

# Keynote speech

# 基調講演

Day 1: 11月17日(日)

## “Steering Tourismship towards Sustainability: Why Responsible Tourism Matters?”

持続可能な観光に向かって：なぜ責任ある観光が重要なのか？



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Hiram Ting is the Director of Responsible Borneo (REBORN) and Chairman of Sarawak Research Society. He is attached to i-CATS University College Sarawak in Malaysia as a Professor. He is also affiliated to several universities abroad at different capacities, including Wakayama University in Japan and Polytechnic University of the Philippines in the Philippines. He serves as the Editor-in-Chief of Young Consumers, Journal of Applied Structural Equation Modeling (JASEM), Responsible Tourism Management (JRTM), and Asian Journal of Business Research (AJBR). His papers are published in some of the reputable journals, including European Journal of Marketing, Tourism Management, International Journal of Contemporary Hospitality Management, Journal of Retailing and Consumer Services and Internet Research. He has guest-edited more than 20 special issues on topics related to marketing, consumer behaviour, tourism and hospitality. Due to his passion for youth and community as well as responsible tourism, he founded Southeast Asia Research Academy (SEARA) and International Centre for Responsible Tourism in Southeast Asia (ICRT-SEA). He is the first Ambassador of Emerald Publishing in East Asia and the first Malaysian to be included in the UN Tourism Panel of Tourism Experts.

マレーシア・サラワク州のi-CATS大学の教授であり、レスポンシブル・ボルネオ (REBORN) ディレクターやサラワク研究協会会長を務める他、和歌山大学国際観光学術研究センター客員フェローやフィリピンのフィリピン工科大学など、海外の大学にもさまざまな立場で所属している。国際学術誌European Journal of Marketing、Tourism Management、International Journal of Contemporary Hospitality Managementなど、多くの著名なジャーナルに論文が掲載されており、Young Consumers、Journal of Applied Structural Equation Modeling (JASEM)、Responsible Tourism Management (JRTM)、Asian Journal of Business Research (AJBR) の編集長を務める。マーケティング、消費者行動、観光、ホスピタリティに関する20以上の学術誌において特集号を客員編集した。また東アジア初のエメラルド出版社の大使であり、マレーシア人として初めて国連世界観光機関 (UN Tourism) の観光専門家パネルに選出された。

### Abstract 基調講演要旨

Across its classifications and dimensions, responsibility promotes sustainability from different perspectives. Within tourism, the discourse on responsibility places the greatest emphasis on this phenomenon as a driver or vehicle that accelerates the implementation of sustainable development in practice. Responsibility has a multifaceted and crucial role to play in sustainable tourism management as well as consumer and organizational behaviour. Recognizing that different destinations will have different contexts and priorities, and that local policies and guidelines will need to be developed through multi-stakeholder processes, responsible tourism advocates call-to-action from multiple stakeholders to achieve mutually beneficial goals. Hence, to steer tourism-ship towards sustainability, the interactions (or fellowship) among these four stakeholders (fellows), namely the communities (stewardship), youth (leadership), visitors (ambassadorship) as well as public and private sectors (partnership), are not only important (how much), but also urgent (how soon) and significant (how long) in the long run. Identifying these stakeholders (who) and their roles (what), and integrating their respective strengths and resources (how) are pivotal to responsible tourism which in turn sustains tourism and uses tourism as a force for a greater cause.

分類や次元を問わず、「責任」はさまざまな観点から持続可能性を促進します。観光業界では、「責任」に対する言説は、持続可能な開発の実践を加速させる原動力や推進力として、この現象をもっとも重要視しています。持続可能な観光マネジメントにおいても、消費者や組織の行動と同様に、「責任」は多面的かつ重要な役割を担っています。観光地にはそれぞれ異なる背景や優先事項があり、地域の政策やガイドラインは複数の関係者を交え策定される必要があることを認識しつつ、責任ある観光は、相互に有益な目標を達成するために、複数のステークホルダーからの行動喚起を提唱しています。観光という船を持続可能な方向へと導くためには、地域社会 (スチュワードシップ)、若者 (リーダーシップ)、観光客 (アンバサダーシップ)、そして官民セクター (パートナーシップ) という4つのステークホルダー (仲間) 間の相互作用が重要、そして緊急かつ重大です。これらのステークホルダーとその役割を明確にし、それぞれの強みと資源を統合することは、観光を持続させ、観光をより大きな目的のための力として活用する責任ある観光にとって極めて重要です。