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学 位 論 文 内 容 の 要 旨

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学 位 論 文 題 名

A study of possibility to make tourism more sustainable in Hokkaido
(北海道における観光をより持続可能にする実現性に関する研究)

Tourism has immense power to do good. Yet it can also be the vector for the very pressures that may destroy the assets on which it relies. Developed without concern for sustainability, tourism could not only damage societies and the environment, but also contain the seeds of its own destruction.

The United Nations World Tourism Organization declared that this year of 2017 is "the International Year of Sustainable Tourism for Development." In this declaration, sustainable tourism is considered as a catalyst for positive change and tool for contributing to "Sustainable Development Goals," and knowledge creation and dissemination, the establishment of a mechanism for monitoring and measuring, and capacity building and education are especially emphasized as the keys to promote sustainable tourism. Under these circumstances, universities are expected to play a growing role in supporting the development and innovation of tourism businesses (Thomas, 2012; Yusuf, 2008).

Preceding literatures, however, describe that tourism practitioners underutilize academic research (e.g. Xiao & Smith, 2010; Ruhanen, 2008; Tribe, 2006; Cooper, 2006; Frechtling, 2004; Stamboulis & Skayannis, 2003; Ritchie & Ritchie, 2002). This is partly due to the poor linkages between academic researchers and tourism practitioners, coupled with a lack of understanding about each other's expertise, culture, and norm (Thomas, 2012; Cooper, 2006). According to Xiao and Smith (2007), university researchers and tourism practitioners reside in two culturally different worlds, and in this perspective, the knowledge transfer and use is often considered as a barrier-overcoming process. This barrier-overcoming process needs to be thoroughly explored through more empirical work (Shaw & Williams, 2009) in order to secure benefits accruable from the linkages between universities and tourism.

This paper presents specific examples of the barrier-overcoming processes that can effectively influence the real world of tourism practices, through reporting in great detail on the studies of

the knowledge sharing cases between the Graduate School of Environmental Science, Hokkaido University and stakeholders of Hokkaido tourism. The objectives of this study were to gain a clear understanding of benefits accruable from the trust relationship and co-creation between researchers and tourism practitioners, as well as the factors influencing attitudes and perceptions of the relevant people. By detailing university researchers' commitment in sustainable tourism, this study tries to articulate:

1. how knowledge sharing and trust building were achievable between university researchers and tourism practitioners,
2. how knowledge need analysis was successfully conducted with small business owners in food-tourism, and
3. why Hokkaido should focus on food in tourism development through measuring Hokkaido's destination image perceived by potential tourists.

Obviously, there is no reason to assume that the sampling frame in this study is generalizable to other countries or to other functional areas, but it possibly represents a good starting point of empirical research on the relations between co-creation, knowledge sharing, and trust (embeddedness) in tourism. Therefore, while continuing to observe the cases reported in this paper, the next step will be an endeavor to conduct more empirical research projects with much larger samples, hoping that the argument of this paper will be further bolstered.