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A Study on Capability Management for Smart Tourism of City from Ecological Systems Viewpoint

(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)

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Engineering Science and Design Course

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Recently, Smart Tourism received attention from worldwide as one promising design concept in tourism. This concept aims to design a city with the IT and data toward the holistic value for stakeholders of Tourism ecosystem. Therefore, researchers have pursued toward generating positive impacts and values for tourists, tourism business, and tourism destinations based on the concept. Also, the practitioners in major cities, such as China, Japan, South Korea, and Spain, have been increasing their investment and policy supports on Smart Tourism projects.

Nonetheless, its most attempts indeed have been retained as mostly as pilot projects. Researchers have tried to explore primary challenges, such as "digital access," "digital exclusion," and "smart tourism business model." Admitting the importance of these challenges, we figured out some potential challenges focusing on practitioner in city government, such as a scarce of research, management tool for designing the system as well as managing the ecosystem systematically and sustainably.

Throughout this study, we tackled these challenges by deepening the comprehension of design actions, capability within Tourism ecosystem for theoretical contribution. In our first round of study, we conducted a design science approach to comprehend design actions among stakeholders in tourism ecosystems. In our second round of the study, we conducted a grounded theory approach to build and propose conceptual capacity frameworks for sustainable management of smart tourism with its ecosystems. In our third round of the study, based on conceptual understanding and frameworks above, we conducted a design science approach to develop and propose the Smart Tourism Capability Maturity Framework for the tourism initiatives in the city to resolve the challenges in real-world.

As a conclusion, we highlight the importance of approaching the touristic ecosystem toward the way of being an autogenic and sustainable system via holistic and systematic view on capability management.