

**Illuminate Reality with Fantasy: Anime Pilgrimage Tourism
and Local Response to the Anime ‘*Yuri on Ice*’ (2016) and
‘*Anohana*’ (2011) in Japan**

By

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March 2018

Master’s Thesis

Presented to

Ritsumeikan Asia Pacific University

**In Partial Fulfillment of the Requirements for the Degree of
Master of Science in International Cooperation Policy**

To

My dearest grandma in the heaven,

My parents, sister, aunties, uncles,

Aliz & Amy's parents, Aliz, Amy, and all beloved ones

For all your faith and support.

CERTIFICATION PAGE

I, BUNTHORNWAN Pimlada (Student ID 51216002) hereby declare that the contents of this Master's Thesis are original and true, and have not been submitted at any other university or educational institution for the award of degree or diploma.

All the information derived from other published or unpublished sources has been cited and acknowledged appropriately.

BUNTHORNWAN, Pimlada

2017/12/18

ACKNOWLEDGEMENT

This thesis would not be completed without the support, encouragement, and inspiration from my beloved and wonderful people in my life.

Firstly, I would like to express my deepest gratitude to my supervisor, Professor Yukio Yotsumoto. I am truly grateful and appreciated for your supportiveness and open-mind. I also would like to give my deepest appreciation to Professor Kaori Yoshida for her dedication, advice, and care. Besides, I would like to offer my special thanks to Professor Timothy Lee, Professor Kazem Vafadari, and Professor Thanh Huong Bui for the knowledgeable courses and helpful advice for my research.

Secondly, I also would like to offer my special thanks to my best Japanese friends Yumi Mori and Maiko Ito and family for sacrificing your time to be my personal translators, my encouragement, and always be my favorite people. Bamee and Yuki for the motivation, enjoyable and precious moment together. Gift Arthy, the greatest knowledge resources in every field. I am glad to meet you at the conference. My boss and all colleagues from the part-time workplace, for your encouragement, support, laugh and smile. Special thanks to Tarek for helping me by driving 6 hours to collect the data. Without your help, this thesis would have never been done. I would like to give my appreciation to Zack for your responsive and supportive to my last minute request. This thesis could not be completely done without your help.

Thirdly, I would like to show my greatest appreciation to my parents, sister, aunties and uncles for always believing never losing faith in me. Aliz and Amy's parents for being powerful consolator who always enlighten me during my hardships. Also, special thanks to

Aliz and Amy for always being my consultants, my supporters, my housekeepers, my housemates, my sisterhood, and my entertainers for more than 16 years. Thank you for always be my external brain to think of every aspect I could not imagine.

Last but not least, I would like to express my gratitude to every encouraging message from friends and all my beloved ones. I would not be able to thank you all enough. I hope you all get the best wishes in return.

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ABSTRACT

This study attempts to explore the local adjustments from the influences of the Japanese tourism industry. In this paper, Anime Tourism, a part of Contents Tourism, the tourism which is induced by the popular culture called “*kontentsu tsurizumu*” (“contents tourism”) will be the main focus of the study. In addition, Anime Tourism emphasizing on the tourists who are induced by anime to travel to the real-life is locations depicted in anime. The case study communities are Chichibu City for anime ‘*Anohana*’ and Karatsu City for anime ‘*Yuri On Ice*’.

This study aims to understand the relation and reaction between local residents, local government, and anime tourists in the actual locations portrayed in both anime of ‘*Yuri On Ice*’ and ‘*Anohana*’, referring to the original setting of both stories in the rural area. Therefore, how these animes have prospered the quiet cities which embedded with countryside atmosphere into the active tourist attractions is the objective of my research focus.

The methodology applying to this research are participant observation and individual interview. In the theoretical framework part, interpretative analysis, Doxey’s irridex theory, and Murphy’s ecological model are the approach to analyze the context of the findings.

In the findings and analysis part, there are four major outcomes from the data collected that give the answer to the research questions of this research. Due to the different time releasing of two animes, the response from the local governments in two cities are slightly different. Firstly, overall the local government and community in both Chichibu

City and Karatsu City welcome the anime tourists. Secondly, both Chichibu City and Karatsu City maintain the authenticity to support and attract the anime pilgrims to keep visiting and purchasing the collaborated goods at the sacred sites. Thirdly, anime tourism is a pathway to develop other business sectors in the cities. Fourthly, the community development requires focusing on the balance of development in the cities, the local government needs to concern not only the economic, but the social and environmental aspects as well. In the discussion, the author provides more ideas related to the community development but it is not the prominent focus of this research.

In summary, the anime tourism in Chichibu City and Karatsu City gains the positive feedback from both local community and the local government. However, the power of anime likewise the film, empowers the tourism in some places for only some periods of time. In order to elaborate the anime tourism to be a device to develop the community in long-term, there should be further study to comprehend the relationship between the imaging power of the contents and the tourism.

CHAPTER 1:

INTRODUCTION

1.1 Background of the research

In Japanese tourism industry, there is a distinctive term for tourism which is induced by the popular culture called “*kontentsu tsurizumu*” (“contents tourism”). This particular title describes the tourist behaviors influenced by the creative elements of popular culture through the media like film, anime (Japanese Animation), manga, theme park, games, and TV series (Seaton, Yamamura, Sugawa, & Jang, 2017). The significant characteristics of Contents Tourism are encouraging the specific areas to be noticeable and recognized by the fans of popular culture through media. Contents tourism becomes the phenomenon for both anime fans and the local communities. Currently, there are various cities using animation as a tool to promote their cities, and it attracts the anime fans to really visit the places (Seaton, Yamamura, Sugawa-Shimada, & Jang, 2016). In this respect, Anime Tourism is a part of Contents Tourism, which is emphasizing on the tourists who are induced by anime to travel to the real-life locations depicted in anime.

From Astro Boy (1963) (Myanimelist, 2017), the first popular Japanese anime to My Neighbor Totoro (1988) (IMDb, 2017), the famous Studio Ghibli’s anime film, Japanese anime is not domestically limited only in Japan anymore. These days, Anime lovers from all over the world can also enjoy watching their favorite anime from their countries. The impression from the vivid and enchanting background in the anime captivate and inspire the fans to visit the backdrop locations illustrated in anime and replicate their favorite anime characters’ actions and lifestyles to complete their inner spirits. The anime

tourists can be compared to the pilgrims. The real-life anime destinations are the sacred sites for the anime pilgrims (Okamoto, 2014). Recently, numerous anime apparently promoted the cities as anime background and those places became the spots for anime pilgrims to fulfill their fantasy dreams.

1.1.1 ‘Yuri on Ice’ and its real-life locations

“Yuri on Ice” is a TV anime released in October 2016 and broadcasted until December 2016. The anime production ‘Yuri on Ice’ was inspired and uses some of the locations in Karatsu City in Saga prefecture as a background of the storyline. Karatsu City is located on the Higashi Matsu-ura-hanto Peninsula the northwestern territory of Saga Prefecture (JNTO, 2017). In the storyline, the main character, Yuri Katsuki, a Japanese male figure skater who is in the fictional story originates from the town named Hasetsu (which used the real scenery of Karatsu city). The story starts with Victor Nikiforov who is a Russian champion skater, visits Yuri in Hasetsu, who had returned to his home after mental stress and ended up defeated in the competition. Victor offers to become Yuri’s coach and trying to encourage him to win the Grand Prix Final, one of the essential international figure skating competitions.

