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研究課題名（和文）Tourist satisfaction - loyalty and resident perception in over-tourism context:
Possible policies to promote tourism and enhance community satisfaction研究課題名（英文）Tourist satisfaction - loyalty and resident perception in over-tourism context:
Possible policies to promote tourism and enhance community satisfaction

研究代表者

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研究成果の概要（和文）：この研究には、次の2つの主な成果があります：

研究成果1：量的基準と質的基準を組み合わせた都市のオーバーツーリズム政策の分析、運輸政策研究、2022、10.24639/tpsr.TPSR_24R_01

研究成果2：観光の悪影響の管理：ベトナムと日本の都市、「観光地の管理：理論から実践へ」、審査中。

研究成果の学術的意義や社会的意義

Overtourism has been becoming a global concern. The study classified policies according to their type and degree of involvement based on qualitative information and quantitative statistical information. It suggested policies to the overtourism and directions of development of tourist destinations.

研究成果の概要（英文）：The study has two main achievements as follows:

Achievement 1: An Analysis of Overtourism Policies in Cities by Combining Quantitative and Qualitative Criteria, Transport Policy Studies' Review, 2022, 10.24639/tpsr.TPSR_24R_01

Achievement 2: MANAGEMENT OF NEGATIVE TOURISM IMPACTS: Vietnamese and Japanese Cities, in "Managing Destinations: From Theories to Practices," Under review.

研究分野：Tourism

キーワード：Overtourism Negative tourism impacts Carrying capacity Tourist satisfaction Resident satisfaction Conceptual framework

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1 . 研究開始当初の背景 (Background at the start of the research)

Over-tourism refers the situation of the destinations where both tourists and local residents have a feeling that the tourists are so crowded so that the residents' quality of life and tourists' experience are unacceptably degraded (Goodwin, 2017). The over-tourism happens when the tourism demand reaches to the destination residents and resources carrying capacity (Butler, 1999). To date, there is no doubt about the positive contributions of tourism to the destination economy (WTTC, 2018); and in some cases, where tourism demand is still under the capacity of the destination, tourism stimulates cultural preservation, foreign exchange, and education-science (MANSPERGER, 1995). Besides the positive contributions, the concern about tourism's negative impacts is increasing. On one hand, the difference in cross cultures of tourists disturbs the local communities; traffic is congested by tourists; the unwell behaviors of tourists, i.e., littering and making noise; the preserved natural/cultural areas are potentially threatened. As a result, destination attractiveness is decreased as the degradation of those attributes. In turn, these negative impacts provide tourists with bad experiences, which are strongly correlated to destination satisfaction and loyalty.

On the other hand, local residents are affected by tourism and tourists. Positive contributions (i.e., bringing more income to local residents) of tourism and good manners of tourists at the destination can help level up local residents' satisfaction degree, then stimulate their quality of life. The positive attitude of resident toward tourism/tourists will then support tourism development (Abler, 1975; Carmichael, 2000). In contrast, the negative impacts of tourism and/or tourists on local residents may lead to local social issues. These consequences not only negatively impact on the tourist satisfaction and loyalty, but also reduce the quality of life of local community. Pizam and Milman (1986) categorized the impacts of tourism on destination population into six categories which are (i) demographic (population size, structure and growth), (ii) occupational, (iii) cultural (change in tradition, religion and language), (iv) norms (local values, morals), (v) consumption pattern (education, infrastructure, commodities, and food), and (vi) environment (crowding/congestion, air/water pollution, noise...). In other research, Pizam (1978) pointed out the existence of some of these negative impacts in the community of Cape Cod, Massachusetts, with a questionnaire survey. The consequences of over-tourism not only appear in the reduction of tourists' satisfaction/loyalty but also appear seriously in the reduction of the local community's quality of life. Although over-tourism has become a hot issue recently, there is still a lack of research dealing with this problem. As indicated by Goodwin (2017), by August 2017, a google search with the keyword "over-tourism" resulted in only twelve academic articles.

To address the issues of over-tourism, there are several academic questions that need to be answered: (1) What are the positive and/or negative effects of overtourism? (2) what are the impacts of tourism and tourists on the local community in the over-tourism situation, and how are residents satisfied with the impacts of tourism and tourists? This question will be considered in the qualitative dimensions which are measured from the perception of local residents. (3) What policies are appropriate to improve resident satisfaction (as the appearance of the community's quality of life) and to enhance tourist satisfaction/loyalty at the destination?

2 . 研究の目的 (Research objectives)

The study presented in this proposal includes three purposes: the first is to understand how tourism affects destination in terms of positive and negative effects. The second is to investigate the residents' perception and satisfaction with the positive contributions as well as negative impacts of tourism and tourists at the destination. The third is to seek appropriate policies, which, on the one hand, can enhance the tourists' satisfaction/loyalty by improving the supply side and, on the other hand, improve the local community's quality of life by mitigating the negative impacts of tourism; the attitude of residents to accept to what extent of tourist arrivals will be investigated. All three purposes are considered in the context of over-tourism.

