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研究課題名(和文) Post-disaster Destination Image: Marketing, Communication and Sustainable Recovery

研究課題名(英文) Post-disaster Destination Image: Marketing, Communication and Sustainable Recovery

研究代表者

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研究成果の概要(和文)：研究チームは、気仙沼市の観光商品の開発およびマーケティングについて地元の方と2回のコンサルティング・セッションを行いました。また、専門知識と調査結果を用い、災害後の地活性化のために、地域コミュニティが活用できる観光商品の開発および改善をするための助言を行いました。観光と開発の結び付きを提唱した本1冊、観光地のレジリエンスと持続可能性に関するトピックにて観光分野でのトップ5ジャーナルで論文1つ(Journal of Sustainable Tourism)、および観光と移住に関する論文1つ(Tourism Analysis)を出版しました。

研究成果の学術的意義や社会的意義

There are two major academic contribution and significance from this research:

- (1) Theorizing a destination resilience model: published on the Journal of Sustainable Tourism
- (2) Theorize the relationship between tourism and development: Published the book "Tourism and Development in Southeast Asia".

研究成果の概要(英文)：Community development and consultation: The team offer two rounds of consultation for local tourism product development and marketing of the destination for Kesenuma city in Aug. 2019 and Mar. 2020 in the final year of the project. The team has utilized knowledge and research findings to provide options for local community to revise and develop product for post-disaster destination revitalization.

Academic society: Team members have successfully publish a book disusing the nexus of Tourism and Development, one paper on top five journal in tourism (Journal of Sustainable Tourism) on the topic of destination resilience and sustainability, and one paper on Tourism Analysis on the topic of the nexus of tourism and migration. All data used for the publication are collected from the fieldworks and networks funded by the grant. The team members also presented research outcomes in 9 different conferences both in Japan and outside Japan

研究分野：Tourism Resource Management

キーワード：resilience sustainability development migration natural disaster recovery community development

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I. Initial Background for Beginning of the Research

The earthquake devastating Tohoku in 2011, Kumamoto and Oita prefectures in 2016 have destroyed physical infrastructure. Long-lasting effects of negative media coverage pose great challenges to authorities and tourism industry to implement appropriate strategies to control the ‘damages’ effectively and efficiently. The research was developed on the initial findings from a study of tourism industry after the Kumamoto earthquake sponsored by Konosuke Matsushita Memorial Foundation Research Grant (FY 2016), that identified major impediment to the tourism industry in disaster-affected area is negative media, lack of effective communication and prior perception of an earthquake-prone Japan. With initial findings from Japanese disaster risk management in the context of Japan, the research set out to compare with other destinations in developing Southeast Asia (Vietnam and Indonesia) in particular to develop highly resilient destination for sustainable tourism development in less developed regions.

This research advocates the viewpoint that creating a link between tourism and disaster planning and management is particularly important in places that rely heavily on tourism and, at the same time, are prone to natural hazards (Becken & Hughey, 2013). Theories of disaster management for tourist destinations often address the 4Rs strategies (Reduction, Readiness, Response and Recovery), and tourism managers should change their thinking from a reactive approach to tourism disaster management (response and recovery) toward a proactive planning approach (reduction and readiness) (Ritchie, 2009).

II. Research Purpose

The proposed research explores destination management, building resilience for community and destination, and sustainable recovery of Tohoku and Kyushu regions after two major earthquakes as well as the possibility to transfer the lesson to other countries through four research questions:

- (1) To what extent has destination image been destroyed during and after the earthquake?
- (2) What are the measures for tourism integration into sustainable livelihood in the recovery stage?
- (3) To what extent the post-disaster destinations develop their resiliency?
- (4) How should Japanese disaster risk management in tourism to be transferred to Southeast Asian countries?

III. Research Method

This three-year project employed a range of different methods that entail the following activities:

- (1) Discourse analyses of reports concerning the earthquakes from various international destinations, and major tourist destinations;
- (2) Semiotic analysis of displays, exhibitions to reveal how story of recovery have been told and the effect of these stories to change perception of post-disaster destination;
- (3) Interviews with stakeholders of in various destinations;
- (4) Collect longitudinal data of population, migration, policy change in the course of 9 years for analysis;
- (5) Conduct comparative case studies in Southeast Asia;
- (6) Develop indicators of and to measure tourism destination recovery and resilience and
- (7) Disseminate the research results in various venue (see items below)

IV. Research Results

In three years of the project funding, the team of five researchers have carried out various activities including: fieldworks, professional training, community development and consultation publications on academic journals and delivery of various presentations of research findings in domestic and international conferences.

