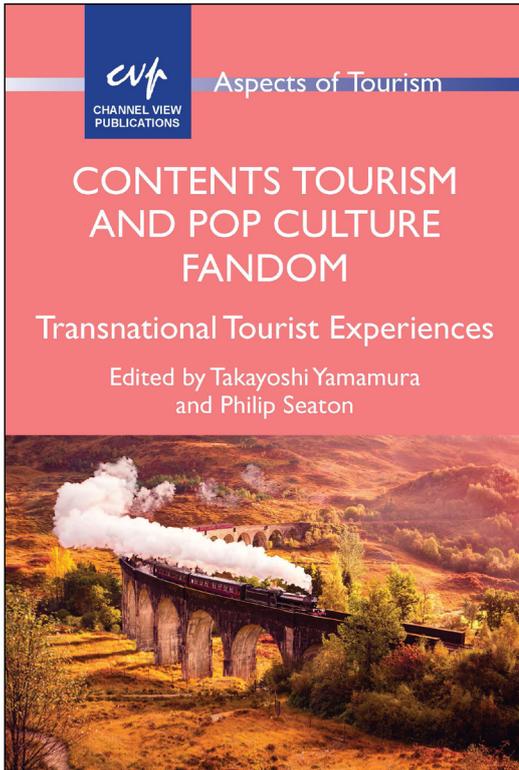


50%
OFF!

CONTENTS TOURISM AND POP CULTURE FANDOM Transnational Tourist Experiences Edited by Takayoshi Yamamura and Philip Seaton

50%
OFF!



In this volume, an international group of scholars rewrites the old canon of 'contents tourism' with impressive cultural sensitivity. Across several chapters exploring aspects of Japanese popular culture's adherence to performance and visibility, native phenomena are examined as instances of transnational hybridisation and global cultural connectivity. An essential read for students of international popular culture, tourism and the moving image.
Rodanthi Tzanelli, University of Leeds, UK

This book reconceptualises the largely compartmentalised views of media-tourism relationships, such as film and literary tourism, advancing and encapsulating them within the socialising frame of contents tourism. The authors provide engaging insights into the formation, curation and (re)crafting of media-related narratives, variously bonding communities, media, tourists and places across the different contexts. These insights provoke new interpretations and considerations, which will benefit anyone studying contents tourism (or any tourism-media relationship).
Glen Croy, Monash University, Australia

This important book expands the concept of contents tourism, which has so far been limited mainly to the Japanese context, and shows its transnational and transmedial potential. Case studies from different cultural contexts, which refer to enthusiasm for literature, theatre, folklore or anime, illustrate the variety of paths the imagination can take – and how imaginary journeys become real tourism.
Elisabeth Scherer, University of Düsseldorf, Germany

Contents tourism is among the very few productive new ideas that has emerged in tourism studies in the past several decades. The authors in this important volume capture the dynamics of the emotional and symbolic connection of tourists to the places they visit. The chapters prove the promise of contents tourism beyond studies of the mise en scene of Japanese anime where it originated.
Dean MacCannell, Emeritus Professor, University of California, Davis, USA

The term 'contents tourism' has been defined as *'travel behaviour motivated fully or partially by narratives, characters, locations, and other creative elements of popular culture...'*. This is the first book to apply the concept of contents tourism in a global context and to establish an interdisciplinary framework for contents tourism research.

Takayoshi Yamamura is Professor at the Centre for Advanced Tourism Studies, Hokkaido University, Japan. His research interests include Japanese animation and tourism, pop culture and regional development/community revitalization.

Philip Seaton is Professor at the Institute of Japan Studies, Tokyo University of Foreign Studies, Japan. His research interests include Japanese war history/memory and contents tourism (with a particular focus on historical dramas and heritage sites).

Usual price: £34.95 / US\$49.95 / €44.95

50% discount available until 31st January 2019

To use this discount, visit our site www.channelviewpublications.com and search for the book using the box at the top of the page. Add the book to your basket and use the code CTPTF50 at the checkout to get 50% off the list price.

This discount is for individual use only.

If you have any enquiries about this discount order form please do not hesitate to email us: info@channelviewpublications.com

50%
OFF!

CONTENTS TOURISM AND POP CULTURE FANDOM Transnational Tourist Experiences Edited by Takayoshi Yamamura and Philip Seaton

50%
OFF!

Foreword. Sue Beeton

Introduction. Takayoshi Yamamura: Contents Tourism Beyond Anime Tourism

Chapter 1. Philip Seaton: The Contents Tourism of Jane Austen's American Fans

Chapter 2. Maree Thyne & Gretchen Larsen: Conceptualising Contents Brandscapes: The Brontë Brand

Chapter 3. Aleksandra Jaworowicz-Zimny: The Witcher Novels and Games-inspired Tourism in Poland

Chapter 4. Takayoshi Yamamura: Traveling Heidi: International Contents Tourism Induced by Japanese Anime

Chapter 5. Catherine Butler: The Cotswolds and Children's Literature in Japanese Fantasy: The Case of Castle Combe

Chapter 6. Shinobu Myoki: Yōkai Tourism in Japan and Taiwan

Chapter 7. Kyungjae Jang: Contents Tourism and Religious Imagination

Chapter 8. Akiko Sugawa-Shimada: The 2.5-Dimensional Theatre as a Communication Site: Non-site-specific Theatre Tourism

Chapter 9. Ranny Rastati: Indonesian Cosplay Tourism

Chapter 10. Sueun Kim: Outbound Tourism Motivated by Domestic Films: Contentsized Koreanness in Thai movies and Tourism to Korea

Chapter 11. Christopher Hood: Contents Tourism in Plane Sight

Chapter 12. Stefanie Benjamin: Breaking Benjamin: A Woman's Pilgrimage to New Mexico

Chapter 13. Sue Beeton: From Banjo to Basho: Poets, Contents and Tourism

Conclusions. Philip Seaton: Sustainable Contents Tourism in the 21st Century

Usual price: £34.95 / US\$49.95 / €44.95

50% discount available until 31st January 2019

To use this discount, visit our site www.channelviewpublications.com and search for the book using the box at the top of the page. Add the book to your basket and use the code CTPTF50 at the checkout to get 50% off the list price.

This discount is for individual use only.