

論文 / 著書情報
Article / Book Information

題目(和文)	都市のスマートツーリズムにおける能力マネジメントに関する一考察 ：生態系の観点から
Title(English)	A Study on Capability Management for Smart Tourism of City from Ecological Systems Viewpoint
著者(和文)	林采泳
Author(English)	Chaeyoung Lim
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種別(和文)	論文要旨
Type(English)	Summary

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論文要旨

THESIS SUMMARY

系・コース： 経営工学 系
Department of Graduate major in エンジニアリングデザイン コース
学生氏名： LIM Chaeyoung
Student's Name

申請学位 (専攻分野)： 博士 (学術) (Philosophy)
Academic Degree Requested Doctor of
指導教員 (主)： 飯島淳一
Academic Supervisor(main)
指導教員 (副)：
Academic Supervisor(sub)

要旨 (英文 800 語程度)

Thesis Summary (approx.800 English Words)

Tourism has been a crucial ingredient for the economic development of the city. Achieving success in tourism development can help the city to generate a significant amount of foreign exchange earnings, which contribute to economic growth (Law 1992, 1993). Moreover, there has been an expansion of tourism impact both in a spatial sense and in terms of a significant increase in the size of the tourist market as a result of global political and economic reorganizations (Brohman 1996; Pigram and Wahab 1997; Sassen 2018).

From recent decades, increasing attention has been paid to the realization of Smart Tourism worldwide. Smart Tourism (Boes, Buhalis, and Inversini 2015; Gretzel, Sigala, et al. 2015; Koo and Chung 2019) is a new paradigm of study in Tourism studies and Information Systems discipline, which primarily aims to study Information Communication Technology (ICT) for tourism development with an application view. In tourism and Information Systems discipline, researchers have pursued toward generating positive impacts and values for tourists (Koo and Chung 2019; Song and Liu 2017; Zhu, Zhang, and Li 2014), tourism business, and tourism destinations, focusing on the utilization of data, mobility, social media, and ICT-enabled experiences. Not only the researchers but also the practitioners have shown high interests and expectations on the positive impacts of Smart Tourism. Major cities in China, Japan, South Korea, and Spain have been increasing their investment and policy supports on Smart Tourism projects (Gretzel, Werthner, et al. 2015; Lim, Mostafa, and Park 2017)

Nonetheless, most Smart tourism attempts indeed have been remained only as potential pilot projects (Gretzel, Reino, et al. 2015; Lim, Baba, and Iijima 2018). On this issue, scholars have tried to explore primary challenges in its design and realization processes in Smart Tourism. And three tourism challenges, related to Smart Experience and Smart Business Ecosystems, received attention as prerequisites by scholars (Gretzel, Reino, et al. 2015; Gretzel, Werthner, et al. 2015), such as digital access issue in technological sense, digital exclusion issue in social understanding, and smart tourism business model in conceptual view. Admitting the importance of embracing these aspects, I argue there is a potential need of narrowing down our viewpoint to the level of practitioners to resolve the current issue above. For instance, smart tourism initiatives in the city government face difficulties such as a scarce of study, design case, a guideline for systematically and sustainably managing their tourism resources and capability in the city.

Therefore, I introduced the ecological systems theory (Bronfenbrenner 1979; Costello, Conboy, and Donnellan 2011; Koo and Chung 2019) as a theoretical lens. With viewing the city as a complex ecosystem. I designed my research to minutely comprehend those context and mechanisms ecosystem, the way of design the artifact in the ecosystem, and the way of managing the ecosystem for sustainable success and competitiveness in Smart tourism development.

In the study, I conducted my studies in successional form mainly in three rounds.

In my first round of study, I conducted a design science approach (Hevner and Chatterjee 2010; Peffers et al. 2007) to comprehend design actions among stakeholders in tourism ecosystems. In my second round of the study, I conducted a grounded theory approach (Charmaz 2006; Glaser and Strauss 2017) to build and propose a conceptual capacity framework for sustainable smart tourism development in tourism ecosystems. In my third round of the study, I conducted a design science approach (Hevner and Chatterjee 2010; Peffers et al. 2007) to deliver practical capability maturity model toward sustainable smart tourism development for Smart tourism initiatives in the city government.

Along with the findings and achievements in each chapter, it can be concluded that managing the city for

successful and sustainable Smart tourism with tourism ecosystem may contain various approach than I have known before. My series of study highlights the importance of approaching the touristic ecosystem toward the way of being autogenic and sustainable system via holistic and systematic view on capability management. Smart tourism of the city is not a subject to develop alone, but to develop and to improve together with stakeholder is the crucial point for being successful and sustainable. I believe that my series of researches from ecological systems view could elucidate some insights and contributed the body of knowledge for this approach.