After the release, the anime received very well response from the audience both domestic and international which made the Karatsu city well known by the fans. Juyanagi, Staff Writer from Website ‘The Asahi Shimbun’ revealed that Karatsu City has swapped from the out-of-towners to be the famous sacred sites for the anime pilgrimage of ‘Yuri on Ice’. In 2017, the city has earned 230 million yen from the visit of 24,000 anime fans, which include fans from abroad in 27 countries, for example, Taiwan, Thailand, Hong Kong, the United States, and around Europe (Juyanagi, 2017).

The Karatsu municipal government quickly catches this opportunity contacting the anime production company to promote and manage the collaboration campaign for attracting more fans of ‘*Yuri On Ice*’ to visit Karatsu City since March 2017. The “Stamp Rally” is a recent campaign that launched in September 2017. The participants had to visit the several locations in the city to collect the stamps. For instance, Karatsu castle and a family-run hot-spring inn that was Yuri’s home became a part of “pilgrimage to holy sites” (Juyanagi, 2017).

The popularity of ‘*Yuri On Ice*’ increases from the promotion of a big fan like the figure skaters. Russian world champion figure skater, Evgenia Medvedeva uploaded her photos dressing up as Yuri, the main character in ‘*Yuri On Ice*’ on social networking sites. Also, other figure skaters show their skills by using the music as in anime and posted the videos on social media. It helps to advertise the anime ‘*Yuri On Ice*’ to the fans in overseas (Farokhmanesh, 2016).

1.1.2 ‘Anohana’ and its real-life location

‘*Anohana*’ or the full name is ‘*Ano Hi Mita Hana no Namae o Bokutachi wa Mada Shiranai*’ (‘We Still Don’t Know the Name of the Flower We Saw That Day’) (Rewrite, 2011) used Chichibu City in Saitama Prefecture as a background of anime. ‘*Anohana*’ anime TV series version was directed by Nagai Tatsuyuki. This anime was released in 2011 and became famous among anime-induced tourists. The anime was about the friendship from childhood. The protagonist of this anime, Jintan was one day seeing a spirit of his dead childhood friend, called Menma. He tried to reunite childhood friends in order to fulfill Menma’s wish.

After the anime had broadcasted for six months, there were 80,000 fans who visited Chichibu City and it brought revenue of 320 million yen for Chichibu City ("PaiSampatDindaenAnohanaKanTer", 2013). According to the popularity of 'Anohana', it was released again as an anime film in 2013 (MyAnimeList, 2014) and TV drama (not anime) in 2015 (Mydramalist, 2015).

Chichibu City is located in the western area of Saitama Prefecture, which is in the Kanto region in Japan. The geography of this city is mountainous, hence, one of the prominent activities is indulging the beauty of flowers and alpine scenery during the spring season at Hitsujiyama Flower Park, Chichibu Muse Park and Mount Buko. Besides, this city not only welcomes the tourists but also the pilgrims who are interested in Buddhist pilgrimage route for numerous ancient shrines and temples. Another interesting tourist destination in Chichibu City is the *Meisenkan* (Silk Museum) as historically, Chichibu was the center of silk production since Edo period. Therefore, this museum would provide an informative history of the Chichibu City (Schonherr, 2016).

The number of population in Chichibu City are respectively decreasing since 2005 from 70,563 people to 63,545 people in 2015 ("Chichibu (Saitama / 埼玉県, Japan) - Population Statistics and Location in Maps and Charts", 2016). The dropping number of population in Chichibu City could signify the beginning of aging society. This could be one of the factors for Chichibu City to promote and magnetize more tourists to travel and generate more revenue to this city.

To promote Chichibu City, Seibu Railway Company has provided the direct train from Tokyo to Chichibu, which takes only 78 minutes, for tourists who would like to enjoy

the trip in Chichibu City ("Access to Chichibu | Riding the Seibu Lines | SEIBU RAILWAY", 2016).

Figure 1-1 The population in Chichibu City from 2000-2015

Source: Chichibu (Saitama / 埼玉県, Japan) - Population Statistics and Location in Maps and Charts

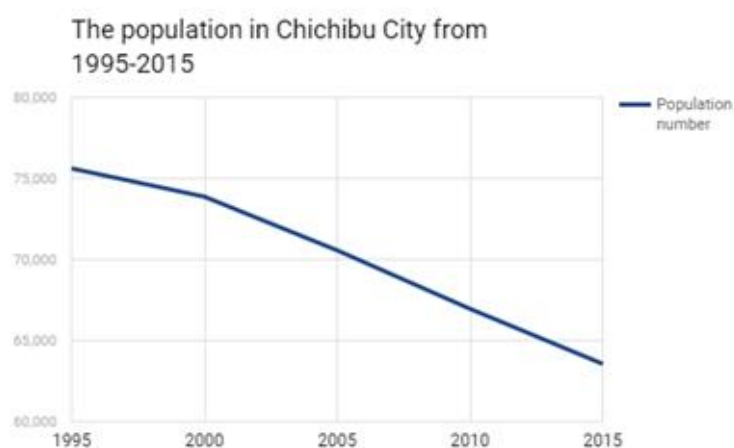


Table 1-1 The population development in Chichibu City from 1995-2015

Source: Chichibu (Saitama / 埼玉県, Japan) - Population Statistics and Location in Maps and Charts

City	Population 1995-10-01	Population 2000-10-01	Population 2005-10-01	Population 2010-10-01	Population 2015-10-01

Chichibu	75,618	73,875	70,563	66,955	63,555
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Japanese media had promoted Contents Tourism in Chichibu City as well. In 2013, the Japanese variety show, '*Sumatan ZIP! Kansai RookaruHousu*' accomplished the wish of '*Anohana*' Thai fan who wanted to visit backdrop locations featured in '*Anohana*' in Chichibu City. As for the consumer market demand, one of the bakery shops in Chichibu has baked the same styles bread of the anime to fulfill the imagination of anime fans visitors. Furthermore, the show moderator also interviewed tourism department staff about this Anime Tourism and he informed that '*Anohana*' anime production had surveyed the locations many years before the anime was on aired. He was grateful that Chichibu was chosen to be a background in '*Anohana*' ("PaiSampatDindaenAnohanaKanTer", 2013).

Currently, anime tourism becomes the phenomenon in Japan as Japanese government promotes the 'Cool Japan' to be the tool for Japanese tourism industry to attract more tourists to travel to Japan, especially the foreign ones. Regarding the success of animation productions, the Japanese government did not neglect the fact of this success, yet acknowledges that the popularity of anime generates positive impacts and increases their national revenue to the tourism industry.

