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 研究課題名(和文) Commons Governance in Wellness Tourism

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研究代表者

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交付決定額(研究期間全体)：(直接経費) 3,300,000円

研究成果の概要(和文)：The project contributed to achievements related to the proposed objectives: the definition of strategic guidelines for wellness tourism development based on endogenous resources; the proposal of governance model for tourism destinations assuming the communal character of most the tourism resources.

研究成果の学術的意義や社会的意義

The above mentioned publications contributed to conceptual and theoretical advances, opening opportunities for the development of new research projects involving international collaborations in India, Spain and Sweden (included in new project - grant number 20K12392).

研究成果の概要(英文)：The project contributed to significant achievements related to the proposed objectives. In particular, it contributed to the definition of strategic guidelines for wellness tourism development based on endogenous resources, with a particular focus on the region of Hokkaido [Romao, Machino, Nijkamp (2018) Integrative diversification of wellness tourism services in rural areas - An operational framework model applied to East Hokkaido (Japan). Asia Pacific Journal of Tourism Research, 23(7): 734-746]; and for the analysis, discussion and proposal of a governance model for tourism destinations assuming the communal character of most the tourism resources, including an application to wellness tourism in a specific location of Hokkaido [Romao, Machino, Nijkamp, Mayumi (In press) Destination management and sustainable tourism development through the common lens of the Commons, Region]. An application of Game Theory to the analysis of CPR in tourism is under development.

研究分野：Tourism

キーワード：Common Pool Resources Participatory governance Community-based planning Destination Management Sustainable development Wellness tourism Territorial resources

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1. 研究開始当初の背景

This project combined two lines of investigation:

- Evaluation of the potential for Wellness Tourism development in Hokkaido, considering global trends in health care (preventive, proactive and promoting wellbeing), which contribute for its global growth, above the average of tourism activities (GWI, 2015). Despite the abundant thermal resources in Hokkaido and the authenticity of the Japanese onsen experience, a relatively low development of spa related services is observed in the region. Exploring the possibility for an integrative diversification of tourism products (Benur and Bramwell, 2015) and assuming the onsen experience as the central element (but combining it with other services based on endogenous resources) this analysis leads to: identification of key success factors and relevant stakeholders for the development of these services; evaluation of different future scenarios; analysis of socio-economic impacts. Techniques related to multi-criteria, strategic choice and impact analysis are used. This work is under development by the Principal Investigator, in collaboration with Kazuo Machino (Co-Investigator; Full Professor; Hokkaido University) and Peter Nijkamp (Collaborator, Emeritus Professor; Tinbergen Institute, the Netherlands).
- Analysis of the role of the different assets that can be seen as part of the Common Pool Resources, generating agglomeration externalities related to creative activities or tourism attractiveness in contemporary cities, based on the interactions within a network of stakeholders, not necessarily sharing the same objectives. As Briassoulis (2002) observes, competitive advantages in tourism largely rely on freely available public assets and cultural resources, external to markets and not controlled by private ownership or policy and managerial institutions. Emphasizing the importance of implementing governance systems based on adaptive resource management and community knowledge (Dietz, Ostrom and Stern, 2008), these communal aspects were recently addressed by the Principal Investigator in an urban context.

References:

- Benur and Bramwell (2015) Tourism Product Development and Product Diversification. *Tourism Management*, 50: 213-224.
- Briassoulis, H. (2002) Sustainable tourism and the question of Commons. *Annals of Tourism Research*, 29(4): 1065-1085.
- Ostrom, E., Gardner, R. and Walker, J. (1994) *Rules, Games, and Common-Pool Resources*. The University of Michigan Press.
- Global Wellness Institute (2015) *The Global Wellness Tourism Economy 2013 & 2014*. GWI, Miami.

