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研究課題名（和文）The role of Mega-tourism events in disaster recovery, implications for local communities

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研究代表者

NGUYEN David (Nguyen, David)

東北大学・災害科学国際研究所・特任准教授

研究者番号：10869704

交付決定額（研究期間全体）：（直接経費） 1,800,000 円

研究成果の概要（和文）：この研究では、まず、オリンピックやラグビーワールドカップなどの大規模な観光イベントが日本のコミュニティに与える影響について調査しました。しかし、COVID-19の大流行の影響を受け、スケジュールを変更せざるを得なくなり、また、大流行が観光地域に与える影響に関して、追加の研究テーマを追加することになりました。オリンピックが1年延期されるなどの困難がありましたが、現地調査を完了し、日本の観光政策に影響を与えるようないくつかの出版物を作成することができました。

研究成果の学術的意義や社会的意義

Our research on the impacts of mega-events, such as the Olympics, on tourism recovery was significantly impacted by the spread of COVID-19. However our research results have produced a framework that can assist host destinations on how to better manage future crises during tourism events.

研究成果の概要（英文）：One book chapter published, One conference proceeding published, Three journal articles published, One journal article under review, Two journal articles to be re-submitted this year based on this project, Five conference presentations based on this research subject

研究分野：Tourism and Disaster management

キーワード：Tourism Mega Events Olympics Disaster Community Sports

1 . 研究開始当初の背景

Mega-events, differs from traditional tourism, in which its size and scale can generate a large number of tourism inflows, media attention, and investment within a shortened time. For many communities, mega-events can become major catalysts for economic development, as various stakeholders invest time and money to attract event organizers to their cities, while those who do succeed, invest heavily in development resources and infrastructure to support the event. In the case of Japan, mega-events have often been used to revitalize the economies of communities, especially those affected by disasters. However mega-events present a number of challenges for the communities, for example who benefits primarily from these events, the organizers or the communities? What inputs do communities have in these events? And how can these events strengthen recovery of disaster affected areas.

2 . 研究の目的

This research focuses on the impact mega-events had on communities in Japan affected by disasters. In particular we focused on the tourism related industries and tourism related events, such as the Rugby World Cup, the Tokyo Olympics, among others. However due to the impact of COVID-19, we also examined how the tourism industry adapted to the pandemic. First, we examined how tourism related stakeholders, such as the hotel industry, gift shops, restaurants, cultural facilities, and other businesses had benefitted from these mega-events. Next we examine the role of community stakeholders in planning for these events and how they should benefit from them. In response to the pandemic, we also examined the impacts of the pandemic on the effects of the mega-events, and how communities can prepare and respond to a sudden crises, especially based on their experiences with the COVID-19 pandemic.

3 . 研究の方法

For this grant, we conducted a series of surveys and interviews across the country, particularly focusing on areas in Kyushu and Tohoku which were recently affected by major disasters. Specifically, areas in Kyushu that were affected by the 2016 earthquake and the 2017 heavy rains and floods were chosen, such as Oita and Kumamoto. In the case of the Tohoku Region, interviews focused on communities in Miyagi, Iwate and Fukushima Prefectures which were the most affected by the 2011 Great East Japan Earthquake. Quantitative data was collected by outsourcing survey collection to Rakuten Insights. Qualitative data was collected through interviews, either in-person and via video conferencing applications. Qualitative data was analyzed through regression analysis to determine links between responses and variables such as business type, business age, and location.

4 . 研究成果

Several publications have been produced as a result of this research, either those that have already been published, or those that are still being reviewed as of time of writing. To summarize, our fieldwork indicates that due to the sudden emergence of COVID-19, much of the estimated benefits of mega-events such as the Rugby World Cup and the Tokyo Olympics was relatively minimal. In Kyushu, which hosted two of the venues of the Rugby World Cup, while there was an increase in tourism, the immediate emergence of the pandemic led to almost no further incoming tourists which limited the positive effects of the event. The impacts of the Olympics were more controversial as international tourism dramatically decreased. Communities in Fukushima were particularly the most affected, as stakeholders had hoped that the opening of the Olympics would help reduce the constant stereotypes and negative images affecting the prefecture. Stakeholders in Fukushima had hoped that by demonstrating to the world that the cities in the prefecture are safe, it would help improve tourism into the prefecture. As this study was also modified to take into account the pandemic, we also researched the positive effects of the Go To Travel Campaign in mitigating the downturn in tourism, as well as strategies hotels could use in increasing the security and safety of their establishments. Ultimately, we also developed a framework that can

empower tourism businesses, especially those in rural and peripheral communities, to strengthen social capital, which in turn would strengthen their resiliency and sustainability. The results of our fieldwork and analysis can assist destinations in planning for mega-events and unexpected crises.

