

第23回東伏見スポーツサイエンス研究会

グローバルCOEプログラム「アクティブ・ライフを創出するスポーツ科学」

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場所 早稲田大学79号館(STEP22)302号室

演題

Tourism research in the 21st century:
escaping from Western paradigm

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In this presentation, we would like to introduce our joint research work and hope to discuss possible research collaborations with colleagues at Waseda University. The presentation begins with the research focus on East Asian tourism within the current tourism studies context, which is dominated by Western conceptualization of travel and tourism. The talk provides some research outputs to highlight a distinctively East Asian notion of travel and tourism with examples of Chinese, South Korean and European (British, French, Swedish and Norwegian) tourists' experiences. In the cases of Chinese and Korean tourists' experiences, Confucian values have significantly affected the ways in which the tourists perceive travel and tourism. This influence has led to some tourism industry relevant outcomes, including tourism policy in South Korea and tourist behaviors of Mainland and Singaporean Chinese tourists. In the case of European tourist experiences, British and French tourists can be grouped together in comparison to the group of Swedish and Norwegian when it comes to their purpose of action in visiting eco-friendly destination. The result further shows that while there is level of differences among European tourists' motivation to visit eco-friendly destination, they overall display the fundamental difference when compared to East Asian tourist. While East Asian philosophy perceived human and nature as a unity, European concept views human and nature as two separate entities. It is hoped that colleagues at Waseda see the conspicuous lack of Japanese ontological bases in our current approach, and the identification may lead to a future joint research on contemporary East Asian tourism.

発表言語：英語



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