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研究課題名（和文）The role of intra-cultural and cross-cultural tourist-tourist interactions in the tourism service encounter

研究課題名（英文）The role of intra-cultural and cross-cultural tourist-tourist interactions in the tourism service encounter

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研究成果の概要（和文）：本研究は、観光体験において観光客間交流、また住民やサービス提供者との交流の役割を検討した。訪日中国人観光客への聞き取り調査の主な成果は次の通りである：a)訪日中国人観光客はプロトコル志向型、ヘルプ志向型、及び社交志向型交流に分類できること（Hanら，2019）；b)他の中国人観光客との直接的・間接的交流の肯定的側面（価値の共創）と否定的側面（価値の共破壊）が存在する（Hanら，2021a）；c) サービス提供者、住民、他の観光客との直接的・間接的交流の各位置づけが確認できた（Praet & Han, 2020; Hanら，2021b）。

研究成果の学術的意義や社会的意義

本研究成果の学術的意義及び社会的意義は以下の通りである：

観光体験における交流の役割を観光客の視点から明らかにした。観光体験における価値の共同創造と共同破壊に関する文献に貢献する。東洋的視点からの観光体験に関する洞察を提供している。

日本経済にとって重要性を増すインバウンド観光のマネジメントに重要な示唆を与える。観光体験において交流が果たす役割をより深く理解することは、観光客の観光体験を向上させ、満足度や他者への推薦度を高めるための貴重なヒントを提供する。また、インバウンド観光客の観点から住民との交流を明らかにしたことでオーバーツーリズム問題の緩和に貢献する。

研究成果の概要（英文）：This research investigated social interactions among tourists, between tourists and residents, and between tourists and service providers and the role these types of interaction play in the overall visitor experience. During the first stage of the research project, we collected qualitative data from domestic and international tourists in Japan. Analysis of qualitative interview data with Chinese tourists visiting Japan revealed a) three types of social interaction: protocol-oriented, help-related, and sociable interaction (Han, Praet and Wang, 2019); b) positive (value co-creation) and negative (value co-destruction) aspects of direct and indirect interactions with other Chinese tourists (Praet & Han, 2020; Han, Praet and Wang, 2021a); c) positive, neutral, and negative aspects of direct and indirect interactions with service providers, residents and other tourists (Han, Praet and Wang, 2021b).

研究分野：観光学、マーケティング

キーワード：社会的相互作用 ツーリズム 体験 インバウンド観光 social interaction tourism inbound experience

科研費による研究は、研究者の自覚と責任において実施するものです。そのため、研究の実施や研究成果の公表等については、国の要請等に基づくものではなく、その研究成果に関する見解や責任は、研究者個人に帰属します。

研究成果の概要

1. 研究開始当初の背景

新型インフルエンザ流行の前後における世界的な観光産業の顕著な成長は、日本を訪れる外国人観光客の劇的な増加にもつながった。観光体験は通常他の人々とともに行われるため、観光客同士、住民やサービス提供者との間で頻繁に出会いや交流が生じる。しかし、こうした社会的な交流が観光客の全体的な体験にどのような影響を及ぼすかについては、ほとんどわかっていない。

Strong growth in global tourism before and after the covid-19 pandemic has also led to a dramatic increase in international visitors to Japan. Even though tourists' experiences predominantly occur alongside other people, resulting in frequent social encounters and interactions between tourists and with residents and service providers, we know very little about these social interactions and how such exchanges affect a tourist's overall experience.

2. 研究の目的

本研究の目的は、観光客の視点から、観光体験において交流が果たす役割を明らかにすることである。故に、観光客間、観光客と住民間、観光客とサービス提供者間の交流に着目した。

This project aims to clarify the role social interaction plays in the tourism experience from the perspective of the tourist. We focused on social interactions among tourists, between tourists and residents, and between tourists and service providers.

3. 研究の方法

研究の第1段階では、日本を訪れる国内外の観光客から現地で質的データを収集した。研究の第2段階では、質的インタビューの分析から得られた洞察をもとに質問票を作成し、それを第3段階の大規模なオンライン量的調査に使用した。

In the first stage of the research, we collected on site qualitative data from domestic and international tourists visiting Japan. In the second stage of the study, we used insights obtained from analysis of the qualitative interviews to design a questionnaire which we used in a larger, online quantitative study in the third stage of the research.

4. 研究成果

(1) Han, Praet and Wang (2019)

This study makes an exploratory start in addressing plural gaps in the literature by focusing on the role of social interaction in the tourist experience as perceived by Chinese tourists in Japan, currently the second-largest East-Asian destination in global tourism. Previous studies on tourist experience have largely concluded that social interactions play an important role in tourist experiences. However, many studies have focused on the managerial side of the equation and have not sufficiently addressed the perception towards the social aspect of tourism experiences from the tourist standpoint. This study used a grounded theory approach and analyzed qualitative data collected from Chinese tourists visiting Japan. In contrast to previous studies which reported social aspects as an important and appealing component of the tourist experience this study reveals some distinctive characteristics of Chinese outbound tourists.

The Chinese outbound tourists often lack the intrinsic motivation to engage in or initiate direct social interactions with unacquainted others (especially with other tourists and residents). Nevertheless, respondents reported multiple occasions of social interaction. Our analysis suggests that external factors may play a more decisive role in the occurrence of Chinese tourists' social interactions.

Chinese tourists are at times unwillingly involved in the interactions. The largest portion of the interactions reported by the respondents occurred due to what we have called protocol-oriented considerations, which represent situations when a tourist feels obliged to be polite by initiating interaction or by responding to the courtesy of the other person. Even in the help-related interactions and sociable interactions, the conviviality of the counterparts accounted for the most significant factor facilitating the occurrence of sociable interactions, whereas the interactions initiated by the respondents were relatively few.

