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研究課題名(和文) UNESCO World Heritage Sites: Social and Managerial Perspectives in Comparisons between Six Countries in Three Regions

研究課題名(英文) UNESCO World Heritage Sites: Social and Managerial Perspectives in Comparisons between Six Countries in Three Regions

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研究成果の概要(和文)：本研究では、北アジア、東南アジア、北米におけるUNESCO世界遺産の社会経済的効果の研究を深め、視野を広げることを目的とした。日本、韓国、カンボジア、ベトナム、アメリカ、メキシコのUNESCO世界遺産に関する最新の有益な情報を収集することができた。各国のUNESCO世界遺産において、ステークホルダーやエキスパートに対するインタビューやアンケート調査を行い、懸念事項、可能性、政府による介入、イメージのブランド化など、その場所特有の状況に直面していることが分かった。

研究成果の概要(英文)：The study aimed to broaden the scope, expand the scale, deepen the level of analysis, and sharpen the methods of investigation of the socio-economic effects of WHS labeling for a selection of heritage destinations in three regions: North Asia, Southeast Asia and North America. The researchers of the project could collect updated and useful information on different UNESCO World Heritage Sites in Japan, South Korea, Cambodia, Vietnam, United States, and Mexico. The main outcomes of the project were that each of the six countries has faced unique and different situations, concerns, opportunities, government interventions, and branding image power of the UNESCO World Heritage Sites. The outcomes were collected from a series of stakeholder/expert interviews and questionnaire surveys in the six countries listed above.

研究分野：Tourism Studies

キーワード：World Heritage Sites Local Development Tourism Marketing Local Identity Conservation

### 1. 研究開始当初の背景

The global heritage include sites and monuments that are worldwide important and recognized as World Heritage Sites (WHS) by UNESCO. Some countries have reported an increase in visitor arrivals at heritage properties once they have been listed as WHS (Su & Lin, 2014), other studies found that listing certainly is not a guarantee for tourism growth (Huang, Tsaur, & Yang, 2012). Acknowledging the controversy of the topic, this study proposes a framework to comprehend the current understanding of the issues facing the WHS including the social aspects, such as tradition and identity, authenticity and interpretation as well as managerial and planning perspectives. A comparison of the issues in North Asia, Southeast Asia and North America to elucidate the regional effects on WHS.

The study has focused on emphasizing the importance of potential of UNESCO World Heritage Sites to be attractive tourism products for tourists not only as educational places.

#### References:

Huang, C.-H., Tsaur, J.-R., & Yang, C.-H. (2012). "Does world heritage list really induce more tourists? Evidence from Macau." *Tourism Management* 33(6), 1450-1457.

Su, Y.-W., & Lin, H.-L. (2014). "Analysis of international tourist arrivals worldwide: The role of world heritage sites." *Tourism Management* 40(1), 46-58.

### 2. 研究の目的

The study aimed to broaden the scope, expand the scale, deepen the level of analysis, and sharpen the methods of investigation of the socio-economic effects of WHS labeling for a selection of heritage destinations in three regions: North Asia, Southeast Asia and North America.

### 3. 研究の方法

The project employed a mix of methods that entailed the following four activities:

(1) Data accumulation and comparative analysis from a variety of sources, (2) Interviews with stakeholders at the 12 destinations in three regions, (3) Designing an effective and reliable questionnaire for the main field work surveys in the six target countries and (4) Disseminating research outcomes in reputational international conferences for feedback from experts, as well as a series of papers to be published in the highest-rated journals in the field.

(1) Preparation of the measures included literature review, develop the interview protocol, pilot interviews with stakeholders in cultural heritage tourist destinations in Japan. Initial contact with stakeholders for interviews in the proposed sites of investigations was also involved in this stage.

(2) Interviews with stakeholders at the 12 World Heritage Sites selected were carried out. After the interviews, the questionnaire surveys were done with the tourists at six different countries.

