

Enhancing Kagoshima's Transport System for Foreign Tourists: -Insights from Perth and Feedback from International Students-

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The reason why I chose this topic

As a foreign student in Perth, I experienced its public transportation system firsthand. This inspired me to compare and assess Kagoshima's transportation system from a similar perspective.

Basic information in 2019, before Covid-pandemic

	Perth (Western Australia)	Data From Tourism Western Australia and City of Perth's Overnight Visitor Factsheet 2021	Kagoshima	Data From Kagoshima Prefecture and City Tourism Statistics in 2019
The number of international tourists	996000 (all WA)		840000 (all Kagoshima)	
Visitors to capital area	460000 (only city of Perth)		493000 (only Kagoshima city)	
Where are visitors from	More than half from English-speaking countries		80% from Hong Kong, China, Taiwan and South Korea	
Average length of stay	10days		4days	

What I had learned

Perth

Insights from Perth

Good points

- **Simple payment system by smartrider card (cashless) transactions.**
- Cat buses with named routes color-coded, understandable even without knowing the English.
- A significant number of staff members work, especially in the city center, allowing quick inquiries about anything not understood.
- **About 5-minute long movie provides basic information on using Transperth services for foreign tourists, available in 10 languages on its website.**
- Bus and train travel from city center area offer convenience with numerous routes and frequencies, particularly on weekdays.
- **Kindness and friendliness characterize the majority of bus drivers.**



What is SmartRider?

SmartRider is Transperth's electronic ticketing system. It uses smartcard technology to let you store value on your card, to record details of every journey you take, and to deduct the cost of each journey from your card.

When using SmartRider, the two most important things to remember are:

1. Add value to your card before you travel.
2. Always tag on and tag off with every Transperth journey you make.

Why SmartRider is a smarter way to travel

- It's quick and easy, meaning you can board much faster.
- Your SmartRider can be used on any Transperth bus, train or ferry service and across all Transperth zones.
- The correct and cheapest fare will always be deducted, because SmartRider calculates your fare from the fare you have travelled and whether you are entitled to a concession train transfer or 'hopper' with any remaining value transferred to a replacement card.
- Your SmartRider can also be used to pay for parking at stations.
- You can also access Lock 'n' Ride Bikes (subject to a SmartRider Credit pre-approval status).

Tag on and tag off

It is important that you tag on and tag off Transperth buses, ferries and trains correctly for SmartRider to accurately calculate your fare. You cannot use your SmartRider to tag on more than one person at a time.

How to tag on

- Place your SmartRider on the tag on/off card on the processor located on buses, ferries and train stations.
- Listen for the beep or see the green light which signals a successful tag on.
- The transaction only takes a fraction of a second - so you should be able to tag on and keep moving all in one action.
- At this stage the processor records to your card.
- The boarding time and date.
- The stop and zone of the stop.
- At this stage the processor records to your card.

How to tag off

- Place your SmartRider on the tag on/off card on the processor located on buses, ferries and train stations. For buses, seat belt the words, 'Please SmartRider' appear on the processor before you tag off.
- Listen for the beep, or see the green light which signals a successful tag off.
- Quickly check the processor to read the fare paid and your card balance.
- At this stage the processor records to your card.
- alighting time and date.
- The stop and zone of the stop.
- The correct fare is calculated and deducted from your card (the balance available to use again). A fare will be deducted within the next 10 seconds.
- The transaction only takes a fraction of a second - so you should be able to tag off and keep moving all in one action.

