Title	True Tours Nanto
Author(s)	,
Citation	
Issue Date	2019-03
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/15846
Rights	
Description	Supervisor: , ,

Research on the Process of Anime Tourism Resulting from

the Anime Made by the Regional Party：

A Case Study on Nanto City and KOITABI～True Tours Nanto～

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March 2019

In recent years, anime tourism has gradually attracted the attention of Japanese society. This may be attributed to the fact that anime tourism has both the effects of attracting tourists and the economic effects according to the previous studies. Anime Pilgrimage is similar to anime tourism in the meaning of the two terms, so the two terms are usually used interchangeably by some researchers. However, in the present study, based on previous researches on the definition of two terms, the act that anime fans themselves travel to the anime spots is defined as Anime Pilgrimage while the travel caused by the cooperation of regional party with anime copyright party or the anime-related events can be defined as anime tourism. Anime tourism is one part of the Anime Pilgrimage.

The present thesis argues that although the distribution of anime spots in Japan has been introduced in some papers, the current state of Anime Pilgrimage in Japan is still unclear due to the lack of credible figures or relevant explanations. In the meantime, although some books are written about anime tourism resulting from anime and manga by local governments in Japan, only a few examples are presented. So far, there has been no research on the overall situation of anime tourism in Japan. In addition, in the destination of anime tourism, that is, in the process of setting up Anime Pilgrimage, although the Japanese local government also participates in the final stage, and some local governments have taken positive actions in recent years, it does not mean that the local government's actions will lead to successful partnerships with anime producers, thus making the city where the local government is located on display in the anime as the background stage and become the Anime Pilgrimage.

In the first place, the thesis analyzes the database based on the website "anime tourism". By means of online

surveys, it aims to clarify the state of the nationwide Anime Pilgrimage in Japan, and to further elaborate the events of anime tourism as well. The two reasons for choosing the website "anime tourism" as the foundation for the database are as follows: First, this website and the other four websites about Anime Pilgrimage have been introduced in papers or books. Second, compared with the other four sites, the website "anime tourism" has three characteristics, i.e, a large number of animations, fast update speed and easy access to information. In the second place, by illustrating the typical examples in Nanto City of Toyama Prefecture and KOITABI～True Tours Nanto～(hereinafter, referred to as "KOITABI"), the thesis has adopted the following three methods: one is to consult the relevant documentary data; another is to read the relevant news reports of KOITABI in the library database of Toyama Prefecture as well as its tweets for official Twitter accounts, thus making the activity chronology of KOITABI; the third is to interview the relevant person in charge of Nanto City so as to expound the whole process of what the local governments have done for the anime tourism from planning anime to organizing anime-related events. There are two reasons for choosing the Nanto city in Toyama Prefecture and the KOITABI as the research objects: First, 21 animations have been studied as typical examples of Anime Pilgrimage and anime tourism by the end of 2018, especially the researches on *the Lucky Star* rank among the most. However, only one case study is related with KOITABI. It is evident that the research on KOITABI is insufficient. Second, among the 21 animations, KOITABI is the only one planned and produced by the local government.

As the research findings, as far as the Anime Pilgrimage is concerned, the thesis firstly reveals that there exist Anime Pilgrimages in 47 counties in Japan and 423 animations have been pilgrimaged. The most anime spots are located in Tokyo Metropolis because 87.1% of anime companies in Japan are concentrated in Tokyo. The Tokyo-centred Metropolitan area is the most popular anime spots for Japanese Anime Pilgrimage. Of course, in recent years, taking Japan as a whole, there is a tendency that the newly-screened and pilgrimaged animations are on the decrease. Secondly, in terms of the anime tourism, not all counties possess the anime tourism. Among 47 counties across Japan, there are 31 counties with anime tourism. Judging from the number of animations, the anime tourism resulting from 21 animations is very common in Tokyo, which ranks the first in Japan. However, in Tokyo metropolis, in spite of 219 pilgrimaged animations, the proportion of which develops from Anime Pilgrimage into anime tourism occupies only 9.6%. In Chubu region, especially in Hokuriku area, the rate of anime tourism is relatively high. Local enterprises, local governments and local tourism agencies are the initiators of most anime tourism activities. The common activities resulting from anime tourism are selling goods, running anime-covered trains, and so on. Furthermore, the thesis illustrates the typical examples in Nanto city of Toyama Prefecture and KOITABI. The thesis points out that at the planning and production stage of KOITABI, the Nanto city government fulfilled the project by cooperating with an

anime company called P.A.WORKS and adopting a lot of suggestions from the company in the process of planning the project, rather than completing the whole planning of the project all by Nanto city itself. When they carry out the activities by employing KOITABI, they regard the local government and tourism association in Nanto city as the center of activities. At the same time, the enterprises and trade union organizations in Nanto city are also involved in these activities. When it comes to the form of activities, in addition to the traditional common forms, such as selling goods and running anime-covered trains, carrying out the local festival activity, based on the smartphone app, is one typical feature for this case study in the thesis. On the other hand, the phenomenon that the anime itself is applied to anime tourism as the essential object is another unique charateristics for this case study in the thesis. Last but not the least, based on the anime tourism model advanced by Professor Yamamura, by combining the regional party and anime copyright party in the original model into one, the thesis has summarized a newly-built anime tourism model by which the local governments can promote anime tourism. It is hoped that the newly-built anime tourism model will be applied to anime tourism as a decision-making reference for other Japanese local governments with the intention of initiating anime tourism in the near future.