

Title	変容的ツーリストの学びのメカニズムの解明: マレーシア・サラワク州のアドベンチャーツーリストを事例として
Author(s)	赤穂, 雄磨
Citation	
Issue Date	2024-09
Type	Thesis or Dissertation
Text version	ETD
URL	http://hdl.handle.net/10119/19381
Rights	
Description	Supervisor: 敷田 麻実, 先端科学技術研究科, 博士

Abstract

Transformative tourists, who have been increasing in number since around 2010, are attracting attention as socially and environmentally conscious consumers who not only transform themselves but also consider the positive impact on the destination, and they are becoming inherent in various types of tourism. In recent years, adventure tourism, a form of transformative tourism, has garnered particular attention due to its growing market size. It has been confirmed as a phenomenon that adventure tourists achieve self-transformation through accidental learning from nature and culture as they are, but the specific mechanism whereby they attain it through such learning remains unknown. Therefore, from the perspective of transformative tourism research, which regards transformative tourists as transformative learners, and transformative service research, which perceives the source of self-transformation as the customers' capability, it is hypothesised that their learning and discovery constitute cross-boundary learning. A qualitative comparative analysis of the relationship between non-cognitive abilities, behaviour, and self-transformation among adventure tourists (N = 26) in Sarawak, Malaysia, was conducted as a case study to examine how the level of non-cognitive abilities that ensure the ability to learn is linked to internal change through adventure tourism. The results support the hypothesis, as the tourists possessed the non-cognitive abilities required for cross-boundary learning and self-transformation. Furthermore, due to their high non-cognitive abilities, they were able to achieve self-transformation even when they did not exhibit agency in their travels. This suggests that they can become cross-boundary learners and a mechanism that allows them to flexibly select and generate their own preferred context for either cross-boundary learning or experiential learning, depending on the situation.

Keywords: Transformative tourism, Adventure tourism, Transformative service research, Cross-boundary learning, Non-cognitive abilities, Qualitative comparative analysis