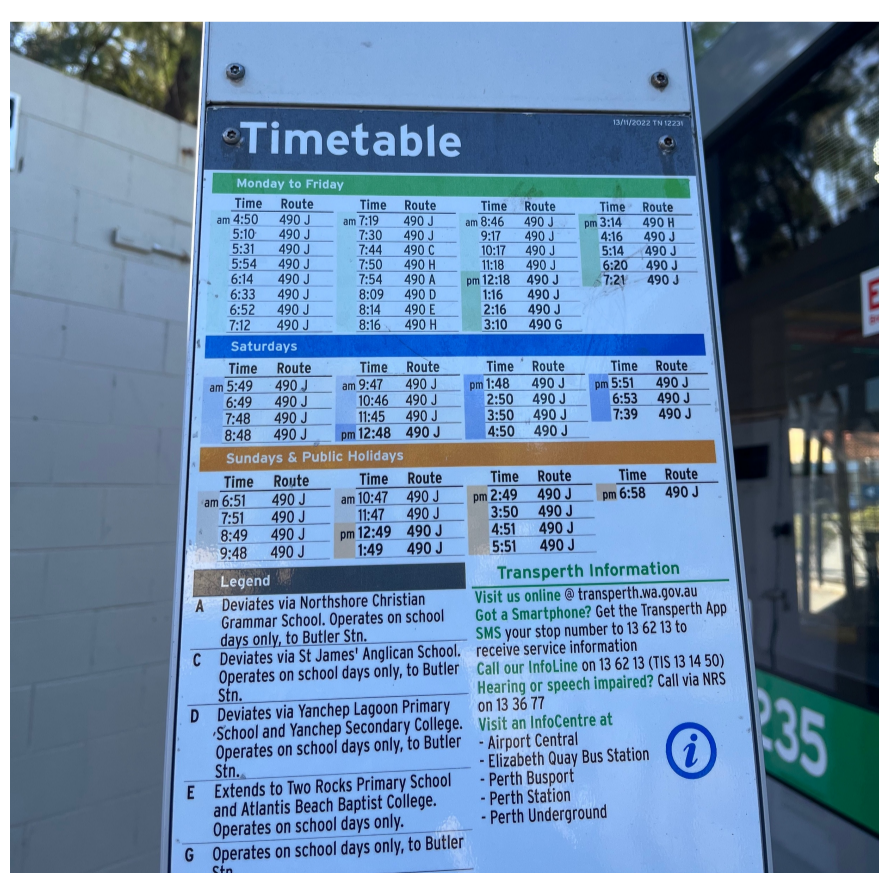
For an online demonstration of how to tag on and tag off, visit www.transperth.gov.au/smartrider/ using SmartRider



Citation : <https://helio.perth.com.au/perth-transit-maps/>

Challenges

- **To understand how to use the system, some preliminary study is necessary.** (→ Strict measures against fare evasion; making a mistake in using the smart rider can result in a hefty fine.)
- On holidays, the operation of all routes significantly decreases (to about half)
- In routes with fewer users, there is no operation on weekends.
- For routes connecting suburbs, some routes do not exist
- As there are no information signs in languages other than English, the first-time use can be challenging for those who don't understand English at all.
- Some driver's driving is rough, and they didn't notice even if I raised my hand to wait at the bus stop.



Kagoshima

Feedback from international students by interview

Good points

- It's good that credit cards can be used on all city trams.
- For bus and train, there is rarely a significant reduction or zero operation on Saturdays, Sundays, and holidays.

Challenges

buses

- The timetable is unclear.
- Hard to understand the rules for boarding and payment.

city trams

- It's too difficult to understand how to transfer.
- Although in-train announcements (explaining fares, announcing the next stop) are in English, sometimes can't listen.
- Transfer guidance is not announced in English.
- It's difficult to know where to exchange money and ended up paying more.

Common for all modes of transportation

- **It's inconvenient that Suica cannot be used on buses and city trams (Suica is commonly used by foreign tourists)**
- The fares are more expensive than China and Korea.
- There are few staff members working at stations and major bus stops, making it difficult to ask questions when needed.

Feedback from :
Intercultural communications
for Global Citizens' Students
Chinese : 7
Korean : 4
Japanese : 17

