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授与した学位	博士
専攻分野の名称	環境学
学位授与番号	博甲第4988号
学位授与の日付	平成26年 3月25日
学位授与の要件	環境学研究科 社会基盤環境学専攻 (学位規則第5条第1項該当)
学位論文の題目	Stakeholder Networks Supplying Rural Tourism in Vietnam: With reference to a Japanese Case
論文審査委員	(ベトナムの農村観光における供給側ネットワーク分析：日本の事例を参考に) 教授 金 科哲 教授 市南 文一 准教授 生方 史数

学位論文内容の要旨

Upon the limitation of the studies from tourism supply side, that is, from the perspective of stakeholder networks in rural tourism, and the importance of the local stakeholders participation for sustainable rural development, the thesis aims to assess stakeholder networks in the operation and supply of rural tourism with three case studies - Phu Quoc Island, Thoi Son Islet in Mekong Delta region, Vietnam and Shodoshima Island, Japan.

The results of Phu Quoc case study show that there are two different geographical dimensions, inter-regional networks and intra-regional networks in supplying rural tourism. For the inter-regional networks, the non-local stakeholders such as Ho Chi Minh travel agencies (HCMTAs) and non-locally owned accommodations, established the strong vertical networks due to their superiority over local stakeholders in the areas of power dominance in network and capital. In contrast, local travel agencies (LTAs) usually depend on HCMTAs in their networks and the local resident suppliers organize the businesses mainly based on the network with tour guides through the kickback competition, instead of increasing the quality of their services. As a result, the tour guide is key actor who connects these two divided dimensions, though most of them are unlicensed and not employed by any official tourism sectors. However, their income are mainly dependent on kickback, caused the price competition with low service quality among local resident suppliers.

For Thoi Son Islet, the results show that in the current model, HCMTAs and LTAs have played the role of connectors, working as hubs to shift tourists (demand) to match local resident suppliers (supply) by the formal networks. At the local destination, the networks between LTAs and local residents are both formal and informal. Inter- and intra-networks among local residents are dominated by informal networks. However, among the LTAs and owners of tourist sites, there are no cooperating networks but high competition in price. This causes the little or no negotiating power of the local stakeholders when conducting their business.

Therefore, for both Vietnamese cases, the results lead to the problems such as tourism revenue leakage out of the local region, the non-local stakeholders' power dominance, and the high competition among the local stakeholders through kickback and price. Meanwhile, within the structure of Phu Quoc Tourism Association, the local resident suppliers have been recognized as unprivileged stakeholders and the Tien Giang Tourism Association is inefficient in fostering cooperation among local stakeholders to increase their negotiating power.

Then, the Shodoshima Island provides the broader view on how the local stakeholders network to supply rural tourism. The results show that model of associations such as Somen Association and Shodoshima Tourism Association (STA) has good mechanisms for all the local stakeholders building the strong intra-regional networks. These associations operated successful because they set up based on the will or suggestion of the local stakeholders, are self-organizations as well as the collective voice of the local stakeholders. In addition, within the tourism supplying network, STA plays the role as a main hub, helps diverse local stakeholders cooperate and together sharing common objectives such as PR the local destination's image, free tourism information center, bridge between local suppliers and tourists, and so on. In order words, the well- organized networks among the local stakeholders help the agricultural products become the tourism product and strengthen the local empowerment. Therefore, this successful model can be hints for the immature rural tourism industries such as Vietnam.

論文審査結果の要旨

農村開発における観光の役割については、今までも多くの研究がなされてきたが、観光の需要側に注目したものが多く、観光の供給側すなわちさまざまな利害関係者のネットワークに関しては十分な関心が向けられてこなかった。また、農村観光に関しては先進国を対象にしたものが多く、途上国における農村観光の利益が地元還元されない原因を分析したものは不十分と言わざるを得ない。

そこで本研究では、ベトナムの農村観光を事例に、供給側のネットワーク分析を通じて、途上国の農村観光が域外の観光資本によって支配され、地元の零細な利害関係者(stakeholder)の参画が阻止され、結果として観光産業の成長にもかかわらず、その利益が地元還元されない現実と主な原因を突き止めている。すなわち、ベトナムにおける農村観光では、域外の利害関係者を軸に強力な垂直的ネットワークが形成され、水平的ネットワーク、とりわけ地元の利害関係者間の協力は脆弱で、地元旅行会社は大都市の旅行会社との関係で依存的な立場に甘んじ価格競争を通じて互いに競争している様子が浮き彫りとなった。また、観光関連の地元住民は、サービスの質を向上させる努力より、リベートを媒介とするガイドとの関係の中で各々のビジネスを営んでいる。これらの問題はベトナムにおける農村観光のイメージを低下させ、ベトナムにおける農村観光の長期的な持続性の阻害要因となっていると結論づけている。また、ベトナム農村観光の参照として分析した小豆島の事例では、地元の交渉能力が利害関係者自らの組織(例えば観光協会)によって担保され、域外資本への従属が回避できたと分析している。

以上、本研究で得られた成果は、途上国の農村観光が地元の発展に繋がらない主な原因を突き止め、持続可能な農村観光のためには地元利害関係者自らの組織によって市場との交渉力を高めることが不可欠であることを立証するもので、途上国の農村観光に関して意義ある知見を与えるものと評価できる。よって、本論文が博士(環境学)の学位論文に値すると認定する。