

論文の内容の要旨

論文題目 Experimental Study on Tourist Satisfaction with Travel Experience: Frame and Bias (旅行体験に対する顧客満足に関する実験的研究: フレームとバイアス)

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The key issue in sustainable tourism is to develop a resilient socio-ecological system, which stimulates viable development in the related sectors while truly enhancing the experiences of the tourists. Unsustainable tourism development may bring short-term attraction stimulus that, in the long run, can lead to problems such as loss of natural resources, commercialization, trivialization of culture, as well as feelings of satiation and getting bored. One solution to this problem is to address tourist behavior from a closer view and to analyze the influence of widely-existing choice frame and bias on both the assessment of the tourists regarding their expected or onsite travel experience. Few systematic methodologies in tourism research have been conducted and developed. In most studies on tourist behavior, the behavior model is derived from studies on consumers of general commercial products, rather than services that involve abundant psychological fluctuations and complex experiences. The current research intends to integrate theories and techniques in the fields of tourism and well-being studies as well as simulation/experiments to build a descriptive and process model of tourist assessment of their travel experiences, especially with regards the influence of the framing effect and contrast bias on them. The current study also aims to develop holistic methodologies, through which to explore and validate such tourist behavior model.

The different visiting sequences result in varying pairs of tourism destinations or attractions visited successively. The contextual contrast between the pairs leads to contrast bias when the latter part is assessed. The following two types of contrast bias exist during assessment: (1) contrast bias of type, which is related to the type of tourism destination/attraction; and (2) contrast bias of quality, which is related to

the quality of the tourism destination/attraction. To examine the items discussed previously and lend support to the hypotheses, experiments were conducted to gather data and empirical evidence. Traditional text-based questionnaires are used in most previous studies on tourist behavior and satisfaction. The questionnaires are usually done before the actual visit or after the entire trip. In the current study, the focus is on the changes in tourist satisfaction assessment during the trip, so the assessment is an ongoing one. Based on the requirements and constraints described above, the method of having experiments in a VE to explore the effects of framing and contrast bias on tourist decisions is chosen.

This study assumes that contrast bias (of the types of the tourist attraction and the perceived quality of the attraction) can be detected. The expected or experienced satisfaction with an attraction varies due to the differences in visiting sequence and the contents of attractions. Although satisfaction may be influenced by the contrast bias of the tourist attraction (same or different) types, the contrast bias of the perceived attraction quality may also result in experienced satisfaction difference between attractions of a high contrast quality or a low contrast quality pair. The first and second sessions of the experiment were designed to test the contrast bias at the expectation level and experience level, respectively, whereas the third session was used for examining contrast bias on WTP at the experience level.

Prior to conducting the three experiment sessions, a pre-experiment session to examine the tourists' original preferences and attribute utilities from different types of tourism destinations have been prepared. The participants were asked about their preferences among the types of tourism activities and their ratings of a series of virtual tourism destination/attraction based on these different types. A follow-up questionnaire section has been administered two weeks after the experiment to know more about the relationship between short- and long-term satisfaction / SWB and understanding.

The results confirm the hypothesis that the contrast biases of type and of quality strongly influence tourists' assessment on satisfaction and gained information at a short time. The contrast biases also have strong influence on tourists' willingness to pay with or without the price anchor. This is contrary to the widely accepted concept in consumer behavior and previous studies on tourism, which states that the perceived variety alone has very strong influence on the evaluation of the total

satisfaction. The short-term satisfaction from tourism activities does not seem to contribute to long-term satisfaction with life; however, short-term understanding is strongly associated with long-term satisfaction. Neither short-term satisfaction nor understanding can ensure long-term understanding.

The present study applied VEs and participatory simulation to examine the contrast bias in the tourist decision-making and satisfaction assessment process. Results of the experiment confirm that the visiting sequence, which forms the tourists' experience, has significant influence on their assessment of their expected or experienced satisfaction. The study also reveals the relationships among short-term satisfaction, short-term understanding, long-term satisfaction, and long-term understanding. Results match with statistical data within a real-world context.

This study has shown that participatory simulation using VEs can examine tourists' satisfaction with destinations/attractions. In the future, VE platforms should be utilized to develop interactive experimental tools in investigating the experience and well-being of tourists or even the general population. The results also provide deeper insights into the marketing strategies that must be employed in promoting tourism destinations/attractions. Although stakeholders in the tourism service sector willingly spend considerable resources to promote services and to attract new and returning tourists, results of the current study show that such promotion is not always advantageous. Revisiting the marketing strategies usually employed in the tourism business is an ideal initiative, and the potential influence of frame and bias on tourist satisfaction should also be discussed.