



1



2

## Contents Tourism

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.”

*International Journal of Contents Tourism*

3

## Contents Tourism

The Wizarding World of Harry Potter,  
Universal Studios Japan

Film tourism?  
Literary tourism?  
Heritage, screen and literary tourism?  
Media tourism?

Contents tourism: the contents of  
**a narrative world created by multiple works** in **multiple formats** induce travel.

4

# Convergence and Content

- 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](http://henryjenkins.org/blog/2006/06/welcome_to_convergence_culture.html)

content → コンテンツ → コンテンツツーリズム → contents tourism

5

# 聖地巡礼: Sacred Site Pilgrimage

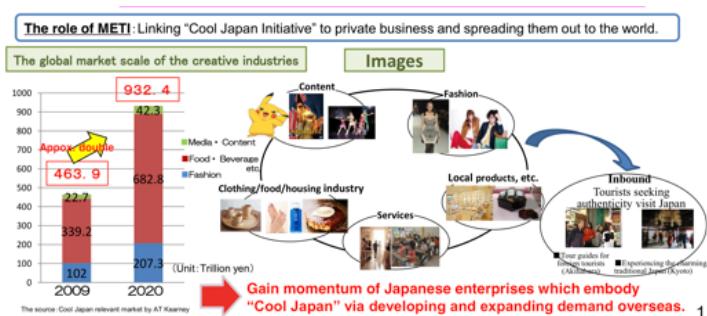


6

# Tourism Promotion via Contents

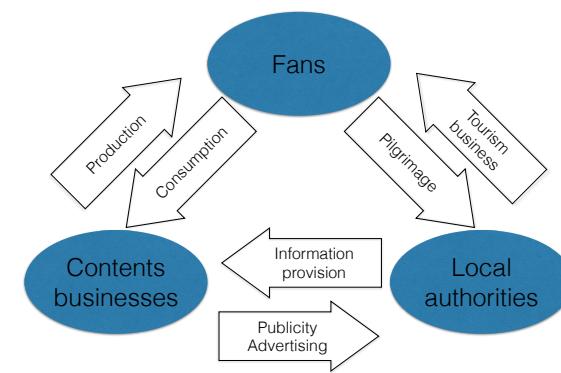
2005: 「映像等コンテンツの制作・活用による地域振興のあり方に関する調査」

2012: 「クールジャパン戦略：中間取りまとめ」



7

# The Players of Contents Tourism



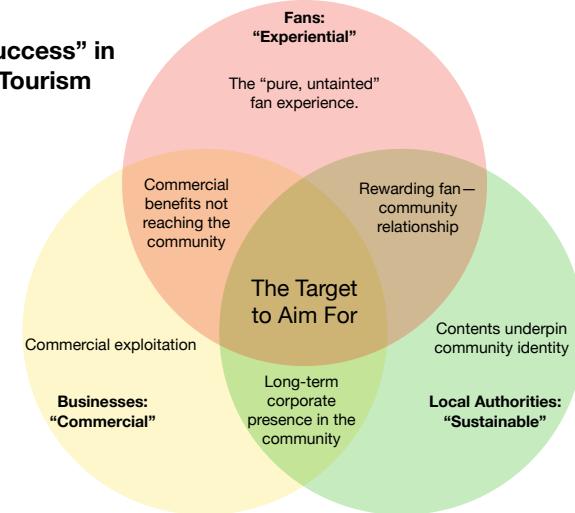
8

# “Successful” Contents Tourism

- What is “success”? Something that persuades an actor to repeat their current practices ...
- **Experiential (Fans):** The tourism is deeply meaningful to fans, and enjoyable to the casual tourist.
- **Commercial (Businesses):** The tourism generates financial profits and other benefits for stakeholders.
- **Sustainable (Local Authorities):** The tourism complements and does not harm the existing environment, while providing future community benefits.

9

## Defining “Success” in Contents Tourism



10

# Project Publications



11