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研究課題名（和文）説得的コミュニケーションによる外国人観光客の普及啓発 地獄谷野猿公苑の事例研究

研究課題名（英文）Using Persuasive Communication to Promote Responsible Inbound Tourism: The Case of the Snow Monkeys

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研究成果の概要（和文）：野生生物観光は成長している世界市場だが、人間の存在は霊長類に悪影響を及ぼすケースや、公園管理者は増加するインバウンド訪問者に情報を提供するための環境教育ツールが明確でない場合がある。このプロジェクトは、ケージに入れられていないマカクの世界最大の群れが存在する、日本で最も長く続いているいくつかのサルパークでの相互作用をレビューした。高崎山自然動物園（TNZ）という名前にもかかわらず、マカクは自由な範囲の条件下で訪問者が見ることができ、説得力のあるコミュニケーションの課題を投げかける。本研究は、非消費的な野生生物観光の範囲におけるモンキーパークの位置付けを明確にするのに貢献した。

研究成果の学術的意義や社会的意義

As biodiversity faces multiple global threats, the role of wildlife tourism is paramount, but relies on cultural contexts, requiring flexibility in an era of inbound tourism especially during the COVID-19 pandemic.

研究成果の概要（英文）：Wildlife tourism is a growing global market but the presence of humans has negative impacts for primates as park managers struggle to inform and educate the increasing inbound visitors. This project reviewed interactions at some of Japan's longest-running monkey parks thought to host some of the planet's largest troop of uncaged Macaques. Despite the name Takasakyama Natural Zoo (TNZ), macaques can be viewed by visitors under free-range conditions, throwing up challenges for persuasive communication. This research helped to clarify the positioning of monkey parks on a non-consumptive wildlife tourism spectrum.

研究分野：Wildlife tourism

キーワード：Wildlife Tourism Inbound Tourism

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1 . 研究開始当初の背景

The viewing of non-domesticated animals either in their natural habitat or in captivity is known as “Wildlife tourism” and it attracts a significant global market (Moorhouse et al, 2016). Free-ranging wildlife tourist attractions have great potential to reengage people with nature and wildlife, engender pro-conservation attitudes and provide economic opportunities for local communities (Karanth et al, 2012), but the presence of humans has negative impacts for free-ranging wildlife, especially primates (Fuentes et al, 2007). Primate tourism includes i) safari-like adventures to see the primates exhibiting natural behaviour in their normal habitat, and ii) primate provisioning which involves regular offerings of food to non-captive, nomadic primates. Provisioning leads to habituation and the concentration of primate populations at a specific time and place, guaranteeing a view for tourists (Knight, 2006; Kurita, 2014). Wild monkey parks in Japan are visitor attractions in which troops of macaques (*Macaca fuscata*) can be viewed by the public under open-range conditions (Knight, 2006). Often located in rural areas, visitors must ascend a mountain to reach them and are charged an admission fee to enter to observe the monkey troop who gather at certain times for the food provisioning. The parks are run by local governments, tourist companies or by individual entrepreneurs, but have faced management challenges due to the rapid increase of inbound visitors. Various counter-strategies include avoiding eye-contact or feeding, but park managers struggle to communicate persuasive messages to inbounds.

2 . 研究の目的

Using empirical data collected from managers, guides and tourists, this research examines the case of Jigokudani Wild Monkey Park, Nagano prefecture, with Takasakiyama in Oita Prefecture. The 2 cases of Japan’s most popular monkey parks are used to investigate whether persuasive communication can encourage responsible tourist behaviour and alleviate some of the tourism management challenges. Despite the success of monkey parks across Asia, the negative impacts of food provisioning, increased visitor numbers and inappropriate tourist behaviour have attracted criticism (Usui et al, 2014; Marechal et al, 2016; Kurita, 2014, Knight, 2010; 2006). Food provisioning alters monkey ecology and behaviour, and increases the troop’s population (Kurita et al, 2008). This puts pressure on their habitat, and the decrease in their natural food resource leads the macaques to crop raiding and their potential death through culling (Muroyama & Yamada, 2010). Furthermore, concentrating an increasing number of monkeys around a provisioned food source at the monkey park site intensifies the feeding competition and results in “crowding effects” (Paul & Kuester, 1988) that causes “social stress” (Lyles & Dobson, 1988) inducing increased aggression between each other and humans. Spatial competition also reduces the distance between primates and humans in and around parks, and accidents involving visitors and macaques have increased as a result (Kurita, 2014). There have been incidents of visitors that fed the macaques being chased or even attacked by them for more food (Okano, 2002).

3 . 研究の方法

The project ran for three years (FY2018-20) and the method focused mostly on Stakeholder interviews. Preliminary interviews were conducted on Snow Monkey park rangers, managers and NIGN guides. Follow-up interviews were conducted in Nagano and ongoing ethnographic research conducted at Takasakiyama with both groups, together with an expanded circle including government agencies, local farmers, transport & accommodation sector stakeholders.

4 . 研究成果

Using empirical evidence from interviews and secondary data, the research compared twin Macaque monkey park destinations in Japan's rural regions to investigate the longitudinal trends in respective visitor segments. In 1953, Japan's first monkey park opened in Takasakiyama, a dormant volcano that rises steeply from the Pacific Ocean in the city of Ōita. Located on the Southern island of Kyushu, Ōita has a humid, sub-tropical climate distinct from the V-shaped valley in Nagano Prefecture, that hosts the "snow monkeys". Officially known as the Jigokudani Yaen Koen, the Nagano park opened in 1964. Both represent popular attractions in which macaque troops can be viewed by visitors under open-range conditions (Knight, 2006). Provisioning strategies have evolved at both to facilitate wildlife tourism while diverting monkeys away from crop-raiding (Knight, 2017). But the snow monkeys' global reach soared following the 1998 Nagano Winter Olympics, resulting in increasing numbers of international tourists attracted to the park specifically to see the bathing macaques. Conversely Takasakiyama is an optional extra attraction where the mild upturn in international visitors is yet to compensate for the long-term decline in domestic demand. Management policy at both parks has evolved away from hand-feeding and sought to minimize undesirable behaviour such as begging for food or threatening visitors. In addition, spatial planning tools are used to mask visual boundaries such as fences and guard-dogs that are used to keep the monkeys inside the parks. Nonetheless, the 'herding' of monkeys to the feeding station every day for tourism poses questions regarding the positioning of monkey parks on a non-consumptive wildlife tourism spectrum. Future research threads are identified and implications drawn including the convergence of demand dynamics together with reduced provisioning and heightened efforts to prevent visitors from feeding the macaques whilst ensuring their interaction and satisfaction with the experience.

5. 主な発表論文等

〔雑誌論文〕 計0件

〔学会発表〕 計3件（うち招待講演 0件 / うち国際学会 2件）

1. 発表者名 T.E. Jones
2. 発表標題 Positioning wild monkey parks on a non-consumptive wildlife tourism spectrum: Visitor perspectives from Takasakiyama Natural Zoo
3. 学会等名 Critical Tourism Studies - Asia Pacific (国際学会)
4. 発表年 2020年

1. 発表者名 T.E. Jones
2. 発表標題 Diverging Dynamics in Wildlife Tourism: Comparing Visitor Trends to Macaque Monkey Parks in Japan
3. 学会等名 Royal Geographic Society Annual Conference (国際学会)
4. 発表年 2019年

1. 発表者名 T.E. Jones
2. 発表標題 A Tale of Two Valleys: Different Approaches to Macaque Monkey Management in Nagano's National Parks
3. 学会等名 16th Asia Pacific Conference
4. 発表年 2018年

〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8 . 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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