2. 研究の目的

This project aimed at:

- 1) defining strategic guidelines for the development of Wellness Tourism quality services in Hokkaido, based on territorial endogenous resources, as a tool for local economic development;
- 2) proposing a governance model for Wellness Tourism related resources and services,

considering the interests and motivations of different stakeholders, by using the Common Pool Resources (CPR) approach;

3) generalizing the application of the CPR approach to the tourism system through new developments in Game Theory, by introducing an “external player” (the tourist) into the conventional theoretical framework.

3. 研究の方法

These works followed different methodologies, combining quantitative analyses with integrative literature reviews: detailed, critical and systematic reviews of the existing literature, integrating contributions from different disciplines and recombining this knowledge in order to address new problems and to develop innovative policy orientation and governance models, as identified in the related publications.

4. 研究成果

The project contributed to significant achievements related to the proposed objectives. In particular, it contributed to:

- definition of strategic guidelines for wellness tourism development based on endogenous resources, with a particular focus on the region of Hokkaido [Romao, Machino, Nijkamp (2018) Integrative diversification of wellness tourism services in rural areas - An operational framework model applied to East Hokkaido (Japan). *Asia Pacific Journal of Tourism Research*, 23(7): 734-746];
- analysis, discussion and proposal of a governance model for tourism destinations assuming the communal character of most the tourism resources, including an application to wellness tourism in a specific location of Hokkaido [Romao, Machino, Nijkamp, Mayumi (In press) Destination management and sustainable tourism development through the common lens of the Commons, Region].

Meanwhile, the Principal Investigator participated in other research projects in related topics, as a result of the presentation and discussion of these achievements on international conferences. These collaborations are reflected in the extensive number of publications achieved during this period.

Apart from contributing to conceptual and theoretical advances, the above mentioned achievements opened opportunities for the development of new research projects involving international collaborations in India, Spain and Sweden, currently under implementation and included in new project financed by Kakenhi (grant number 20K12392). These projects are:

- Romão, Senthilkumaran, Seal and Hansen (expected submission in 2020) Branding wellness tourism in Kerala: a community approach.
- Romão, Domenech and Nijkamp (expected submission in 2020) Tourism in Common: policy flows and participatory urban tourism planning in Barcelona.
- Romão, Palm and Fischer (expected submission in 2021) Open-spaces for co-creation: a community-based approach to tourism diversification.

5. 主な発表論文等

〔雑誌論文〕 計11件（うち査読付論文 11件／うち国際共著 9件／うちオープンアクセス 6件）

1. 著者名 Romao, J., Kourtit, K, Neuts, B. and Nijkamp, P.	4. 巻 78
2. 論文標題 The Smart City as a Common Place for Tourists and Residents: a Structural Analysis on the Determinants of Urban Attractiveness	5. 発行年 2018年
3. 雑誌名 Cities	6. 最初と最後の頁 67-75
掲載論文のDOI（デジタルオブジェクト識別子） 10.1016/j.cities.2017.11.007	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 該当する
1. 著者名 Romao, J., Machino, K. and Nijkamp, P.	4. 巻 23(7)
2. 論文標題 Integrative diversification of wellness tourism services in rural areas - An operational framework model applied to East Hokkaido (Japan)	5. 発行年 2018年
3. 雑誌名 Asia Pacific Journal of Tourism Research	6. 最初と最後の頁 734-746
掲載論文のDOI（デジタルオブジェクト識別子） 10.1080/10941665.2018.1488752	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 該当する
1. 著者名 Borges, A.P., Vieira, E. and Romao, J.	4. 巻 9(3)
2. 論文標題 The Evaluation of the Perceived Value of Festival Experiences: the Case of the Serralves am Festa!	5. 発行年 2018年
3. 雑誌名 International Journal of Event and Festival Management	6. 最初と最後の頁 279-296
掲載論文のDOI（デジタルオブジェクト識別子） 10.1108/IJEFM-01-2018-0002	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 該当する
1. 著者名 Romao, J. and Nijkamp, P.	4. 巻 20(6)
2. 論文標題 mpacts of tourism and territorial capital on regional development: a spatial econometric analysis	5. 発行年 2018年
3. 雑誌名 International Journal of Tourism Research	6. 最初と最後の頁 819-829
掲載論文のDOI（デジタルオブジェクト識別子） 10.1002/jtr.2234	査読の有無 有
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1. 著者名 Joao Romao, Joao Guerreiro, and Paulo M. M. Rodrigues	4. 巻 4
2. 論文標題 Territory and sustainable tourism development: a space-time analysis on European regions	5. 発行年 2017年
3. 雑誌名 Region	6. 最初と最後の頁 1 - 17
掲載論文のDOI (デジタルオブジェクト識別子) https://doi.org/10.18335/region.v4i3.142	査読の有無 有
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1. 著者名 Joao Romao and Hisamitsu Saito	4. 巻 1
2. 論文標題 Spatial econometric analysis on the determinants of tourism performance in Japanese Prefectures	5. 発行年 2017年
3. 雑誌名 Asia-Pacific Journal of Regional Science	6. 最初と最後の頁 243-264
掲載論文のDOI (デジタルオブジェクト識別子) https://doi.org/10.1007/s41685-017-0038-0	査読の有無 有
オープンアクセス オープンアクセスとしている (また、その予定である)	国際共著 該当する

