NEW TOURIST DIRECTION FOR DOMESTIC TOURS
~ANIMATION TOURISM~
1820080142 Miho Miyadate

Table of contents

1-0. Introduction
2-0. Domestic tourism
   2-1. History of domestic tourism ~host and guest~
   2-2. The movement of domestic tourism
   2-3. Population and domestic tourism
3-0. About Saitama Prefecture
   3-1. The present situation in Saitama
   3-2. Saitama aiming for the tourism industry
4-0. Animation tourism
   4-1. Definition of animation tourism
   4-2. Overview of animation tourists
   4-3. Promotion of animation tourism by citizens and visitors
   4-4. Importance of information network
5-0. Washimiya town in Saitama ~model of Animation tourism~
   5-1. About Washimiya town in Saitama
   5-2. Washimiya town and “Lucky Star ”~Animation tourism~
   5-2-1. Animation tourism seen from Animation fans in Washimiya
   5-2-2. Animation tourism seen from region (Washimiya trade association) in Washimiya
   5-2-3. Animation tourism seen from executor (Kadokawa shoten) in Washimiya
   5-3. Economic effect of animation tourism
   5-4. The problems of animation tourism
6-0. The future of animation tourism
   6-1. Overseas development of Japanese animation
   6-2. Animation tourism and cooperation of people
7-0. Conclusion
   Bibliography
Abstract

A) Purpose of study

Nowadays, Japan aims to become tourism-based country, and each prefecture tries to promote tourism industry. Saitama is one of the prefectures, and aims to become tourism-based prefecture (kanko-rikkoku). Saitama doesn’t have sea, world heritage site, or famous tourist sites. However, Washimiya town, located in Saitama, attracts Animation fans (tourists) because there is the model site of an animation, Lucky Star. A lot of animation fans frequent Washimiya. This action is animation tourism. Author suggests that animation tourism become strong tourism industry for Japan which is developed country in tourism.

B) Contents of study

This study researches history of domestic tourism and changes of domestic tourism, and putting together the features of animation tourism which is one of new tourism. Washimiya town hold many festivals and events for animation fans to attract people, and Washimiya keep developing as animation tourist spots. Author actually gets there, and takes part in events to research connection of animation fan and citizen in the region. The author considers solutions to the problems and future of animation tourism through picking out merits and problems of animation tourism by literature and materials.

C) Result of study

According to animation tourism by Lucky Star in Washimiya, animation tourism has merits and has become important industry for Saitama and Japan. Firstly, animation tourism makes opportunity for people to communicate more. Feature of animation tourism is that animation fans (tourists) and citizen of a region cooperate and make animation tourism together. Talking directly and cooperation establishes friendly relationship. Secondly, animation tourism develops easily in the information society. Advertizing media of animation tourism is word-of-mouth on internet. Word-of-mouth is not necessarily correct information, but it has strong effects for people. Thirdly, animation tourism is not dependent on history. Animation is made by present-day people, so every region is capable to become animation tourist spots if there is little history. Japan and Saitama has to use these merits to their advantage to promote animation tourism.

〈KEY WORD〉
Animation tourism, Otaku culture, Saitama
NEW TOURIST DIRECTION FOR DOMESTIC TOURS

~ANIMATION TOURISM~

1820080142 Miho Miyadate

Professor: Robson, Graham

Toyo University
Faculty of Regional Development Studies
International Tourism Development
Graduation Dissertation (December 2011)