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（後期課程：博士）

小樽商科大学大学院
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令和元（平成31）年度博士後期課程学位論文審査報告書

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1. 学位論文題目

The perceived role of social interaction in the co-creation of tourism experiences: A study of Chinese visitors to JAPAN

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【別紙】

1. 学位論文題目

The perceived role of social interaction in the co-creation of tourism experiences:
A study of Chinese visitors to Japan

2. 論文概要

Chapter 1 introduces the theoretical background of the increasing importance of experiences in tourism, the role of co-creation among service providers, residents and tourists in creating experiences for tourists, and finally the importance of social interaction in co-creation of tourism experiences. It then points out the western bias in many extant studies on the topic of social interaction in tourism co-creation and proposes the need to study the topic from the perspective of Chinese tourists. The chapter also presents the rationale for choosing Japan as the research context. This rationale includes the rapid increase of tourist numbers visiting Japan, and the important economic and cultural impact of Chinese tourists on Japanese tourism development. Finally, the chapter discusses the attractiveness and constraints for Chinese tourists when choosing Japan as a destination, and outlines the context within which Chinese tourists may encounter various groups of social actors.

Chapter 2 contains a review of the literature pertinent to the topics of the dissertation. It begins with a review of the development of perspectives on value co-creation starting with the so-called Service-Dominant (S-D) logic and discusses a recent shift among some researchers to the so-called Customer-Dominant (C-D) logic. The chapter also reviews the previous literature on the tourism experience with a special focus on the topics of tourist social interaction and experience co-creation. Finally, the chapter presents findings of a systematic analysis of the literature on tourism experience co-creation, and outlines plural research gaps in the extant literature which will be addressed in the remaining chapters of this dissertation.

Chapter 3 outlines the scope and research objectives of this study and introduces the overall research plan.

Chapter 4 describes the qualitative part of this research. It first introduces the so-called ‘grounded theory’ method used in the qualitative study, including the design of the research instrument, the interview procedure, and the techniques utilized in data analysis. It then reports the research findings, including different types of tourist social interactions and Chinese tourist perceptions of different types of social actors. The last part discusses the research findings, reflects on the limitations of the qualitative study and sets the stage for the following quantitative

study.

Chapter 5 reports the quantitative part of this research. Based on the findings and insights from the qualitative study described in chapter 4, the research hypotheses and construct measurement are developed and explained. Then it reports the procedure and methods adopted in data collection and analysis. The results of a measurement model test and structural model test are illustrated subsequently. It also analyzes the effect of the respondent demographic characteristics and travel features on the research constructs and reports the results. The last section summarizes the findings of the quantitative study and discusses the limitations and avenues for future study.

Chapter 6 revisits the research objective of this study and discusses the role of social interaction in the tourism experience. This chapter also includes the theoretical contributions and managerial implications of this research, followed by a discussion on limitations and future research directions.

3. 所見

(1) 論文テーマの重要性

The study adopts the perspective of the so-called service-dominant logic, which has become one of the mainstream paradigms in the marketing field since it was originally proposed by Vargo and Lusch (2004). In line with this perspective, the study uses the concept of value co-creation and focuses on the role of social interaction in the co-creation process. It specifically concentrates on the social interaction between tourists and other social actors from the perspective of the tourist. This topic has not been sufficiently explored in the extant tourism literature. This dissertation has important contributions for academic research on value creation in tourism.

The fact that several papers based on the current dissertation have been accepted for presentation in three of the leading international tourism conferences, i.e., the Travel and Tourism Research Association (TTRA) 's Annual International Conference, the Advances in Tourism Marketing Conference (ATMC), and the International Conference on Tourism and Retail Management, sufficiently and externally validates the academic importance of the research. One of the papers presented at the TTRA conference has been included as an extended abstract in the conference proceedings, whereas the paper presented at the ATMC will be published in May 2020 as part of an edited book entitled "Marketing sustainable and collaborative tourism in a digital world" featuring a selection of the best papers of the conference.

