Contents Tourism / Kontentsu Tsūrizumu

- Contents tourism: “travel behaviour motivated fully or partially by narratives, characters, locations and other creative elements of popular culture forms, including film, television dramas, manga, anime, novels and computer games.”
- The multimedia dissemination of a “narrative world” triggers tourism to related sites.
• Henry Jenkins (website):

“By convergence, I mean the flow of content [my italics] across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who would go almost anywhere in search of the kinds of entertainment experiences they wanted.”

http://henryjenkins.org/blog/2006/06/welcome_to_convergence_culture.html

- Contents tourism: “a dynamic series of tourism experiences motivated by contents. Contents tourism is undertaken by tourists in order to access and embody "narrative worlds" that are continuously expanding through "contentsitization", and very often involves the participation of tourists/consumers themselves in the process of the (re)contentsitization of the narrative world.”

(Yamamura, forthcoming)

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Contents Tourism / Kontentsu Tsūrizumu
Shiba Ryotaro’s
*Clouds Above the Hill*

Shiba Ryotaro, 1923-1996

“History as contents”

Opening Sequence

Saneyuki, Yoshifuru, Ritsu (Shiki’s sister) and Shiki

Emperor Meiji, Nogi, Togo

Creating New Protagonists

The Impact of Novels

“the talk will discuss how and why despite the technological wizardry of the modern film industry, it is still the written word that underpins these and many of the other most successful examples of tourism induced by works of popular culture.”

Novel
1,296 installments (1968-72)

Drama
13 episodes (2009-2011)

Dramatized history textbook
Character study of 3 main characters and other minor characters.

Long sections of “narration”
Short sections of “narration”

Shiki’s death a quarter of the way through the novel.
Shiki’s death half way through the drama.

Novel vs Drama
Russian Cemetery, Matsuyama

Akiyama Brothers Statues

Natsume Soseki and Dogo Onsen

Botchan Square
Dogo onsen

Matsuyama Castle

Russo-Japanese War sites

Traveling Clouds Above the Hill

Traveling Clouds Above the Hill
Birthplace of Togo Heihachiro

Battleship Mikasa

Nogi Shrine

Yushukan, at Yasukuni Shrine

Museum of Naval History, Etajima

Traveling Clouds Above the Hill
Threadneedle Street / Cornhill

Old Royal Naval College, Greenwich

Etajima

Traveling Clouds Above the Hill

Shooting Locations vs Actual Locations

Community Building and Branding

"Matsuyama, the town of Clouds Above the Hill"
The Shiki Museum

The Akiyama Brothers’ Birthplace Museum

The Clouds Above the Hill Museum

Machizukuri Zones in Matsuyama

Critiques of “the Shiba View of History”

Tourist Numbers in Matsuyama

Nakatsuka Akira, Yasuwara Junosuke, Daigo Satoshi,
Questioning the Historical Views in Clouds Above the Hill.
A classic pattern of “contents tourism”

Less obvious, but nevertheless visible, pattern of “contents tourism”

“the talk will discuss how and why despite the technological wizardry of the modern film industry, it is still the written word that underpins these and many of the other most successful examples of tourism induced by works of popular culture.”

Other Examples

A Father of Heritage Tourism

Jane Austen and Contents Tourism
The most important non-commercialized literary site in the UK?
- Jane Austen’s birthplace.

Traveler Voices (1)

• "I have been a fan of Jane Austen since I read her books in high school" (Respondent L, 70s).

• "I had minimal exposure to Jane Austen in high school. I rediscovered Jane Austen as an adult with the popularity of the book/movie Bridget Jones’s Diary. Not only was that story a modern adaptation of Pride & Prejudice, but in the book the author specifically mentions the Colin Firth version of the movie Pride & Prejudice, which then introduced me to that movie and reintroduced me to the original P&P book (as the lengthy movie is a fairly faithful adaptation of the original book). In turn, that lead me to read other Jane Austen books and seek out other Jane Austen movies, or modern adaptations of her stories. I now have a collection of Jane Austen movies, from Bollywood to British, original to modern versions." (Respondent J, 50s).

Traveler Voices (2)

• "I’ve been a fan of Jane Austen since I read her books in high school. A couple of years ago I re-discovered her works via an ad for the movie 'Bridget Jones's Diary.' The film is reminiscent of Austen's work and led me to try her books again. Since then I have read all of her major works and started collecting the greatest hits. I also enjoy adaptations of her books, such as the Colin Firth version of 'Pride & Prejudice.'"

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Final Thoughts