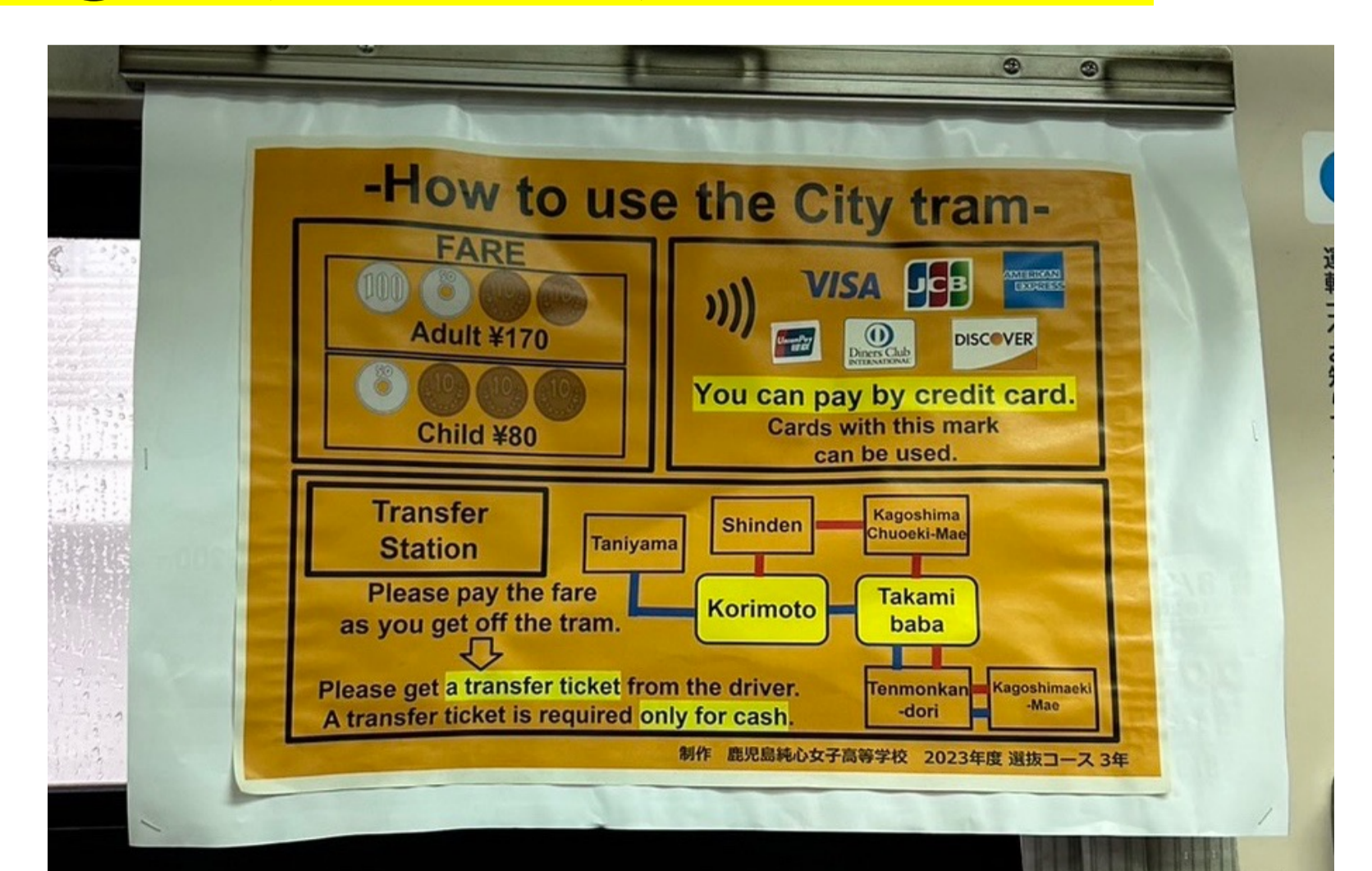
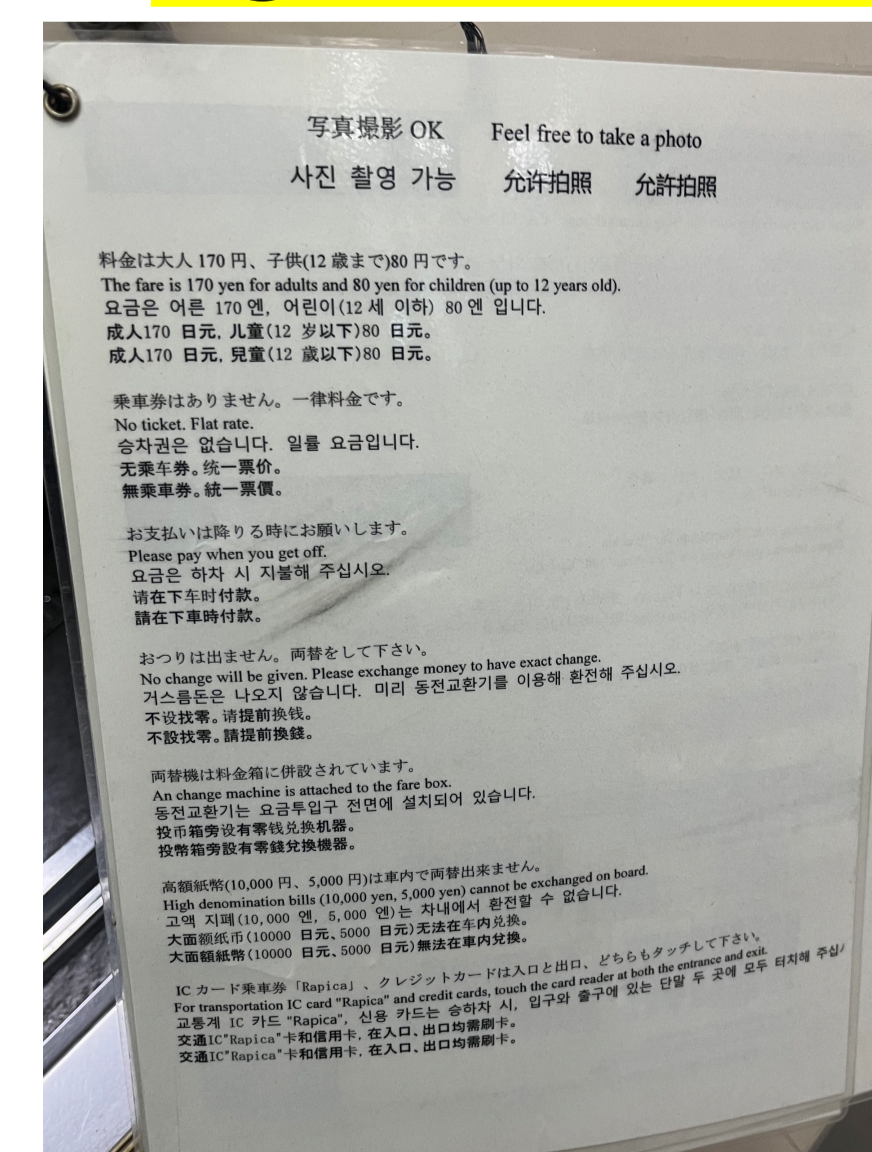
Initiatives in Kagoshima City's Transportation for Foreign Tourists

