



フェニックスツーリズムISO

資料3

東北大学災害科学国際研究所



115th
ANNIVERSARY
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災害科学国際研究所
IRIDeS
International Research Institute of Disaster Science

ISOプロジェクト・リーダー：ヌイン・デビッド

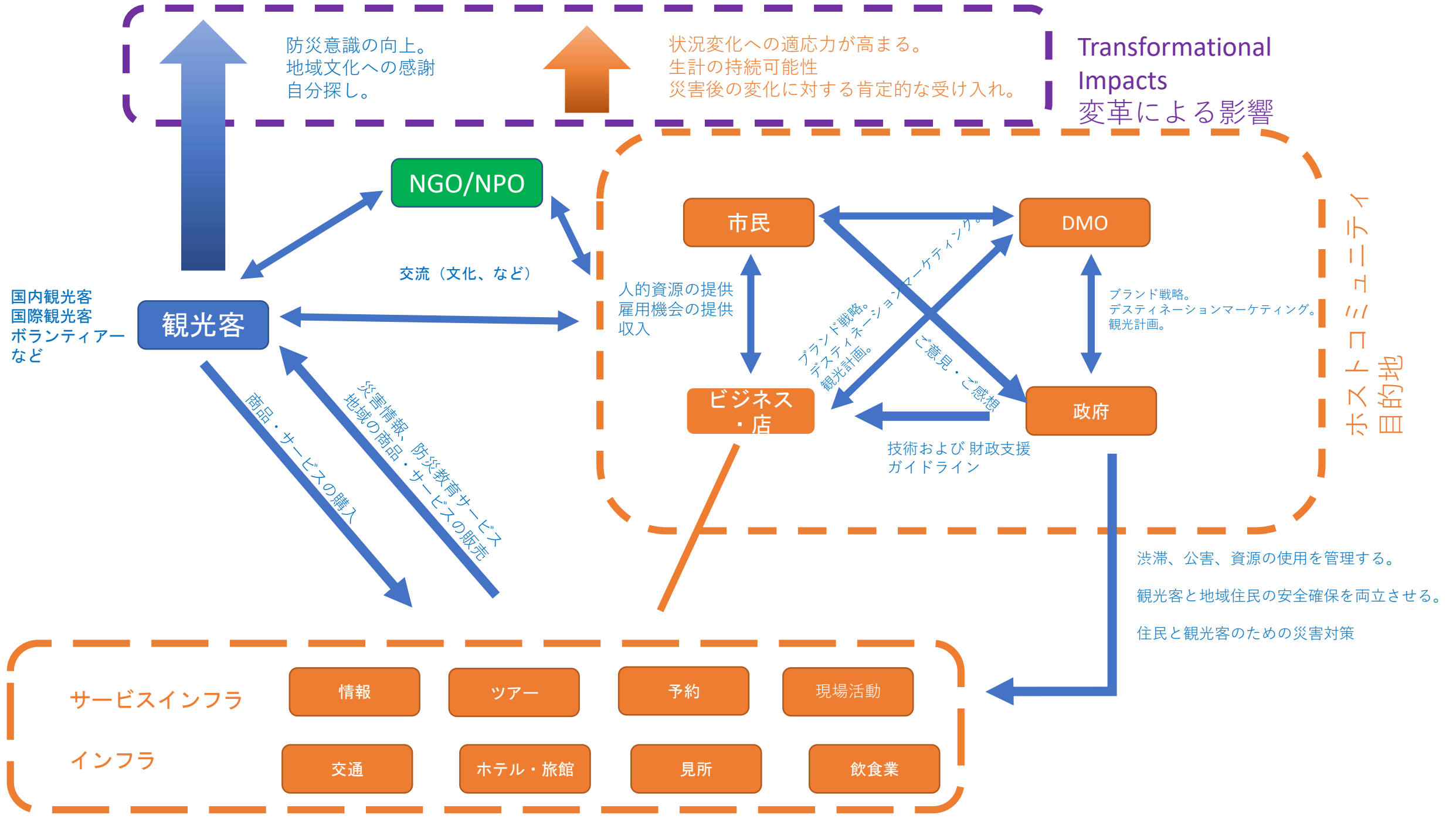
Research Projects

- ホテル業の防災計画調査（岩手、宮城、神奈川、沖縄）
- 災害時にオリンピック観光客を守るための鉄道業界のあり方に関する研究。
- 小笠原空港の整備と観光・環境・防災への影響
- 福島県の風評被害対策調査（酒業）
- 福島・宮城でのオリンピック開催に伴う影響
- COVID-19が熊本・大分の温泉旅館・ホテルに与える影響。さらにCOVID-19の温泉旅館・ホテルへの対策。



