

Introduction

Leisure tourism generates the feeling of satisfaction for quality of life and wellbeing especially subjective wellbeing. The large increase of tourists, however, caused the conflicts between tourists and residents called "over tourism". This phenomenon has increased at the famous places in the world. Our previous research built the feeling expansion model and showed positive feelings could explain the new proposal for the relation between tourists and residents. In this research, we propose the new approach to solve the problem of over tourism based on the service dominant logic. We propose collaborative actions could create good human relation between residents and tourists.

Research Questions

This research applies the concept of SDL to analyze "co-creative" activity, and specifically examines the co-occurrence between selected ten keywords. In the previous research [2], only the framework of "collaborative" activities could be extracted, but in this research, characteristics of those keywords are also extracted. We classified "Mutual Activity" into four categories with ten keywords in Table 1.

We conducted the experiments based on the co-occurrence with "tourists" and "Mutual Activity" related ten keywords from January 8th to April 18th in 2020 with the total 10862 tweets. We extracted unique data and applied the syntax analysis using Japanese dictionary. Table 2 shows typical co-creative two keywords of frequency and ratio relating positive keywords. These two keywords revealed the higher percentage of positive concept than other eight keywords.

Tables

Table 1. Category of keywords in terms of "Mutual Activity"

Categories	Related Keywords
Two directional actions	Collaboration, Exchange, Everybody, Together
One directional action	Cooperation, Volunteer, Action, Support
Mutual actions through events	Participation
One directional feeling	Sympathy

Table 2. Frequency and ratio relating positive keywords

	Exchange	Participation
TT	520	1102
PT	183	343
PTR	35.2	31.1
TPK	257	440
TPK/PT	1.4	1.28

TT: Total Tweets, PT: Positive Tweets, PTR: Positive Tweets Rate = PT/TT (%), TPK: Total Positive Keywords, TPK/PT: Total Positive Keywords / Positive Tweets

Methodologies

Service Dominant Logic

Service Dominant Logic (SDL) paradigm [1] theorizes the joint role of companies and customers in the value co-creation process. We assume that the residents and tourists play a role of companies and customers respectively and positive collaborative actions play a role of services. The services are provided by the residents for tourists to enhance the collaborative relationship. In this research, we focus on the collaborative relationship to find the solution for the conflict between tourists and residents such as over tourism based on the SDL.

Figures

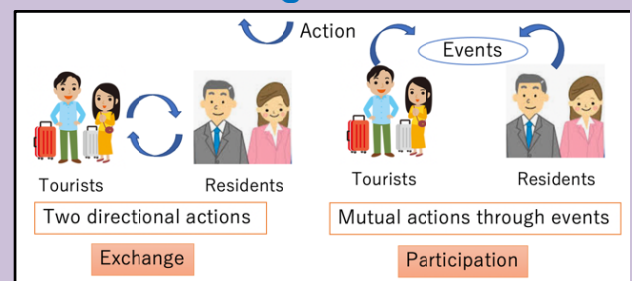


Figure 1. Co-creative keywords

As the results of analysis, we will focus on the two keywords, "Exchange" and "Participation" classified in the category of "positive keywords are dominant" in Figure 1.

These two keywords generate positive feeling and could introduce the activity with "co-creation" as follows.

"Exchange": These tweets included specific international exchange activities. In particular, there were many cases where different types of "people" interacted with each other. It can be thought of as one word representing the concept of "co-creation".

"Participation": The contents include events such as "inbound training", "tours", "Olympics", "tourism attraction activities" and "lives". Each expression reveals to create an activity together meaning to a concept of "co-creation".

Conclusion

In this research, we focused on that collaborative actions could create good human relation between tourists and residents. The analyzing system was conducted for one month to extract positive actions from tweets data. As the results, some collaborative actions could be found as the new positive action for tourists and residents.

References

- [1] S. L. Vargo and R. F. Lusch, Service-dominant logic: A necessary step, *European Journal of Marketing*, vol.45, no.7, pp.1298-1309, 2011.
- [2] S. Lee, Feeling conflict between residents and tourists based on feeling expansion model in terms of environment-related QOL, *ICIC Express Letters, Part B: Applications*, vol.11, no.3, pp.305-311, 2020.