - | Aloof |
| Fascinating | - | - | - | - | - | Not fascinating |
| Want to play | - | - | - | - | - | Want to examine deliberately |
| Lively | - | - | - | - | - | Calm |
| Atmosphere of urban | - | - | - | - | - | Atmosphere of rural area |

4. There are many old building at the age of nearly 50 years. Do you think we can still use them?
a. Can use it b. Cannot use it C. Have no idea
5. Is there any functions or facilities that will be useful?
6. Comments
$\square$
7. Sex
a. Male b. Female
8. Age
a.10th b.20th c.30th d.40th e.50th f.6th g. More than70
9. Residence
a. Fuji City
b. Fujinomiya City
c. Numazu City
d. Mishima City
e. Shizuoka City
f. Miscellaneous in Shizuoka Prefecture
g. Outside of Shizuoka Prefecture [ ]

Appendix 2.Calculated posterior probability



## Appendix 3. Difference of probability