ダークツーリズムとフェニックスツーリズムの違い

- 一般的にダークツーリズムは、主に観光客数や観光地の歴史に焦点を当てます。
- フェニックスツーリズムでは、観光地や観光客の歴史も検証しますが、それらを地域開発全体と結びつけて考えています。フェニックス・ツーリズムは、コミュニティベースの開発、適応性、回復力、そして観光を組み合わせたものです。
- フェニックス・ツーリズムは、記念と商業化のコンセプトを併せ持つ。フェニックス・ツーリズムは、観光客と地域社会の双方の経験を変革することを目指しています。
- フェニックス・ツーリズムでは、防災教育以外にも、地元の食や文化、特産品など、目的地の魅力を伝える活動も行っています。



フェニックス・ツーリズム起草メンバー



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GSTC-D / JSTS-D Criteria Used

A1: Destination management responsibility
地域マネジメントの責任

A2: Destination management strategy and action plan
地域マネジメント戦略と実行計画

A5: Resident engagement and feedback
住民参加とフィードバック

A6: Visitor engagement and feedback
来訪者の参加とフィードバック

A8: Managing visitor volumes and activities
来訪者数と活動の管理

A10: Climate change adaptation
気候変動への適応

A11: Risk and crisis management
危機管理

B2: Decent work and career opportunities
ディーセント・ワーク（働きがいのある人間らしい仕事）と雇用機会

B3: Supporting local entrepreneurs and fair trade
地域事業者の支援と公正な取引

B4: Support for community
コミュニティへの支援

B7: Safety and security
安全と治安

B8: Access for all
アクセシビリティ

C1: Protection of cultural assets
文化資産の保護

C2: Cultural artefacts
工芸品

C3: Intangible heritage
無形遺産

C4: Traditional access
地域住民の慣例的なアクセス

C6: Visitor management at cultural sites
文化的な場所における来訪者の管理

C7: Site interpretation
来訪地の解説

D2: Visitor management at natural sites
自然的な場所における来訪者の管理

D5: Energy conservation
省エネルギー

D6: Water stewardship
水資源の管理

D7: Water quality
水質



Relevant SDG

メリット

For the destination デスティネーション向け

- Guidelines for tourism development and recovery 観光開発・復興のための指針
- Improved branding and image to appeal to tourists 観光客にアピールするための地域のブランディングやイメージの向上
- Potential ISO and JSTS-D certification ISOやJSTS-Dの認証取得の可能性
- Greater livelihood sustainability 生活の持続可能性の向上
- Greater acceptance of disaster history 災害の歴史がより受け入れられやすくなる
- Promotes rural regions in Japan 地方創生の推進

For businesses / 企業向け

- Increased opportunities to sell local products and services 地域製品の販売機会の増加
- Improved tourism infrastructure 観光インフラの改善
- Improved access to local government resources and tourists 自治体の資源や観光客へのアクセス向上

For Tourists / 観光客向け

- Greater awareness of disasters 災害に対する認識の向上
- Greater appreciation of local culture and history 地域の文化や歴史への理解
- Improved safety, accessibility 安全性、アクセス性の向上

[illegible]

A traditional Japanese dish called 'Sashimi Bune' (Sashimi Boat). It features a variety of fresh sashimi, including salmon, tuna, and shrimp, served in a small wooden boat. Accompanying the sashimi are a bowl of white rice, a bowl of miso soup, a small bowl of pickled vegetables, and a small bowl of soy sauce.

The diagram illustrates the relationship between tourism and disaster recovery, showing how tourism can contribute to regional revitalization and disaster recovery through various channels.

Transformational Impacts (変革による影響): This section highlights the positive impacts of tourism on disaster recovery, including the recovery of disaster-stricken areas and the revitalization of the region. It notes that the recovery of disaster-stricken areas and the revitalization of the region are closely linked, and that tourism can play a significant role in this process.

Disaster Recovery (防災意識の向上): This section focuses on the role of tourism in disaster recovery, specifically in the context of disaster prevention and recovery. It notes that tourism can contribute to disaster recovery by promoting disaster prevention and recovery, and by providing a platform for disaster recovery.