We sought 150 to 250 questionnaires in each of the six countries. The following questions were mainly asked:

- 1) What factors most influenced your decision to visit this city/country?
- 2) What are the most typical images for you of this city/country as a tourist destination?
- 3) How much does your interest in WHSs influence your decision to visit this city/country?
- 4) How would you evaluate the interpretation, conservation, and authenticity of the WHS?
- 5) How would you evaluate the marketing and management of the destinations?
- 6) How would you evaluate the involvement of local community in tourism at the destination?
- 7) Are you willing to revisit this city/country because there is a WHS here?
- 8) Did your visit to a WHS improve your level of satisfaction in this city/country?

The research team divided their roles as follows.

Timothy Lee:

- 1) Conducting literature review on the relevant studies (Cultural heritage tourism, WHS, local development, local destination marketing, etc.)
- 2) Investigating unique and interesting facts about UNESCO WHS of the 6 countries in the project
- 3) Conducting pilot interviews of local professionals in cultural heritage tourist destinations in Korea and USA
- 4) Designing questionnaire for tourists in the 6 countries

Thanh Huong Bui:

- 1) Conducting literature review on UNESCO WHS in Vietnam and Cambodia
- 2) Investigating unique and interesting facts about UNESCO WHS in Vietnam and Cambodia
- 3) Conducting pilot interviews of local professionals in cultural heritage tourist destinations in Vietnam, and Cambodia
- 4) Designing questionnaire for tourists in Vietnam and Cambodia

Masaaki Morishita:

- 1) Conducting literature review on UNESCO WHS in Japan mainly Kyoto area
- 2) Investigating unique and interesting facts about UNESCO WHS in Japan
- 3) Conducting pilot interviews of local professionals in cultural heritage tourist destinations in Kyushu

#### 4 . 研究成果

The rigor of this research was evident through the diversity of study sites, the sophisticated research methods and the international team of researchers. Firstly, the study elucidated the regional effects of the connections between tourism and WHSs in six countries in three regions, including Japan and Korea for North East Asia, Vietnam and Cambodia for Southeast Asia, and the USA and Mexico for North America.

WHSs in respective countries were selected to maximize the variation of such as urban/rural setting, new/established sites and UNESCO criteria for cultural heritage

designation. The variations in economics, politics, conservation/preservation practices, socio-economic disparity and legislative engagement of developed and developing world were also considered. Together, 12 WHSs were investigated. Secondly, a combination of different research methods was employed to support a valid research design and yield reliable results. Thirdly, an international research team with experts in cultural heritage from different regions of the world, whose skills and knowledge complement each other collaborated on this comparative research.

The study accomplished the following objectives:

- 1) Understand how the value of WHSs can be maximized for the community in terms of traditions, identity, authenticity, management, and planning/development
- 2) Promote collaboration between relevant stakeholders for destination planning and development tourism activities related to WHSs
- 3) Learn how WHSs can reshape and enhance national identity, and enlighten tourists about national history and pride
- 4) Elaborate on the regional effects of WHSs on social, planning and managerial practices

#### 5 . 主な発表論文等

(研究代表者、研究分担者及び連携研究者には下線)

〔学会発表〕(計 2 件)

- 1) Lee, T. J., Bui, H. T., & Morishita, M.  
“UNESCO World Heritage Sites: Social and managerial perspectives in a comparative context.” The 76th

Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. July 3, 2014. Gangneung, South Korea.

- 2) Morishita, M., Bui, H. T., & Lee, T. J.  
“Impacts of UNESCO World Heritage Site designation on tourism development in Japan: The case of Kyoto and the Iwami Silver Mine.” The 80th Tourism Sciences Society of Korea (TOSOK) International Tourism Conference. July 14, 2016. Pyeongchang, South Korea.

〔図書〕(計 1 件)

1. Lee, T. J. *UNESCO World Heritage Sites and Tourism*. New York: Apple Academic Press, forthcoming in 2017. 200 – 230 pages.

#### 6 . 研究組織

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