This also confirms the high quality of the research presented in this dissertation as it has been approved and highly evaluated by external, leading specialists in the field.

Findings of the study also have managerial implications for tourism stakeholders in Japan and other destinations in how to best manage the various type of social interactions and consequently improve the tourist experience for the increasingly important source market of Chinese tourists.

(2) 論述の一貫性

The dissertation employs a logical, coherent flow of thought in building up the argument. Chapter 1 explains the research background. Chapter 2 contains the literature review. Chapter 3 describes the research methodology, objective and research questions. Chapter 4 reports the findings of the qualitative study. Chapter 5 discusses the literature review, research questions, design, methodology, analysis, and findings of the quantitative study. Chapter 6 summarizes the overall conclusions of the study, discusses theoretical and managerial implications, touches upon the dissertation's limitations, and suggests avenues for future research.

(3) 先行研究及び関連分野に関する理解

The dissertation is thoroughly grounded in the extant literature in the field and the author exhibits an excellent grasp of the interrelationships among several strands of research in the field of tourism marketing.

(4) 研究方法の妥当性

The candidate's use of the rather complex method of grounded theory to analyze the first stage of exploratory qualitative interviews is of high quality. The results of this analysis then inform the formulation of question items for the subsequent quantitative survey. The quantitative survey of 300 Chinese inbound tourists to Japan was analyzed by means of multivariate statistical methods, such as MANOVA and Structural Equation Modelling. The combination of qualitative and quantitative data-gathering and analytical techniques is well established in the field of tourism marketing studies. The research methods employed in this dissertation can therefore be considered appropriate and valid. The candidate has also included additional constructs in the quantitative study to measure alongside the main social interaction construct to assess the relative importance and influence of this construct on the overall tourism experience and its evaluation. The committee members consider the research methods employed in this dissertation appropriate and valid.

(5) 独創性

The qualitative study explores social interaction between tourists and 3 groups of social actors: tourism service providers; residents; other tourists. A second quantitative study further narrows the theme to the social interaction among tourists. The dissertation's originality lies in

its exploration of the role of social interaction in the context of value co-creation in tourism. Co-creation has thus far been mainly explored from the perspective of service providers but not from the perspective of the customer (i.e., tourist). In addition, social interaction in tourism among all types of social actors has not been explored comprehensively. Finally, thus far social interaction in tourism has only been explored in the context of backpacker tourists from western countries visiting a western country. The dissertation's main contributions are as follows: 1) it focuses on the role of social interaction in the value co-creation literature, which has not been sufficiently studied by other researchers in marketing nor by those in the field of tourism; 2) it integrates the different types of social interaction among the 3 groups of social actors, which thus far have not been studied together; 3) it studies social interaction among various types of Chinese visitors (free independent travelers and group travelers) to Japan, whereas the few extant studies on the topic have been limited to western backpacker tourists in western destinations; 4) It discovers and labels three types of social interaction: protocol-oriented interaction, help-related interaction, and sociable interaction; 5) It studies the relative importance of indirect and direct interaction; 6) It points out the relative low importance of social interaction for Chinese tourists; 7) It finds that Chinese behave differently depending on whether other tourists are from China or not from China; 8) It proposes and empirically validates a model which integrates and expands on an extant model, including personality (extraversion), motivation, and operant resources as influencing factors on the extent to which tourists engage in tourist to tourist interaction, and to what extent social interaction influences overall satisfaction with the travel experience; 9) It shows that demographics and travel style also influence the extent to which Chinese tourists engage in tourist to tourist social interaction.

(6) 体裁

The dissertation's structure, formatting of the main text, references and use of footnotes follow well-established standards and are appropriate for an academic dissertation.

The candidate defended her dissertation in public before four examiners on January 24, 2020. At the end of the defense the examiners agreed that the dissertation fulfilled and exceeded all evaluation criteria for a Doctoral dissertation.

Quoted references in this report:

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68(1), 1-17