1. 著者名 Joao Romao, Kazuo Machino and Peter Nijkamp	4. 巻 1
2. 論文標題 Assessment of Wellness Tourism Development in Hokkaido: A Multicriteria and Strategic Choice Analysis	5. 発行年 2017年
3. 雑誌名 Asia-Pacific Journal of Regional Science	6. 最初と最後の頁 265-290
掲載論文のDOI (デジタルオブジェクト識別子) https://doi.org/10.1007/s41685-017-0042-4	査読の有無 有
オープンアクセス オープンアクセスとしている (また、その予定である)	国際共著 該当する

1. 著者名 Joao Romao and Bart Neuts	4. 巻 68
2. 論文標題 Territorial capital, smart tourism, specialization and sustainable regional development: Experiences from Europe	5. 発行年 2017年
3. 雑誌名 Habitat International	6. 最初と最後の頁 64-74
掲載論文のDOI (デジタルオブジェクト識別子) https://doi.org/10.1016/j.habitatint.2017.04.006	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 該当する

1. 著者名 Joao Romao	4. 巻 21
2. 論文標題 Are Creative Cities Good Places for Creative People? Notes on the Social Conditions for Cultural Production in Contemporary Economy	5. 発行年 2017年
3. 雑誌名 Quality Innovation Prosperity	6. 最初と最後の頁 49-60
掲載論文のDOI (デジタルオブジェクト識別子) http://dx.doi.org/10.12776/qip.v21i1.777	査読の有無 有
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1. 著者名 Karima Kourtit, Peter Nijkamp and Joao Romao	4. 巻 11(12)
2. 論文標題 Cultural Heritage Appraisal by Visitors to Global Cities: The Use of Social Media and Urban Analytics in Urban Buzz Research	5. 発行年 2019年
3. 雑誌名 Sustainability	6. 最初と最後の頁 3470
掲載論文のDOI (デジタルオブジェクト識別子) 10.3390/su11123470	査読の有無 有
オープンアクセス オープンアクセスとしている(また、その予定である)	国際共著 該当する

1. 著者名 Joao Romao and Peter Nijkamp	4. 巻 22(10)
2. 論文標題 Impacts of innovation, productivity and specialization on tourism competitiveness: a spatial econometric analysis on European regions	5. 発行年 2019年
3. 雑誌名 Current Issues in Tourism	6. 最初と最後の頁 1150-1169
掲載論文のDOI (デジタルオブジェクト識別子) 10.1080/13683500.2017.1366434	査読の有無 有
オープンアクセス オープンアクセスとしている(また、その予定である)	国際共著 -

〔学会発表〕 計18件(うち招待講演 5件/うち国際学会 18件)

1. 発表者名 Joao Romao
2. 発表標題 Tourism and Creative Economies: Challenges for Contemporary Cities
3. 学会等名 Urban development in emerging economies: unbalanced growth or controlled development (招待講演)(国際学会)
4. 発表年 2018年