payment

- Gradual introduction of credit card payments.

languages

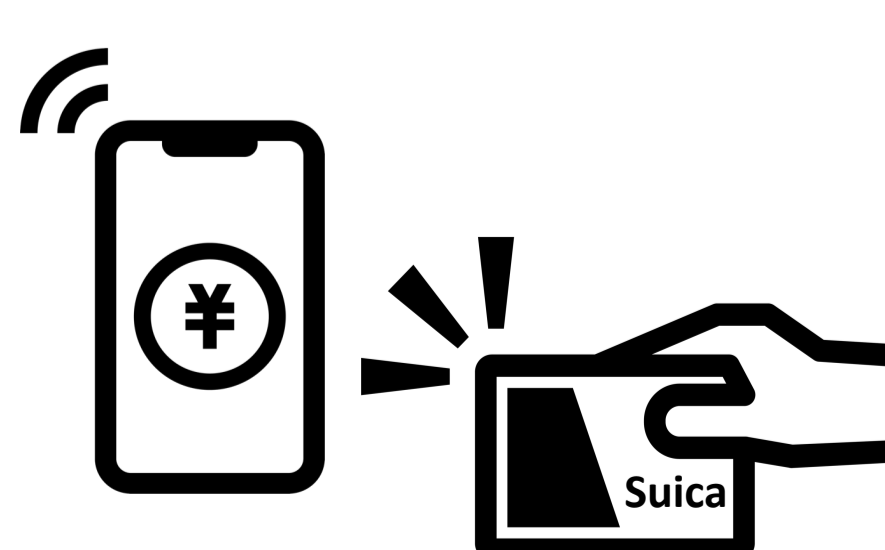
- Installation of multilingual information signs (English, Chinese, Korean).
- Kagoshima City's website provides explanations on how to use public transportation in simple Japanese
- The Kagoshima city's transportation bureau's website is available in English, Chinese, and Korean.
- **Inside the city trams, there are some guides, signs written in English, Chinese, Korean. (↓)**