Apart from the success of '*Anohana*' and '*Yuri On Ice*', there is another interesting anime that cannot be overlooked, the anime, '*Kimi no nawa*'. Because of this anime, the Anime Tourism Association has collaborated with the Cool Japan project by setting up the free tour packages including transportation, accommodation and meals for '*Kimi no nawa*'s fans from overseas to visit anime backdrop destinations in both rural and urban locations. In consequence, this campaign has represented how Japanese government made an effort

by utilizing their remarkable resources to support and promote anime, manga, food, and fashion to initiate the Cool Japanese Culture to the global stage (Inquirer.net, 2017).

With the mighty inspiration and heartfelt admiration on Sue Beeton's quote in her work of "Film-induced tourism" below, this research will conduct the studies by prioritizing on the social aspect of the local community rather than the merit of the economic issue and business sectors.

I hope that the work presented in this book, plus other studies currently underway at doctoral level and some larger team-based projects in Europe and Asia, will actually progress our knowledge of film-induced tourism, which is far more complex than being merely a simple promotional tool. By adopting a mixed social sciences approach, the discussion is opening up to areas beyond merely the economic imperative of increasing visitor's numbers and creating jobs (Beeton, 2016, p.21).

1.2 Research Objectives

This study aims to understand the relation and reaction between local residents, local government, and anime tourists in the actual locations portrayed in both anime of '*Yuri On Ice*' and '*Anohana*', referring to the original setting of both stories in the rural area. Therefore, how these anime have prospered the quiet cities which embedded with countryside atmosphere into the active tourist attractions is the objective of my research focus.

1.3 Research Questions

In order to reach the goal of the research objective, this thesis has designed two research questions to cover the area that needs to be explored as the following questions;

1.3.1 How local government and local community respond to anime tourism?

1.3.2 How anime tourism further develops the tourist destination?

1.4 Potential Significance

By implementing this field research, the actual attitude and response of local people and entrepreneurs to the influence of the anime tourism are also expected to be known. Besides, the accurate data on this topic will be obtained from the local government. Furthermore, the behaviors of tourists who travel to their sacred anime sites would be observed and analyzed as well. Regarding the different released timing of the chosen anime, the field research is expected to acknowledge the comparison or relation of the two different resources. The outcomes of some certain elements might demonstrate either the same or difference between these two anime locations.

CHAPTER 2:

LITERATURE REVIEWS

2.1 Contents Tourism in Japanese Context

Contents Tourism is considered to be a kind of tourism. Refer to the recently release 2017 book named “Content Tourism in Japan: Pilgrimages to Sacred Sites of Popular Culture ” of Dr. Philip Seaton, a professor from Hokkaido University who received funding from Japanese Government to research under the topic of contents tourism, has described the term as a form of tourism which is induced by popular culture. The word “contents tourism” in Japanese context has derived from “*kontentsu tsurizumu*”. The word “*kontensu*” could be translated as “information that has been produced and edited in some form, and brings enjoyment when it is consumed.” (Okamoto, 2013). While both “*kontentsu*” and “*tsurizumu*” were all the loanwords from the English language, the word tourism in Japanese vocabulary is “*kanko*” which originally come from one of the ancient Chinese Philosophy text. The word “*kanko*” consists of two characters of “see” and “light” which link to the phrase “look at the light = glory of the kingdom”. Even in the Edo period, one of the navy ships named “*kankomaru*” was intended to give the meaning of “to look at another country’s light such as its history, culture, manners, and landscape” or “to show the brightness of one’s country to others”. Hence, these combinations create the sense of journey to the enjoyment. Seaton defined content tourism as “travel behavior 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”. From this point, it could be saying that contents tourism is a close relative of

“film-induced tourism”. However, the term of film-induced tourism was not known to use in the Japanese context. Looking back to the past, the rapid growth of the popular culture in the 1990s, the storylines, characters or location has been mediatized through diverse media formats. It became less practical to categorize all the popular culture products by the media format. Therefore, it became recognized through the term of “*kontentsu*” instead. The significant characteristic of content tourism is defined by the travelers’ motivations, not the nature of the travel site. The narrative quality of the contents was a crucial factor for the traveler to decide on choosing the travel site.

2.2 Anime Pilgrimage Tourism

Pilgrimage Tourism or Religious Tourism is the term that people visit the destination for religious purposes because of their beliefs and faith. The word Pilgrimage “is derived from the Latin peregrine-um, meaning one that comes from foreign parts, linked with its usual meaning as denoting a journey (usually involving a long distance) to a sacred place to undertake demonstrations of religious devotion”(Cusack, 2016, p. 108-111). This can also apply to anime pilgrims who express devotion to their favorite anime, its characters and story through these travels. “Similar to traditional religious practices where the travel is a crucial even necessary, part of a tradition of religious experience” (Cusack, 2016, p. 108-111), anime pilgrimage has significance for fans in a sense that, like traditional religious pilgrimage, there is potential to have a “special” experience of the place visited. With the similar feeling of popular culture fans who visit the places according to their favorite media, they travel to places due to their beliefs and faith in the contents, or narrative of the story. “It is not a coincidence that the word “pilgrimage” is used in the context of these anime-related travels” (Cusack, 2016, p. 108-111).

Seaton mentioned about the pilgrimage that “places that are considered holy” may allude not only to religious destinations, but also to places relating non-religious object of reverence. Non-religious sites which presume “holy” status and encourage secular pilgrimage include sites related to favorite work of popular culture. In Japan, there are some power spots, which are the sites that are reckoned to have the spiritual power such as the Shinto shrines or other sites linked to the religious. However, in the 2000s, it somehow overlapped with the contents tourism, especially among young women manifesting “pop-spiritualism” as contradicted to religious belief (Seaton, Yamamura, Sugawa, & Jang, 2017, p. 19-23).

The traveler does not have to decide between being a tourist or a pilgrim, for both modes are part of the larger whole; neither does he have to undergo sharp changes of attitude from awestruck reverence to playful secularity, for they are intertwined parts of one cultural structure ... [W]e may distinguish between pilgrims and tourists in general by stating that pilgrims are those who normally display an appropriately reverent, spiritual attitude at marked religious sites, with a continuity in belief in what those historical sites stand for; tourists may be equally interested in the site but display a morally different attitude, without historical spiritual continuity (Seaton, Yamamura, Sugawa, & Jang, 2017, p. 19-20).

In Japan, anime fans apply the term of 聖地巡礼 [*Seichi Junrei*], pilgrimages to sacred sites, to characterize their travel to the anime real-life locations. 聖地 [*seichi*] means

a holy place, and 巡礼 [*junrei*] means pilgrimage (Bangin, 2008). For the fandoms, visiting the sacred sites is more than just traveling as Staiger once said that “Obviously, fandom exceeds the boundaries of being a leisure activity” (Staiger, 2005, p. 107). Fan or fanatic comes from the Latin word “fanaticus” which means “Of or belonging to the temple, a temple servant, a devotee... term “fanatic” moved from a reference to certain excessive forms of religious belief and worship to any “excessive and mistaken enthusiasm” (Jenkins, 1992, p.12). The word “fan” was written the first time in the late 19th century in journalistic accounts and the word was finally used to include any loyal “devotee” (Jenkins, 1992, pp.12). “Fandom is a common feature of popular culture in industrial societies” (Fiske, 1992, p. 30).

