

Contents Businesses



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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.

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Relationship with the Contents

- **Original vs derivative.**
 - An **original** work establishes a new set of narratives, characters, locations and other creative elements
 - 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.
 - **Original fictional** contents generate new patterns of tourism.

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Media Mixes

- Marc Steinberg identifies the **anime media mix** and the **marketing media mix**.
- Seaton *et al* (2017) add the **organic media mix**, which includes works subjected to **canonization**.
- The organic media mix exists for works such as *The Tale of Genji*.

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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.
 - It 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.

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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**.

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Government: 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

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Government: Honouring Individuals



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Local Government: Honouring the Industry



<https://csa.gr.jp/film>

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Foundation: Shiba Ryotaro Museum



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Corporation: Kyoto Toei Studio Park



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Ryomaden Set (NHK/Community Collaboration)



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Multi-themed Park



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Mono-themed Park/Attraction



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Semi-themed Park



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Events and Conventions



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Group Work

- Chose a business. It may be a **contents creator** (author, director etc.), a **corporation** (anime production company etc), or a **theme park**.
- Investigate the contents tourism generated by these businesses.
- Examine the contents tourism at one or more sites over a prolonged timespan. **Remember, a “contents business” that becomes a “contents tourism site” seeks longevity, not just a short boom while the contents are popular.**

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