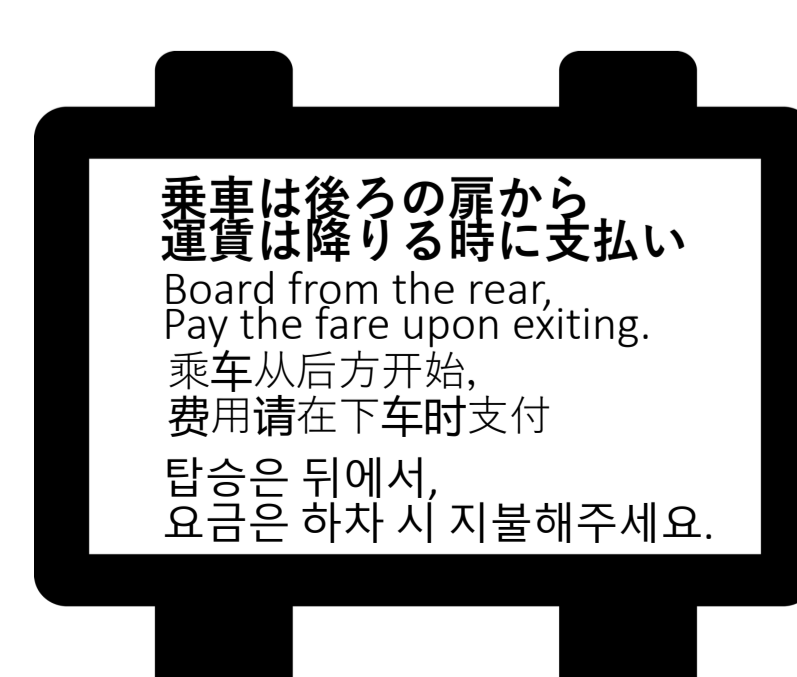
Creating a Foreign User-Friendly Transportation System in Kagoshima



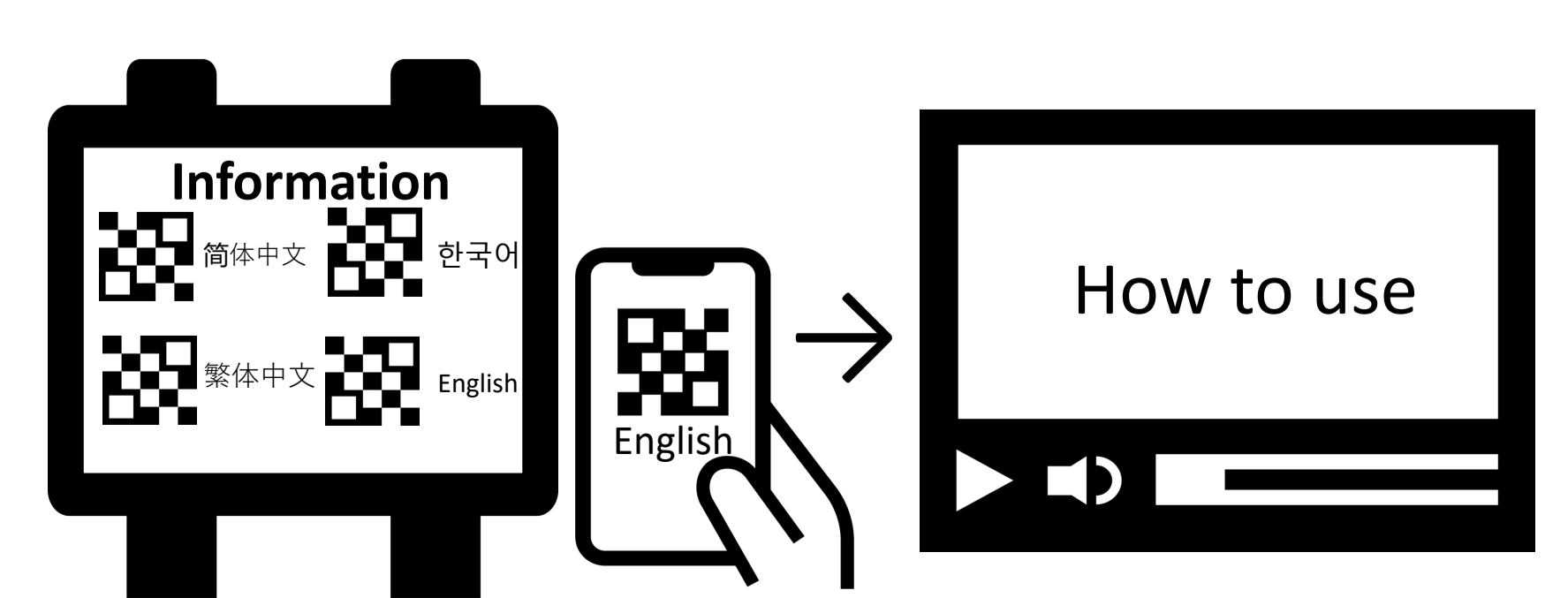
- Giving an environment where you can easily ask questions.
- Integration with telephone interpretation services.



- Payment should be cashless and more simple.
- Install Suica as a payment method.



Install clear signage at bus and tram's stop especially used by tourists.



Creating content that provides easily understandable information about how to use and proper etiquette.