2.3 Otaku Tourism and the anime pilgrimage phenomenon in Japan

Contents tourism has caused local adjustment in Chichibu as same as other anime-induced cities in Japan. In tourism aspect, the impact of tourism in the city, both positive and negative ways are significant. Therefore, the local adjustment is one of the factors that necessary to discuss and emphasize. Okamoto (2014) explained about why the anime tourists were called anime pilgrims. He summarized contents tourism as a form of travel which is related to literature tourism, film-induced tourism and media-induced tourism. Furthermore, Yamamura (2014) argued that the meaning of contents tourism is not only about the location but also about the content of being pleased to go to certain places to absorb and dissolve as characters of anime. Under the same area of the study, Seaton added that contents tourism are the words came from Japanese words “*kontentsu tsurizumu*”. This term of tourism describes the tourists who visit the sites relate to media such as film

location, anime background, or theme park but emphasize on the contents (the characters, narrative or creative elements) rather than the media format (Seaton, Nishikawa, & Yamamura, 2015).

Otaku are fans of manga, anime, computer games, television programs, comics, or magazines. Okamoto claimed that for *otaku*, visiting the anime backdrop is more than just travel. It is similar to the religious pilgrim who starts the pilgrimage to each place with full of hope and faith. Lately, the destinations those *otaku* visits are called *seichi* (sacred sites) and *otaku* tourism is known as “*seichi junrei*” (anime pilgrimage). There are three kinds of pilgrims; the first is the anime-induced that are interested in the backdrop in anime and trying to find the location and travel by themselves. The second is anime tourists who search for the review of anime location from the internet and follow the places as in review. The third are the people who know the locations of news and mass media (Okamoto, 2014).

The impact of animation, which is related to local community in the city, could be counted as a part of contents tourism. Seaton also mentions that the term of contents tourism was primarily used and began to be known from the book *Film-Induced Tourism* in 2005 of Sue Beeton (Seaton, Nishikawa, & Yamamura, 2015). Therefore, the information and study about contents tourism is still very limited but encourage the researcher to observe, study and analyze the data in more details and generate the accurate information for other researchers or anyone who has interest in this field.

2.4 Previous study about the relationship between locals and the *Otaku*

The relationship between locality and the tourists are both positive and negative. The instance of positive relationship is at Chichibu city, Saitama prefecture. After the animation ‘*Anohana*’ released, the city could generate 320 million yen in 2011 from the

visitation of approximately 80,000 fans. One of the examples of negative relationship is at Shirakawa city in Gifu prefecture. The anime '*Higurashi when they cry*' was about the murder mystery story which against the image of UNESCO World Heritage Site, therefore the local people did not satisfy with this animation (Yamamura, 2014).

The collaboration between Anime pilgrim and local people worked well in many cases. The examples of good communication between anime tourists and local residents are in Washimiya city, Saitama Prefecture ('*Lucky Star*' Anime) and Toyosato city, Saga prefecture ('*K-On*' Anime). Tourism culture creates the communication and link between locality and pilgrimage, for instance, '*K-On*' fans made road signs by featuring characters from the anime to help local community warning motorists that children might jump into the road. Besides, some fans of '*K-On*' moved to settle down in Toyosato town because of the relationship that he built with locality which implies that the contents tourism helps the community to reunite through the sharing of same value (Yamamura, 2014).

According to the information about relationship between host community and anime fans, there is another literature that supports the idea that *otaku* are accepted by the host community. Yamamura (2014) informed that Japanese government supports all kinds of tourism including anime tourism as they would like to promote every prefecture to be tourist attractions. Washimiya is a peaceful city without any exciting attractions but became profoundly famous for being the backdrop in '*Lucky Star*' anime. Besides, Japan Tourism Agency discussed that anime tourism was successful and used Washimiya as a case study and also aimed to promote prefecture tourism using anime and manga. Furthermore, he studied the association between local community, copyright holder and anime fans of '*Lucky Star*' in Washimiya. The locality and copyright holder collaborated to produce souvenirs for responding to the fans' demand while anime fans also patronized the locality

by purchasing the copyright souvenirs from them. The local community served anime fans with respect and saw them as precious customers rather than just being an *otaku*. The anime pilgrims also traveled without causing any trouble to the city. The case study of Washimiya indicates that local population, anime fans, and copyright holder had a relationship that benefited to the whole. (Yamamura, 2014) “A place with a positive reputation finds it easier to vie for attention, resources, people, jobs, and money; a positive place reputation builds place competitiveness and cements a place as somewhere worth visiting.” (Morgan, Pritchard, & Pride, 2011). The amiability of local community would be the key factor to build the good reputation and attract the tourists to visit the destination, which creates the win-win situation for both locality and visitors.

2.5 Doxey's Irridex Theory

Contents tourism is one of the categories in tourism industry. However, it is a recent phenomenon in Japanese tourism. According to the invasion of contents tourism in various cities, the impacts of tourism caused the changes in communities. This thesis focuses on the changes in local adjustment. Doxey's irridex theory is an essential basis theory to understand the people in local community and their adjustment.

Travelling to the particular place has generally involved with the values, cultures, traditions, and behaviors. The tourists and hosts require communicating when it relates to the tourism industry. The collaborations between tourists and local residents initiate the disclosure of new values, motivations, and ideas in the society (Bac, 2012). Nevertheless, the attitudes and friendliness of the host community are also significant. According to the theory “Resident–visitor relations: Doxey's ‘irridex’” (Beeton, 2006), Doxey believes that the larger number of visitors will force the community to economically develop the society.

Nevertheless, in term of environment and socio-culture, they are declining, which cause the community to lose its identity. The attitudes of host community will develop from welcoming to irritating regarding the increasing number of visitors. The Doxey's irridex model illustrates the attitudes and irritation of host community towards the tourists, which categorize into four stages: Euphoria, Apathy, Annoyance, and Antagonism. In Euphoria stage, host community welcomes the tourists. However, after the number of tourists increases in the community, the stages of irritation will move to Apathy, Annoyance, and Antagonism respectively.

Table 2-1 Doxey's Irridex Model of Host Irritation

Source: Beeton (2006)

	Social Relationships	Power Relationships
Euphoria	Visitors and investors welcome	<ul style="list-style-type: none"> - Little planning or formalised control - Greater potential for influence to be exerted by locals (not often taken)
Apathy	<ul style="list-style-type: none"> - Visitors taken for granted - More formal relationships between hosts and guests 	<ul style="list-style-type: none"> - Marketing is the prime focus of plans - Tourism industry lobby grows in power
Annoyance	<ul style="list-style-type: none"> - Resident misgivings about tourism - Range of saturation points approached 	<ul style="list-style-type: none"> - Planners attempt to control by increasing infrastructure rather than limiting growth - Local protest groups develop to challenge institutionalised tourism power

	Social Relationships	Power Relationships
Antagonism	<ul style="list-style-type: none"> - Irritations openly expressed - Residents perceive tourists as the cause of the problems 	<ul style="list-style-type: none"> - Remedial planning fighting against pressures of increased promotion to offset declining reputation of destination - Power struggle between interest groups

On the one hand, tourists might not concern or be sensitive to the traditions or customs of locality as they came from the different background and lifestyles, which could cause the irritation to the host community and lead to the negative and unwilling to welcome the tourist to the community. On the other hand, diversity of the tourists and the enlargement of tourism in the community could be the stimulation to the improvement of local communities such as the new technological facilities and infrastructure. Furthermore, these developments could also lead to the enhancement of healthcare, education, income, and employment rate (Zaei&Zaei, 2013). Locality could gain these advantages even not during the tourist season, which could be defined that the invasion of tourism industry could also distribute the employment to rural community and decrease the urbanization rate and intensity of population in the capital areas.

