

Title	武道修練を通じたウェルビーイング形成メカニズムの研究：世界誠道空手道連盟誠道塾の事例分析
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Abstract

Martial Arts (Budo) is a service system in which instructors and students co-create physical and mental values through training encounters in a physical servicescape—the dojo. In this paper, I analyzed how actors develop eudemonic well-being in this servicescape.

As a theoretical framework, I first selected the stage-based perception theory of servicescapes and supported the process of behavior change based on the interaction between participants and the environment. In addition, I constructed an analytical framework focusing on value co-creation, institutions, and the components of the service ecosystem, while utilizing the Service Dominant Logic (SDL), which views services as a value co-creation process among actors, and the Transformative Services Research (TSR), which explores uplifting change to improve the level of wellbeing.

Based on this analytical framework, primary data was collected from 19 members of the World Seido Karate Organization Seido Juku, which has been active worldwide for more than 40 years. 19 members were interviewed or surveyed by questionnaire. In addition, secondary data such as interviews in print and books were also used in the analysis. The results showed that (1) the participants integrated the value co-creation learned through the training at the servicescape as a model for daily life, (2) the servicescape created positive mental change in the participants and promoted their personal growth.

I found that the totality of the dojo, including philosophies, training systems, and acquired outcomes, through the interaction of the participants in the dojo, became an operant resource called eudaimonia, and as a servicescape, it was considered to be transformed into a mindset that transcended physical space. In other words, the dojo emerged as an omnipresent concept of servicescape, which may or may not be a physical place, as a place to exchange services. Specifically, it is a servicescape that has been elevated to a mindset.

It was found that what participants acquire through continued practice in the dojo is the ability to proactively create a eudemonic state by finding the dojo in their mental models. This supports sustainable personal growth, and the dojo is also perceived as a eudemonic servicescape, thus gaining sustainability. Based on these findings, this paper develops a theoretical model of the co-creation mechanism that enhances human eudaimonia in this service system.

Keywords:

Martial Arts, Budo, Karate, Dojo, Wellbeing, Servicescape, Service Dominant Logic, Transformative Service Research, Value Co-Creation, Eudaimonia