Deeper analysis of the interview responses revealed that the tourists' perceived cultural and language barrier is the major reason for their hesitation towards social interactions with others. This has

implications for Japanese destination marketers regarding the need to take measures to eliminate tourist concerns about the cultural and language barrier and to establish an environment fostering genuine and positive social interactions.

(2) Han, Praet and Wang (2021a)

The notion of tourists as co-creators of value (experiences) has been explored in the context of co-creation with service providers and residents. However, tourist-tourist co-creation of value and the role of social interaction in this co-creation process remain relatively underexplored topics. Similarly, the few extant studies on negative value creation (co-destruction) have predominantly focused on tourist-host interaction. This study examines how tourists from China visiting Japan perceive the role of social interaction with other tourists in shaping tourism experiences. Analysis of 29 in-depth interviews resulted in the following findings:

Indirect interaction with other tourists has a stronger influence on the tourism experience than does direct interaction.

This study also extends, confirms and partly modifies Pearce's (2005) typology of other tourists in an East-Asian context: tourists view other stranger tourists on a continuum ranging from positive to negative. Respondents held mixed views on the roles other tourists play in influencing tourism experiences, from positive roles such as temporary companion, helper/helped, neutral roles as total strangers who are part of the scenery, to negative roles such as competitor and disturber.

(3) Han, Praet and Wang (2021b)

In this paper we explored Chinese tourist perceptions of the role of social interaction in the co-creation of tourism experiences with three types of social actors: service providers, residents, and other tourists. In doing so, this study contributes to the literature on co-creation in tourism, not only by exploring this under-researched topic, but also by clarifying the relative importance and nature of tourist social interactions with the three types of social actors, from a non-Western perspective.

Tourist interactions with service providers appear to have an important impact on the tourism experience for Chinese tourists to Japan.

Chinese tourists mostly looked forward to social interaction with residents. Compared to the ritualized and manualized nature of the interaction with service providers, Chinese tourists perceive interaction with local people as more sincere, authentic, and desirable.

Nevertheless, even though most of the respondents looked for authentic experiences in Japan, only a few expressed the desire to directly interact with residents.

The main barriers to direct interaction with residents, were the perceived lack of opportunity to meet them and the difficulty of communication in a foreign language.

Contrary to previous studies which suggest that the desire to meet other tourists is one of the main motivations for traveling this study found that Chinese tourists try to avoid rather than to meet other tourists: avoidance of other tourists not only happens at the time of selecting a travel destination but also upon arrival at the destination.

These findings suggest that Chinese tourists are not only more inclined to create their own experiences without the involvement of other tourists, but even perceive the role of other tourists in co-creating the experience as largely negative, i.e., as diminishing the experience.

Despite their desire to avoid other tourists, our respondents at the same time expressed an inability to do so, since most of the reported interactions (both direct and indirect) were those with other tourists.

Moreover, these tourist-tourist interactions even outnumbered the reported interactions with service providers and residents.

5. 主な発表論文等

〔雑誌論文〕 計3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）

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2. 論文標題 Tourist-Tourist Social Interaction in the Co-creation and Co-destruction of Tourism Experiences among Chinese Outbound Tourists	5. 発行年 2021年
3. 雑誌名 Tourism Planning & Development	6. 最初と最後の頁 189 ~ 209
掲載論文のDOI (デジタルオブジェクト識別子) 10.1080/21568316.2021.1873833	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 Praet, Carolus; Xing Han	4. 巻 22
2. 論文標題 The Role of Social Interaction and Authenticity in the Co-creation and Co-diminishment of Tourism Experiences	5. 発行年 2020年
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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 -

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3. 雑誌名 Travel and Tourism Research Association (TTRA) 2019 International Conference Proceedings	6. 最初と最後の頁 -
掲載論文のDOI (デジタルオブジェクト識別子) なし	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 -

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3. 学会等名 Travel and Tourism Research Association (TTRA) Advancing Tourism Research Globally 2019 International Conference, Melbourne, Australia (国際学会)
4. 発表年 2019年

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2. 発表標題 The role of social interaction in the tourism experience of Chinese visitors to Japan: A grounded theory approach
3. 学会等名 Travel and Tourism Research Association (TTRA) Advancing Tourism Research Globally 2019 International Conference, Melbourne, Australia (国際学会)
4. 発表年 2019年

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2. 発表標題 From Co-creation to Co-destruction: Perception of the Role of Other Tourists in Creating the Tourism Experience among Chinese Visitors to Japan
3. 学会等名 International Conference on Tourism and Retail Service Management (TRMC 2019) (国際学会)
4. 発表年 2019年

1. 発表者名 Han, Xing; Praet, Carolus L. C.; Liyong Wang
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3. 学会等名 The 8th Advances in Tourism Marketing Conference (ATMC) University of Namur, Belgium (国際学会)
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2. 出版社 Goodfellow Publishers	5. 総ページ数 19
3. 書名 Sustainable and Collaborative Tourism in a Digital World	

〔産業財産権〕

〔その他〕

<p>Publications and Conference Presentations https://www.otaru-uc.ac.jp/~praetcar/</p> <p>The role of social interaction in the tourism experience of Chinese visitors to Japan: A grounded theory approach https://scholarworks.umass.edu/ttra/2019/qual_research_papers/1/</p>

6. 研究組織

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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			
ニュージーランド	University of Otago	Department of Marketing		
中国	Dalian University	School of Tourism		