2.6 Murphy's Ecological Model of Tourism Planning

In order to understand the development of tourism in community, it is necessary to apply Murphy's ecological model to this study. The model will help to depict how the improvement of local stage connects to other stages like regional and national ones.

Murphy advocated that tourism should be perceived as ‘part of a destination community’s ecosystem. An ecosystem is “any area of nature that includes living organisms and non-living substances interacting to produce an exchange of materials between the living and non-living parts” (Murphy 1985, p. 166). Part of the strength in pertaining the ecosystem notion is its “inherent nature of reciprocity”. Murphy also disputes that by taking this approach. It is adequately adjustable to apply it to any level of destination community. Murphy represents a general hierarchical model,

With three concentric circles, coming from the centre which contains local decisions (such as resident participation and site capabilities), while the next loop out refers to regional objectives (such as ecological models) and the outer circle relates to national goals (economic and social policies)” (Beeton, 2006, p. 48-50).

Figure 2-1: Murphy’s hierarchical model

Source: Beeton (2006)



There are four principal considerations issuing out from the local area through the regional to national level: environmental, social, economic and business. The model shows the connection between three elements. It can also associate with both positive and negative aspects (Beeton, 2006, p. 48-50).

2.7 Literature Review Summary

In summary, the reviews of contents tourism, anime pilgrimage tourism, and *otaku* tourism help the researcher to comprehend the background of current tourism phenomenon in Japan. Moreover, the previous study about relationship between local and *otaku*, Doxey's irridex theory, and Murphy's ecological model support the author of this thesis to figure out and prove when analyzing the data in methodology section. The allocation of plenty information about *otaku* pilgrims from various data in previous research papers confirms that contents tourism could encourage people with the same interest to share the information about anime. They can also visit the tourist attraction in order to have the communication with each other. Not only among themselves but also expand to associate with the host community. They are allowed to experience and share cultures with the locals as well. However, in the perspective of the host community, the massive number of visitors could be more irritation rather than gratifying. The locals were concern about their identity, traditions, and cultures as well. These factors might not affect the tourists. Hence, they do not be sensitive to these things and might unintentionally cause the problems to the host community. On the other hand, the arriving of tourists also brings the significant facilities to the community. The locality could also benefit the improved facilities and infrastructure. Therefore, the tourism industry possesses the capacity to cause an impact on either the positive or negative effects on the community.

CHAPTER 3:

RESEARCH METHODOLOGY AND THEORETICAL FRAMEWORK

3.1 Methodology

This research uses the qualitative research method to learn and collect the non-numeric data from the specific population or places, this method is opposite to the quantitative research that uses numerical data to identify large-scale input and utilizes statistical functions to analyze causal and correlative relationships between variables (Crossman, 2017). This research emphasizes on the small-scale data from the interview and observation in which details are required rather than the numeral information.

This chapter contains the methodology and the part of theoretical framework. The methodology section explains about the methods that apply to this research, which is participant observation and individual interview. In the theoretical framework part, interpretative analysis, Doxey's irridex theory, and Murphy's ecological model are the approach to analyze the context of the findings in the next chapter.

3.1.1 Participant Observation

This is one of the qualitative data collection methods. It helps the researchers to discover the human behavior in specific context, which can lead to the understanding of human experiences.

“Participant observation is inherently a qualitative and interactive experience and relatively unstructured. It is generally associated with exploratory and explanatory

research objectives—why questions, causal explanations, uncovering the cognitive elements, rules, and norms that underlie the observable behaviors” (Guest, Namey& Mitchell, 2013, p.79).

Therefore, the research includes analysis of the data collected from intensive field research which includes interviews to the local people and shop owners, tourist office staff, and anime tourists and participant observation at Chichibu City and Karatsu City. Chichibu City is a rural area in Saitama Prefecture, using as a background for anime called ‘*Anohana*’. Same as Chichibu City, Karatsu City is a small quiet town in Saga Prefecture. This city was chosen to be the backdrop of anime ‘*Yuri On Ice*’. In addition, relation and reaction of the local people and the anime tourists are the main points of the study.

Two field researches were organized in February and September 2017. The different visiting time caused by the financial concern of the researcher. Therefore, in February 2017, the researcher visited Chichibu City to collect the data from the Chichibu residents and local tourist office staff. In September 2017, the data was collected from Karatsu City. The researcher participated in the campaign “Stamp Rally” in both field researches as the anime tourists to collect the data and also conducted interview with local people.

3.1.2 Individual Interview

This research uses the individual interview method to collect data from interviewees. The individual interview is conversation between interviewer and interviewee, only one-on-one (Babbie, 2016).

The style of questions for the interview in this research is semi-structured interview. The semi-structured interview is the qualitative research data source. The questions will be the predetermined open-ended questions, with some more questions coming out from the conversation between interviewer and interviewee or “knowledge-producing potentials of dialogues” (Leavy, 2014, p.286).

As to pragmatically analyze and complete the research, the further study and research about local residents’ responses are still obliged to gain more supporting data and opinion from local residents and local government by the field research at Karatsu City, Saga Prefecture and Chichibu city, Saitama Prefecture in Japan. This research will use qualitative method focusing on interview in order to achieve the objectives of this study. The methodology for this study is to carry out field research at Karatsu City and Chichibu City. There are 3 major locations chosen from ‘*Yuri On Ice*’ backdrops in Karatsu City, and 3 locations from ‘*Anohana*’ in Chichibu City for observing and interviewing local people and entrepreneurs, tourists, and tourist office staffs. In Chichibu City, the interview was conducted and managed to collect the data from 1 tourist office staff, 4 tourists, and 3 local people and shop owners. In Karatsu City, 2 tourist office staffs, and 3 local people and shop owners were interviewed.

3.2 Theoretical Frameworks

3.2.1 Interpretative Analysis

The interpretative analysis is a part of content analysis. This theory uses the observation of the message and does the coding of that message. The researcher assumes to be a competent observer. The root of this method is in scientific field. It involves comparative analysis and theoretical sampling. Therefore, this research will apply this

method to analyze data from the observation in field research and coding out the particular message from the content of the interview (Neuendorf, 2002, p.6).

3.2.2 Doxey's Irridex theory

The Doxey's irridex theory portrays the attitudes and irritation of local community towards the tourists, which can be classified into four stages: Euphoria, Apathy, Annoyance, and Antagonism. From Euphoria stage, the local community still welcomes the visitors. After the destination gains more popularity and the number of tourists has risen, the stages of irritation will develop to Apathy, Annoyance, and Antagonism stages respectively. The hidden subtext from the interview will be analyzed and categorized into certain stage of the Doxey's irridex theory. Hence, this research will apply this theory to analyze with the method interpretative analysis in order to get the findings from the data collection.