A. Proposal of a socio-environmental system approach to build destination resilience

We analysed a living cultural heritage destination’s adaptive resilience from the perspective of social-ecological

systems (SES). The aim was to test the SES framework by (1) delineating the adaptive renewal cycle in the historical context of destination development; (2) examining community resilience to spatio-cultural changes induced by mass tourism; and (3) identifying characteristics of tourism systems via the control mechanisms of the panarchy's cross-scale interactions. Findings from our research extend the conventional SES approach by revealing the complex context of social relationships that typify human-related adaptation in cultural living heritage destinations. Contrary to conventional SES theory that depicts cross-scale interactions as one-way mechanisms, we propose a multidimensional model of twin interactions concurrently characterised by contrasting forces of bottom-up 'revolt' and top-down 'remember' functions. Findings from historical, contemporary and systematic dimensions shed light on incorporating indigenous knowledge and practices into heritage conservation as a form of community resilience. Our analysis also extends the continuity notion of a living heritage site, applying an SES framework to complex political, social, cultural and economic concerns in order to contextualise tourism development.

B. Critical re-evaluation of tourism-development nexus in the context of Southeast Asia

Our critical evaluation of development-led star strategy for tourism in Southeast Asia, the area which is highly prone to natural disasters such as floods, typhoons, earthquakes and tsunami, has contributed to an edited volume for a book published by Routledge title "Tourism and Development in Southeast Asia". Collections in this volume critically debate and deepen the understanding of the dynamics of tourism on both global and local levels and the impact it has on residents and localities in Southeast Asia. Arguably, tourism has not only contributed to economic growth but also caused increasing socioeconomic inequality and vast disruptions to local ecosystems, societies, and cultures. The expansion of an industry that often exceeds local carrying capacity limits, supported through injections of capital by external funding bodies with little room for local initiative has often led to residents' marginalization and the widening of socio-economic gaps within local communities.

The notion of development has largely been influenced by capitalist thinking from the early beginnings onwards and while efforts of modernisation and neoliberal politics advancing Western interests soon faced critiques by dependency theorists and alternative development thinkers, many argue that there still is an inherently unhealthy power dynamic at play. In times of the Sustainable Development Goals (SDGs), which perpetuate an ever so strong focus on a sustainable development that includes the Global North as well as South, it is argued that "the SDGs still centre contemporary capitalism as a mechanism to deal with persistent poverty, growing inequality and ecological ruin. Our research thus sheds light on the grassroots and realities on the ground to not only decolonize development in Southeast Asia but to also create a space to enable an alternative development discourse in line with post-development thinking.

C. Research Fieldwork

2017: The team conducted fieldwork in Oita, Kobe and Kumamoto including various site observations and interviews with locals, businesses and tourists, local officers in the Kyushu area right after the Kumamoto earthquake in 2016. Fieldwork has also been conducted in Southeast Asia when the investigators attended academic conferences and workshops in the area.

2018: In the following year, the fieldwork sites were expanded to the Northeast Japan areas affected by the Great East Japan Earthquake and Tsunami in 2011, including Kesenuma, Sendai, Ishinomaki, Onagawa and further fieldwork in Kumamoto. In addition, the team also conducted extensive library research using special library related to Mar. 11 Great East Japan Earthquake and Tsunami of Tohoku University. In addition to Japan, regular visit to Southeast Asia for workshops, for academic exchange and conferences also contributed to further data collection from relevant stakeholders.

2019: The team continued to conduct fieldwork to update data and extend the interviews to include the city of Sendai in the fieldwork in addition to regular fieldwork trip to Kesenumma. Fieldwork and collaboration with partner universities in Southeast Asia and scholars in the field of tourism research has developed through various research exchange activities.

Academic Workshops

2018: Researchers participated in two workshops related to social research on disaster prevention and impact mitigation in Tohoku University in 2018 to extend the research network and exchange the research outcomes.

2019: Research team organized a workshop on publishing in high impact English journals and invited Professor David Weaver, who has Google citation of 11.000 to lecture at APU about on the topic "Publish or Perish: An Incremental approach to Getting Published on High Tier International Journals". The workshop attracted great number of researchers from other institutions as well as faculty and students of APU.

In the same year, the team organized a public research seminar with Prof. Alan Lew, the Editor-in-Chief of Tourism Geographies. The topic of the seminar is to develop a resilient tourism destination by bringing experience of destinations undergone natural disasters such as Taiwan Earthquake, Suchuan Earthquake (China) and Earthquake and Tsunami in Aceh (Indonesia) for comparison and lesson learnt.

Workshops and Consulting Services for Local Community

The team conducted two field work trips to Sendai and Kesennuma. Findings from the research contribute to monitor destination change and adaptation to the restructure of the environment and industry after the disaster. The model is applicable to destination which has gone through dramatic changes caused by natural disaster or debase. The key how to build a resilient tourist destination which can adapt to external and internal change is to develop internal power of local community and make them into the owners of the tourism products, services and the industry. This finding has been reported to the local authorities in the research area in Tohoku, Kesennuma City in particular in Aug. 2019 and Mar. 2020.

D. Academic Publications and Disseminations from the Project

The principal investigator and team members have published widely in academia, including an edited book with Routledge, that contains four chapters written by the principal investigator; two peer-review journal articles published on high-ranking journals in tourism (A and A* in Australia ABDC listed journals), and presented research findings in nine international and domestic conferences in three years.

5. 主な発表論文等

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〔産業財産権〕

〔その他〕

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6. 研究組織

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