Local Revitalization (地域文化への感謝): This section highlights the role of tourism in local revitalization, specifically in the context of disaster recovery. It notes that tourism can contribute to local revitalization by promoting local culture and heritage, and by providing a platform for local revitalization.

Service Infrastructure (サービスインフラ): This section shows the infrastructure that supports tourism, including information, transportation, and accommodation. It notes that this infrastructure is essential for tourism to contribute to disaster recovery and local revitalization.

Key Actors and Interactions:

- 観光客 (Tourists):** Represented by a blue box, they are the primary drivers of tourism. They interact with local businesses, NGOs, and the government.
- 市民 (Citizens):** Represented by an orange box, they are the local community. They interact with local businesses, NGOs, and the government.
- DMO (Destination Marketing Organization):** Represented by an orange box, they are the local tourism authority. They interact with the government and local businesses.
- 政府 (Government):** Represented by an orange box, they are the local government. They interact with the DMO and local businesses.
- ビジネス・店 (Business/Store):** Represented by an orange box, they are the local businesses. They interact with tourists, citizens, and the government.
- NGO/NPO (Non-Governmental Organization/Non-Profit Organization):** Represented by a green box, they are the local non-profit organizations. They interact with tourists, citizens, and the government.

Key Interactions:

- 観光客 ↔ 市民:** Interaction between tourists and citizens, including the exchange of information and resources.
- 観光客 ↔ DMO:** Interaction between tourists and the DMO, including the exchange of information and resources.
- 観光客 ↔ 政府:** Interaction between tourists and the government, including the exchange of information and resources.
- 観光客 ↔ ビジネス・店:** Interaction between tourists and local businesses, including the exchange of information and resources.
- 観光客 ↔ NGO/NPO:** Interaction between tourists and NGOs/NPOs, including the exchange of information and resources.
- 市民 ↔ DMO:** Interaction between citizens and the DMO, including the exchange of information and resources.
- 市民 ↔ 政府:** Interaction between citizens and the government, including the exchange of information and resources.
- 市民 ↔ ビジネス・店:** Interaction between citizens and local businesses, including the exchange of information and resources.
- 市民 ↔ NGO/NPO:** Interaction between citizens and NGOs/NPOs, including the exchange of information and resources.
- DMO ↔ 政府:** Interaction between the DMO and the government, including the exchange of information and resources.
- DMO ↔ ビジネス・店:** Interaction between the DMO and local businesses, including the exchange of information and resources.
- 政府 ↔ ビジネス・店:** Interaction between the government and local businesses, including the exchange of information and resources.
- 政府 ↔ NGO/NPO:** Interaction between the government and NGOs/NPOs, including the exchange of information and resources.
- ビジネス・店 ↔ NGO/NPO:** Interaction between local businesses and NGOs/NPOs, including the exchange of information and resources.

Key Outcomes:

- 防災意識の向上 (Improvement of Disaster Prevention Awareness):** Achieved through the exchange of information and resources between tourists and citizens.
- 地域文化への感謝 (Gratitude for Local Culture):** Achieved through the exchange of information and resources between tourists and citizens.
- 状況変化への適応力が高まる (Improvement of Adaptability to Change):** Achieved through the exchange of information and resources between tourists and citizens.
- 主計の持続可能性 (Sustainability of the Main Plan):** Achieved through the exchange of information and resources between tourists and citizens.
- 災害後の変化に対する肯定的な受け入れ (Positive Acceptance of Change after Disaster):** Achieved through the exchange of information and resources between tourists and citizens.

Service Infrastructure (サービスインフラ):

- 情報 (Information):** Provided by the DMO and the government.
- 交通 (Transportation):** Provided by the government and local businesses.
- ホテル・旅館 (Hotels/Inns):** Provided by local businesses.
- 見所 (Sightseeing):** Provided by local businesses.
- 飲食業 (Food and Beverage):** Provided by local businesses.
- 現場活動 (On-site Activities):** Provided by local businesses.
- 予約 (Reservations):** Provided by local businesses.
- ツアー (Tours):** Provided by local businesses.

Overall Impact: The diagram shows that tourism can contribute to disaster recovery and local revitalization through various channels, including the exchange of information and resources, the provision of services, and the promotion of local culture and heritage.

例：学ぶ防災



防災と災害歴史を学ぶ



地域文化を学ぶ



外国人観光客も学習できる



地域社会への支援
生活強化