3.2.3 Murphy's Ecological Model of Tourism Planning

Murphy's Ecological Model is applicable to any point of destination community. Murphy represents a general hierarchical model comprises the local decisions, regional objectives, and national goals, which represents the correlation between all elements. This model will be compared to the relation between the local, regional, and national stages of both case study communities. As same as the Doxey's irridex theory mentioned above, this research will also apply this theory to analyze with the method interpretative analysis in order to get the findings from the data collection.

CHAPTER 4:

FINDINGS AND DISCUSSION

4.1 Local government support and community response

According to the observation and interviews, the local people and local government staffs at the real-life locations at Chichibu City and Karatsu City, the irritation stage of local community are still at the Euphoria stage. They are still friendly and welcome both domestic and international travelers.

4.1.1 Newly released anime: Euphoria Stage

This section will provide the information from the interview data before analyzing. Therefore, the analysis will be in 4.1.1.1.

For the local community in Karatsu City, as the anime ‘*Yuri On Ice*’ was just released in 2016, the response of the local residents are still full of enjoyment and excited with the new movement in their city. From the old and peaceful city, it has changed to be livelier by the tourists of young generations. Therefore, local people are still welcoming the tourists and expect more tourists, both domestic and international ones, to travel and enjoy the activities in this city.

According to the interview of Karatsu tourist office staff and local people in Karatsu City, they indicate that Karatsu City is welcoming the visitation of tourists in Karatsu City. Karatsu tourist office staff mentioned that there is a festival called “*Karatsu Kunchi*”, which always catch the interest from the tourists. This event is held on 4th of November, annually. Before anime ‘*Yuri On Ice*’ has released, there are more than hundred-thousand

people join this event every year. However, after the anime '*Yuri On Ice*' released on television, a number of '*Yuri On Ice*' fans visit Karatsu City, especially young female tourists. As a result, there are plenty of anime products provided in the city for fans of the anime. Currently, there is no negative impact to the city yet. They welcome all the tourists to visit Karatsu City.

The tourist office staff also mentioned about the awareness of the future when the anime dropped in popularity. He represented the positive perspective that local government will do their best to maintain the repetition of tourists' visitation to Karatsu City. In the perception of Tourist Office, they positively welcome a bigger number of tourists. The city is also concerned on the matter when anime drops in popularity in the future. However, there are a number of '*Yuri On Ice*' fans who never knew about "*Karatsu Kunchi*" festival before and willing to participate this annual event. Some of the anime fans mentioned that because of '*Yuri On Ice*' so they found the beautiful city like Karatsu as they neither heard about this city nor the annual event. They hope this type of visitors will be rising. Even though they could not finalize if the tourists who want to visit Karatsu City just for '*Yuri On Ice*' only will be over expectation or not, they still want to do their best to create the repetition for their visits. Karatsu tourist office supports the tourists by providing the information for the guiding the directions and places or the suggestions for the tourists but for the in-depth details, negotiation, or decision-making process, it will be city hall responsibility.

The numbers of young female tourists are increasing. Before the release of the anime, the visitors of this town were only elderly or married couple of old age. Most of them visited the city to join the annual event. Nowadays, they have lots of teenagers and foreigners who travel in the town.

Furthermore, one of the local shop owners in Karatsu City clarifies the demographic of tourists who come to Karatsu City in the present and how the local government respond to the anime fans before the anime '*Yuri On Ice*' has released, only old people visited Karatsu City but in the present a large number tourists are young people. Because young people travel to Karatsu, plenty of goods are produced. Especially, the anime collaboration products are released to boost the tourism. The shop owner also reveals the feeling of the local shop owner about her feeling towards the fans of '*Yuri On Ice*' who visit Karatsu City as well as her active response that she has done for her shop to get along with the trend in the City. She directly stated that she wants more tourists to visit Karatsu City. To attract the anime fans and more tourists, the shops and restaurants in the city buy the anime-related magazines in order to satisfy the tourists and also enjoy the good moment along with the customers. City Hall also provides some anime goods like the posters of anime characters to the shops in the city. If any shops want more anime decoration, they have to invest in themselves. Her shop also provides the notebook for customers to write the message sharing their feelings and impression of the visit together.

Another local shop owner in Karatsu City interpreted the action of the anime pilgrimage that travel to Karatsu City and the changes occurred in the city after a number of anime fans follow the real-life locations in Karatsu City. Since '*Yuri On Ice*' released, a number of visitors also escalate, especially on Friday, Saturday, and Sunday, lots of visitors will come to take a photo with the anime stand at the train station and buy the collaboration goods. The anime collaboration products generate the revenue to the shops. At Kagamiyama Hot Spring, the real-life location of Yuri's house in the anime, the demand of Katsudon is very high (because anime character promoted Katsudon in the anime). At first, this restaurant and hot spring did not hire many part-time workers but after '*Yuri On Ice*'

was aired, this shop has to do the job advertisements in the newspaper to find part-timer to cook only Katsudon at the restaurant.

Figure 4-1: Katsudon at Kagamiyama Hot Spring in Karatsu City. Photographed by the author in 2017.



Figure 4-2: Inside of the restaurant at Kagamiyama Hot Spring in Karatsu City. Photographed by the author in 2017.



Figure 4-3: Entrance of the restaurant at Kagamiyama Hot Spring in Karatsu City.
Photographed by the author in 2017.



She also implies the opinion about the visitation of the anime fans. She gave the positive feedback about the decreasing in popularity of '*Yuri On Ice*' anime that Karatsu City can also offer other alternatives for the tourists as this city is a good place with delicious food, and beautiful scenery both mountains and river. Even though the attractiveness will be decreasing, she thinks it should be fine. She mentions that because young people have visited Karatsu City, this town becomes livelier.

The next interview is from the local staff in Karatsu castle, which is one of the sacred sites from '*Yuri On Ice*' anime. The staff has mentioned about the types of visitors who visit the Karatsu City after the anime was released. More young people travel to Karatsu City than before. Not only Japanese but the foreigners also come here, Karatsu residents cannot witness this scene in the past. She feels surprised. There was a collaboration with '*Osomatsusan*' anime before but cannot be compared to '*Yuri On Ice*'

anime because the fans of '*Yuri On Ice*' are firmly-rooted. Local government supports the large number of anime tourists by adding '*Yuri On Ice*' into the homepage of Karatsu website. Moreover, there are many anime collaboration products selling in the city. Also, there is '*Yuri On Ice*' anime on TV commercial to promote the city.

Regarding the interview of one of the local people in Karatsu City, she shared her experience witnessing the anime fans were wearing the anime costumes and visited the sacred sites in the city as well as her reception towards the tourists. She informs that there are a lot of tourists cosplaying as anime characters when they visit the restaurant that appeared in the anime. She wants tourists to visit Karatsu City more.

