

Contents Businesses



Definition

- **Contents businesses:** professional contents producers, ranging from individual artists to multinational corporations.
- Contents businesses produce popular culture for artistic or commercial reasons, rather than to increase tourism.
- Popular culture is distinct from tourism advertising, although in recent times the distinction is often blurred.

Relationship with the Contents

- **Original vs derivative.** An original work establishes a new set of narratives, characters, locations and other creative elements, while a derivative work is an adaptation or reproduction of an existing set of contents.
- **Non-fiction vs semi-fictionalized vs fiction.** New works using non-fiction, semi-fictionalized and derivative contents typically induce additional tourism to existing tourist sites, while original fictional contents generate new patterns of tourism.

Media Mixes

- Marc Steinberg identifies the **anime media mix** and the **marketing media mix**.
- We add the **organic media mix**, which includes works subjected to **canonization**.
- The organic media mix exists for works such as *The Tale of Genji*.

Canonization vs Multiuse

- **Canonization:** contents businesses at a considerable temporal, spatial or social distance from the original work/artist seek to profit through adaptation or eulogy of the original work in their own productions.
- **Multiuse:** requires close relationships between the various actors disseminating the same contents in various works and formats; and the **copyright holder** determines the boundaries of multiuse.
- **Multiuse** operates mainly over the short term (years, or at most decades) and either metamorphoses over time into **canonization** or disappears as the fad created by the contents passes.

Businesses as Tourist Sites

- Within the crowded realm of popular culture, few contents businesses achieve the accolade of touristification, although some businesses generate tourist sites. The triggers for touristification are usually **critical acclaim** as performers and/or creators, and **commercial success** via iconic sets of contents.
- Three main sources of investment: **local or national government, foundations, and corporations**.

Public Museums

- Their functions often combine those of the **tourist site** (to attract visitors from afar) and **community center** (to serve local people). This operational model rooted in the philosophy of *machizukuri*, **community-building**.



Arishima Takeo Memorial Museum, Niseko

Honouring Individuals



Honouring Individuals



Studios



Sets



Multi-themed Park



Mono-themed Park



Semi-themed Park



Events and Conventions



Group Work

- Chose a business. It may be a **contents creator** (author, director etc.), a **corporation** (anime production company etc), a **theme park**, an **event**, or a **convention**.
- Investigate the contents tourism generated by these businesses.
- Examine the contents tourism in various locations (if appropriate) and over a prolonged timespan.