1. 発表者名 Joao Romao
2. 発表標題 Common pool resources and wellness tourism development
3. 学会等名 5th Meeting of the Japanese Section of Regional Science Association International (国際学会)
4. 発表年 2018年

1. 発表者名 Joao Romao
2. 発表標題 Wellness tourism participatory governance: A common pool resources approach
3. 学会等名 58th Congress of the European Regional Science Association (国際学会)
4. 発表年 2018年

1. 発表者名 Joao Romao
2. 発表標題 Integrative diversification of wellness tourism services in rural areas
3. 学会等名 Advances in Hospitality and Tourism Marketing and Management (国際学会)
4. 発表年 2018年

1. 発表者名 Joao Romao
2. 発表標題 Wellness tourism participatory governance
3. 学会等名 12th Congress of the Regional Science Association International (国際学会)
4. 発表年 2018年

1. 発表者名 Joao Romao
2. 発表標題 Integrative diversification of wellness tourism services in rural areas
3. 学会等名 57th Annual Meeting of the Western Regional Science Association (国際学会)
4. 発表年 2018年

1. 発表者名 Joao Romao
2. 発表標題 Sustainable Urban and Regional Development
3. 学会等名 Research and Policy Challenges for the Asia-Pacific Rim (招待講演) (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Wellness tourism product development
3. 学会等名 Meeting of Japan Society of the Regional Science Association International (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Determinants of urban attractiveness in global metropolitan areas
3. 学会等名 European Regional Science Association Congress (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Assessment of Wellness Tourism Development in Hokkaido: A Multi Criteria and Strategic Choice Analysis
3. 学会等名 3rd Conference of the European Asian Tourism Studies Association (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Forecasting Wellness Tourism Development in Hokkaido: A Multi Criteria and Strategic Choice Analysis
3. 学会等名 14th NECTAR International Conference (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Problems and Challenges for Tourism in Europe: A Conceptual Analysis
3. 学会等名 12th International Conference “Challenges of Europe: Innovative Responses for Resilient Growth and Competitiveness” (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Cities, Culture and Tourism
3. 学会等名 Economic and Urban Importance of Culture and Cultural Heritage of the City (招待講演) (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Wellness tourism and sustainable development in rural areas
3. 学会等名 Sustainable Villages and Green Landscapes in the New Urban World (招待講演) (国際学会)
4. 発表年 2017年

1. 発表者名 Joao Romao
2. 発表標題 Tourism, smart specialization, growth and resilience in European regions.
3. 学会等名 59 Congress of ERSA (国際学会)
4. 発表年 2019年

1. 発表者名 Joao Romao
2. 発表標題 A common pool resources approach to destination management
3. 学会等名 Asia Pacific Tourism Association Conference (国際学会)
4. 発表年 2019年

1. 発表者名 Joao Romao
2. 発表標題 Tourism participatory governance
3. 学会等名 Asia Pacific + Euro CHRIE - 4th Global and Hospitality Conference (国際学会)
4. 発表年 2019年

1. 発表者名 Joao Romao
2. 発表標題 Community base tourism management in urban destinations
3. 学会等名 Sustainable tourism in the digital world(招待講演)(国際学会)
4. 発表年 2019年

〔図書〕 計1件

1. 著者名 Joao Romao	4. 発行年 2018年
2. 出版社 Springer	5. 総ページ数 146
3. 書名 Tourism, Territory and Sustainable Development: Theoretical Foundations and Empirical Applications in Japan and Europe	

〔産業財産権〕

〔その他〕

Please refer to these links for detailed information: https://researchmap.jp/joaoromao http://orcid.org/0000-0001-6024-2624 https://scholar.google.com/citations?view_op=list_works&hl=en&user=td1S1M4AAAAJ https://joaoromao.academia.edu https://yasuda-u.academia.edu/romao https://www.researchgate.net/profile/Joao_Romao2 https://jp.linkedin.com/in/jromao
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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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