4.1.1.1 Analysis

According to the observation, at the Karatsu train station, there will be an anime stand to welcome all the tourists who just arrived the city and give them the chance to take photos with characters stand from '*Yuri On Ice*' anime. The tourist information counter is also locating in the train station to be more convenient for all tourists. At the counters will provide the maps of the city, the pamphlets showing all information about the events and festival of Karatsu City, and the anime friendly information about the sacred sites of '*Yuri On Ice*' anime. There will be three pamphlets for '*Yuri On Ice*' fans, first is the "Stamp Rally" card to join the rally campaign, collecting stamps to come back and get the rewards, which are the anime printed stickers, postcards, and files, at this counter later. Second is the map for going to places following the rally route. The third is the showing the sacred sites and scenes in anime, including the sample itinerary so it will be easier for the fans to visit.

For the "Stamp Rally" in Karatsu City, the participants have to collect 10 stamps from several places in the city. The places for the rally include both sacred sites from anime

and non-sacred sites. Therefore, the anime fans will have a chance to sight the beautiful scenery or valuable locations that they might not see in the anime. However, the places for collecting the stamps are quite far away from the JR station as it cannot be reachable by foot. Many places require at least 25 minutes by car (starts from the JR station), which is a bit inconvenient for the tourists who have limited time to travel.

Figure 4-4: The table for stamping at Karatsu Castle. Photographed by the author in 2017.



The pamphlets for anime fans are available in many languages, Japanese, English, Chinese, Korean, and Russian. It indicates the welcoming stage to anime fans both domestic and international. The pamphlet also provides the information and contact number for the taxi service, lodging, and even has the Multilingual Call Center that the tourists can contact for free 24 hours, every day. The languages available for the tourists are English, Chinese, Korean, Thai, Vietnamese, Indonesian, French, German, Italian, Spanish, Portuguese, and Russian. These optional services assist and encourage foreigners who worry about the language barrier to travel in Karatsu City with comfort.

Figure 4-5: The front of pamphlet for Karatsu City. Photographed by the author in 2017.

Figure 4-6: The back of pamphlet for Karatsu City. Photographed by the author in 2017.



The gesture of the staffs and local people are also friendly and optimistic. They greet all visitors with a smile and willing to talk and answer the questions from the tourists. According to the underlying conversation from the respondents, it implies the willingness to welcome and encourage all the visitors to repeatedly travel to Karatsu City again, not only join the anime sacred sites, but also participate in the annual events in the city. Furthermore, the dialogue illustrates how the atmosphere of the city has changed as the interviewees mentioned that young people visit Karatsu City more than ever and the vivacious and cheerful anime fans definitely make the city more active and fun. All the fans look excited and enjoy their journey for collecting all the stamps and all activities in the city. One of the shop owners in the city also respond to the interview as follow:

For Yuri fans, it's really fascinating to be able to spend time near the castle, one of the pilgrimage sites. I don't want the current boom to end as a one-off thing, so it's vital for us to promote the beauty of Karatsu to visitors so that they will love this place.

Kaori Jono, 46, the inn's proprietor (network, 2017).

The welcome stage for the tourists can be referred to the theory of Doxey's irridex from the Literature Reviews in this research. The theory implies the stages of host community's irritation to the visitors. Regarding the findings from data in Karatsu City, local government and residents are still at the first stage, Euphoria stage because they are still welcome and delighted for the tourists to spend time in the Karatsu City. One of the reasons might be because the anime '*Yuri On Ice*' was just released in October to December, 2016, hence, it is still new to the city to see new people to come to the city or see young people walking around the city as the visitors of this city were generally old people. That is why it somehow becomes the limitation of this research. The time limitation to do the research is an obstacle to collect the continuing data for the future of anime tourism when the anime popularity drops.

4.1.2 Faded popularity anime: Mixing between Euphoria and Apathy Stages

This section will provide the information from the interview data before analyzing. Therefore, the analysis will be in 4.1.2.1.

In Chichibu City, local government and local residents who are related to the tourism industry are still welcoming all the tourists to visit the city. However, according to the interview of local people who do not have any relationship with the anime tourists who

visit the city, they will be annoyed of the visitors if they have any negative impact to the city. For example, many years ago when the anime ‘*Anohana*’ was just released, there was very bad traffic when everyone was driving into the Chichibu city.

One of the residents in Chichibu City responded to the interview about her opinion on anime itself and the effect of anime to herself or the city. Many things have changed and settled in the Chichibu City after ‘*Anohana*’ was released. However, it does not affect her lifestyles in daily life at all. From the excerpt 1 below, Chichibu resident mentioned about her attitude towards the ‘*Anohana*’ anime and anime tourists that she does not have any interest in or care for them.

Excerpt 1

[...]

Interviewer: What is your attitude towards the ‘*Anohana*’ anime?

Resident F: I don't get it like *young people* do. [...]

Interviewer: What do you think about anime tourists?

Resident F: I do not care at all. [...]

(The restaurant owner at the bridge real-life location in Chichibu City)

She continued the interview showing her inattentiveness about the manifestation of the tourists in the Chichibu City. There were approximately 100 people of anime tourists traveling around Chichibu City each day but on Sunday, about 500 people would come to this bridge (the real-life location) immediately after the anime release. They came from all parts of Japan, from Kyushu to Hokkaido. Young people mostly came by motorbike.

One of the Chichibu residents indicated about the visitors in the city in positive aspect, relating to the anime '*Anohana*'. The visitors from Hokkaido to Okinawa and Taiwan, Korea and China came to travel in Chichibu City. It was the power of animation. Chichibu City was not really famous before. Most of them came to Chichibu after they watched anime. That is why we try to advertise to increase the number of visitors, not only in Chichibu, but also in the Western part for railway passengers. There were not many young people visited temple, only old people. It is an influential possibility that young people will come to travel because of the anime.

He kept telling about the anime fans were making a journey to Chichibu City while the anime was still popular. At the beginning, the city hall did not respond to tourism that much even though they work pretty hard to support and encourage visitors to come. Later, Chichibu souvenirs shops are selling '*Anohana*' anime collaborated goods. A few years ago, we appeared in the Asahi newspaper. They interviewed us about this place after anime released. Some people read it and visited this temple. This temple does not have the chief priest. In order to manage this temple, there are eight people from town assembly. The temple sells the calendars and posters to earn an income. When '*Anohana*' was still popular, the hundreds of character posters were sold per day when lots of visitors came. The customers queued up in the line all day and the goods as always out of stock. Currently, the numbers of tourists who come to Chichibu City from '*Anohana*' anime have decreased. But he thinks people will come to Chichibu again because spring holiday is coming. They know that Chichibu City will set up the event. There are people who still do not know about this Anime. He heard that many young people know this anime because of the DVD. It is good because we can watch either on the TV or DVD.

He additionally implied about the concern of other people in the city about the appearance of the young tourists in the city, especially the anime fans. He said some people worry about young people coming to Chichibu City, but young visitors are very polite. There is nothing much to do in Chichibu, but it is not that inconvenient. People from Tokyo say that Chichibu is not suitable for living. This lifestyle is too typical for them. However, there are some people who move to Chichibu City and live there because of the fresh air here. He thinks young people prefer to play and spend their time in Tokyo.