5. 主な発表論文等

〔雑誌論文〕 計5件（うち査読付論文 4件／うち国際共著 4件／うちオープンアクセス 2件）

1. 著者名 David N. Nguyen, Miguel Esteban, Gui Lohmann	4. 巻 76
2. 論文標題 Resiliency or Sustainability: Disaster Risk Reduction and Airport Development in the Ogasawara Islands	5. 発行年 2021年
3. 雑誌名 Geographical Sciences	6. 最初と最後の頁 45-58
掲載論文のDOI（デジタルオブジェクト識別子） 10.20630/chirikagaku.76.2_45	査読の有無 有
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1. 著者名 David N Nguyen, Moe Kumakura, Shogo Kudo, Miguel Esteban, Motoharu Onuki	4. 巻 7
2. 論文標題 Overcoming negative disaster images: how Fukushima's sake breweries challenged negative stereotypes and rebuilt its regional brand	5. 発行年 2021年
3. 雑誌名 Journal of Tourism Futures	6. 最初と最後の頁 390-405
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1. 著者名 Nguyen David N., Esteban Miguel, Motoharu Onuki	4. 巻 55
2. 論文標題 Resilience adaptive capacity wheel: Challenges for hotel stakeholders in the event of a tsunami during the Tokyo Olympics	5. 発行年 2021年
3. 雑誌名 International Journal of Disaster Risk Reduction	6. 最初と最後の頁 102097 ~ 102097
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1. 著者名 Sasaki Daisuke, Suppasri Anawat, Tsukuda Haruka, Nguyen David N., Onoda Yasuaki, Imamura Fumihiko	4. 巻 19
2. 論文標題 People's Perception of Well-Being during the COVID-19 Pandemic: A Case Study in Japan	5. 発行年 2022年
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1. 著者名 Nguyen David N., Lohmann Gui, Esteban Miguel	4. 巻 102
2. 論文標題 Airport infrastructure development in Ogasawara Islands Japan: A comparison of media and public discourse analysis	5. 発行年 2022年
3. 雑誌名 Journal of Air Transport Management	6. 最初と最後の頁 102220 ~ 102220
掲載論文のDOI (デジタルオブジェクト識別子) 10.1016/j.jairtraman.2022.102220	査読の有無 無
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〔学会発表〕 計6件（うち招待講演 6件 / うち国際学会 3件）

1. 発表者名 David N. Nguyen
2. 発表標題 Resiliency or Sustainability : Disaster Risk Reduction and Airport Development in the Ogasawara
3. 学会等名 Tourism Transformations: Resilient Islands and Revitalized Communities (招待講演) (国際学会)
4. 発表年 2021年

1. 発表者名 David N. Nguyen
2. 発表標題 Resiliency or Sustainability? The dilemma facing Ogasawara's Airport Proposals
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4. 発表年 2022年

1. 発表者名 David N. Nguyen
2. 発表標題 Overcoming negative disaster images: How Fukushima's sake breweries rebuilt its regional brand
3. 学会等名 Wakayama University Center for Tourism Research Seminar (招待講演)
4. 発表年 2021年

1 . 発表者名 David N. Nguyen
2 . 発表標題 Ogasawara Islands: Sustainability versus Resiliency
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4 . 発表年 2020年

1 . 発表者名 David N. Nguyen
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3 . 学会等名 Asia-Pacific Conference 2022 at Ritsumeikan University (招待講演)
4 . 発表年 2022年

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2 . 発表標題) . Tourism perceptions on COVID-19 counter-measures in Japanese hot-spring hotels: Challenges for the accommodation industry
3 . 学会等名 CAUTHE 2023 Conference (招待講演) (国際学会)
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2 . 出版社 Edward Elgar	5 . 総ページ数 360
3 . 書名 Handbook of Tourism Impacts	

〔 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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