3 . 研究の方法 (Research methods)

The (positive and negative) effects of tourism on destination in the context of over-tourism: The literature review, practical project review, and combining with desk work will be carried out to understand the positive and negative effects of overtourism. The main information will be local culture/historical values, scenery, foods – drinks, shopping, events, facilities (such as transportation), the

congested situation. The results will be gathered and summarized systematically in order to draw up an overall picture about the effects of overtourism.

Perception, satisfaction and attitude of local residents on tourism and tourists in over-tourism:

A questionnaire survey is preferred and the SEM analysis method is utilized. The questionnaire is designed to get information on local residents' perceptions, their satisfaction with tourism/tourists, and their attitude toward supporting tourism in over-tourism situations. The seven (or five)-point Likert-scale questionnaire will be used to get the opinions of local residents on tourism contribution (such as local income, international culture exchange...) as well as its negative impacts (i.e., noise and littering, congestion...). CFA is applied to omit the un-significant factors. The remaining ones will be used to define the path of effects between factors and resident satisfaction.

Destination policies to support tourism management and enhance local residents' quality of lives:

The outputs of the first and second objectives provide information on overtourism impacts. Following this, a set of possible policies is introduced focusing on the improvement of over-tourism, such as time/space dispersion (moving events to the off-peak time period or less congested area), tourism taxation, mitigating traffic congestion, fine un-well behavior (littering)... For each negative impact of tourism/tourists solved to some extent by the proposed policies, the opinion of residents on their satisfaction with tourism/tourists and their opinion on accepting to what extent tourist arrivals will be surveyed.

4 . 研究成果 (Research results)

No.	Classification (journal articles, books, book editing, conference presentations, etc.)	Information about paper title, author(s), publication year, journal title, volume, issue, page numbers for articles, and include book title, author(s), publisher, city and year of publication, page numbers for books)
1	Journal articles (peer-reviewed)	<p>Title: "An Analysis of Overtourism Policies in Cities by Combining Quantitative and Qualitative Criteria." <i>Nguyen Van Truong</i>, Daisuke Fukuda, <i>Transport Policy Studies' Review</i>, vol. advpub, 2022. J-Stage, https://doi.org/10.24639/tpsr.TPSR_24R_01</p> <p>Abstract: Overtourism has emerged as a global concern because of its worldwide negative impacts on society, culture, nature, and the environment. Local authorities have been implementing policies to solve the negative consequences to some extent. However, links between overtourism and the policy have rarely been investigated. This study categorised the policies into types and levels based on qualitative information and ranked overtourism as ordinal with quantitative information. By investigating the data for selected cities, the correlation between policy strictness and overtourism degree was analysed. The findings indicate that the combination of quantitative and qualitative indicators might be a useful tool to compare overtourism degrees on a relative basis. Some typical types of reactions of destinations to the overtourism problem, which might be a determinant of destination tourism development, were found.</p>
2	Book chapter	<p>Title: "MANAGEMENT OF NEGATIVE TOURISM IMPACTS: Vietnamese and Japanese Cities." <i>Nguyen Van Truong</i>, Shimizu Tetsuo,</p>

		<p>under review</p> <p>Abstract: Negative impacts of tourism have emerged globally. This chapter discusses tourism management policies in relation to the level of crowdedness and negative impacts. While focusing on Vietnamese and Japanese cities, it also considers some other international cities. It develops the structure of negative tourism impacts as a theoretical grounding for two analyses. The first analysis focuses on the general relationship between policy stringency and the level of crowdedness. The second analysis attempts to present policies in the cities in detail. It demonstrates that Japanese cities implement tourism management policies that are well-suited to local circumstances. In contrast, Vietnamese cities tend to apply policies monotonically. The chapter calls for more structural and flexible approaches to tourism management.</p>
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5. 主な発表論文等

〔雑誌論文〕 計11件（うち査読付論文 2件 / うち国際共著 1件 / うちオープンアクセス 1件）

1. 著者名 Nguyen Van Truong, Fukuda Daisuke	4. 巻 24
2. 論文標題 An Analysis of Overtourism Policies in Cities by Combining Quantitative and Qualitative Criteria	5. 発行年 2022年
3. 雑誌名 Transport Policy Studies' Review	6. 最初と最後の頁 006-018
掲載論文のDOI（デジタルオブジェクト識別子） 10.24639/tpsr.TPSR_24R_01	査読の有無 有
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1. 著者名 Nguyen Van Truong, Shimizu Tetsuo	4. 巻 -
2. 論文標題 MANAGEMENT OF NEGATIVE TOURISM IMPACTS: Vietnamese and Japanese Cities	5. 発行年 2024年
3. 雑誌名 -	6. 最初と最後の頁 -
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1. 著者名 -	4. 巻 -
2. 論文標題 -	5. 発行年 2020年
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〔学会発表〕 計1件 (うち招待講演 1件 / うち国際学会 0件)

1. 発表者名 Nguyen Van Truong
2. 発表標題 OVERTOURISM: AN INTERNATIONAL COMPARISON OF CURRENT SITUATIONS AND POLICY IMPLEMENTATIONS
3. 学会等名 The 46 th Symposium on Japan Transport and Tourism Research Institute: Winter 2019 (招待講演)
4. 発表年 2019年

〔図書〕 計0件

〔産業財産権〕

〔その他〕

一般財団法人運輸総合研究所
<https://www.jttri.or.jp/sympo46-11.pdf>

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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