He reckoned that the anime fans will keep coming to the Chichibu City during the special events in the city, particularly in spring and autumn seasons. Mostly lots of tourists will come in April and May. They occur during September and November as well. A few days ago, there were couple who came from Fukuoka travelled to Chichibu after their business trip in Tokyo. Some people usually do like that. Sometimes, a woman became a fan of ‘*Anohana*’ because her husband loved it first. Few ‘*Anohana*’ fans still come to Chichibu City.

4.1.2.1 Analysis

Chichibu City is a very rural area. Looking for the convenience store in the city is almost mission impossible. The tourist information office does not locate in the train station but only a few steps outside the station. The staffs are friendly and welcome the tourists. They provide the information about the anime sacred sites in the city and also promote the “Stamp Rally” campaign which is available only from February 11th to March 31st, 2017. The participants have to collect 6 stamps from the locations in the rally route and then come back to get the anime printed file as a reward. The locations might be a little bit far

but still be able to reach by foot. However, most of the tourists prefer to rent the bicycle and ride around the town.

Figure 4-7: The paper for collecting stamps in Chichibu City. Photographed by the author in 2017.



For the public transportation in the city, they have decorated the bus with the anime ‘*Anohana*’ and also changed the announcement sound at the stops for sacred sites to be the anime character’s voice. This special change in the announcement portrays the willingness of the local government to impress and intrigue the anime fans to use the public transportation in the Chichibu City.

According to the findings from the interviews in excerpt 6 and excerpt 7, the underlying of the response from the local people showing that some people do not really welcome the young tourists as they quite worry about their visit. This can be referred to the Doxey’s irridex at Apathy Stage as they did not apparently go against the visit of young

people but just aware and worry. If they protest against young people visiting the town, it will move to the next stage, which is Annoyance stage. However, some resident like the interviewee in excerpt 7 that he still welcomes all the anime tourists as same as the local government.

4.2 Walking along the locals: Ordinary daily reality under the extraordinary spell of imagination

This section will provide the information from the interview data before analyzing. Therefore, the analysis will be in 4.2.1.

Local people are still living their ordinary lives while the anime tourism just becomes part of their lives and businesses there. The anime fans are the new target in the city. The city is currently more active as many young people both Japanese and international are walking around the city to visit the sacred sites and get the rally stamps. Local people also cheer them to win the prize.

The resident in Chichibu City mentioned about the change in target group who visit the Chichibu City but the city itself has not changed. He said after anime ‘*Anohana*’ released, their lifestyles have not changed but the city was more popular while the anime still broadcasted. Massive numbers of anime tourists visited Chichibu City. They were cosplaying and wearing anime costumes or accessories as well. He gave uninterrupted comments on the issue of anime effect to the city that it did not make any difference for his lifestyle but it made the local people change their attitude about the anime to be more positive. He also added that not many anime tourists visit Chichibu City recently, but there were a lot of them many years before. It used to be crowded here but it is quiet now and some shops are permanently closed. Here is a small town with not many things around.

Only young people like student in High-schoolers are coming here for the events or doing the interview like this. Occasionally, university students who like ‘*Anohana*’ anime would also visit here. He still wants more anime tourists to travel to Chichibu City.

Same as in Karatsu City, the owner of Japanese confectionary shop in Karatsu City has pointed out how local people adapted to the large scale of tourist visitation. Since ‘*Yuri On Ice*’ was released, the number of visitors also escalated, especially on Friday, Saturday, and Sunday, lots of visitors will come to take a photo with the anime stand at the train station and buy the collaboration goods. The anime collaboration products generate the revenue to the shops. At Kagamiyama Hot Spring, the real-life location of Yuri’s house in the anime, the demand of Katsudon is very high (because anime character promoted Katsudon in the anime). At first, this restaurant and hot spring did not hire many part-time workers but after ‘*Yuri On Ice*’ was aired, this shop has to do the job advertisement on the newspaper to find part-timer to cook only Katsudon at the restaurant. She prefers more anime tourists to visit Karatsu City because when young people travel to Karatsu City, this town becomes livelier.

She continued illustrating on the matter of anime will be lessening in the popularity in the future. She considered that Karatsu City contains full of interesting events and activities, and the city still remains the genuineness of Karatsu City. Karatsu City offers other alternatives for the tourists as this city is a good place with delicious food, and beautiful scenery both mountains and river. Even though the attractiveness will be decreasing, so she thinks it should be fine.

4.2.1 Analysis

The local people in both Chichibu City and Karatsu City still live their lives as normal like before the anime was released. The Japanese confectionary shop owner still opens the same shop and selling the same sweets. The only two things that added to her shop are the ‘*Yuri On Ice*’ anime poster that she received from the city hall and the collaborated package for her sweets. The special edition package of her sweets has only one style and the sweets inside are fixed and cannot be changed. When the anime fans stop by her shop and order this collaboration, she can just give one to them. She also mentioned that if the anime popularity has dropped, even though the revenue will decrease, it will be fine because Karatsu City has other activities and beautiful places and scenery to explore. Her shop will still be fine, selling the same goods.

Figure 4-8: The collaborated package for sweet at the confectionary shop in Karatsu City. Photographed by the author in 2017.



In the same way, the Kagamiyama Hot Spring place, which sells the Katsudon to anime fans, still supply other food for all the visitors as well. They do not completely change the shop to sell only the Katsudon to all customers. During the popular period of '*Yuri On Ice*' anime, the restaurant might be in need of the part-timers to help cook the food, especially the Katsudon at the shop. Nonetheless, if the number of anime fans visiting the shop decreases, they still can maintain the restaurant and hot spring for the tourists as usual.

The Japanese confectionary shop owner also illustrated that on Friday and Weekends, the anime tourists will travel to the city and shoot photos with the anime stand at the train station before they start their sacred sites journey. This becomes the current flow in the city but it is able to survive and go back to normal. This could prove that the authenticity of the cities has still remained. They have not changed for the anime tourism but they just follow the flow of the trend on that moment. Beeton (2016, p.16) also mentions that "Tourism may also lead to greater level of pride in the town and sense of belonging" (Beeton, 2016, p.16). Local community recognizes that they have owned something that other people yearn for (Beeton, 2016, p.16).

Not only the authenticity of the Chichibu and Karatsu City will be mentioned, but the authenticity of the anime will also be disclosed. Staiger (2005, p.106) implies that "when the fans take trips to contact stars and celebrities..., the reason for this attempt to make personal contact is to confirm star's authenticity" (Staiger, 2005, p.106). It portrays the anime pilgrimage that travel to the sacred sites was shown their effort to conform to the authenticity of their favorite anime as well.

On the other hand, the anime tourism is still a significant tool to support the cities to be recognized and attractive among the anime fans as anime tourism helps the city to

become unique. For example, the annual “*matsuri*” (festival) of both cities is still set up but the anime characters are manipulated on the poster next to the annual festival that is accessible in the cities.

4.3 The Validity of a Fantasy: Anime Tourism as a step ladder

This section will provide the information from the interview data before analyzing. Therefore, the analysis will be in 4.3.1.

Anime tourism is a stepping stone for everyone, especially anime fans to recognize and remember the unknown or non-famous places to become new destinations for the tourists. Once a city is stuck in people’s mind and the city supports anime tourism through advertising, it helps the destination to be more famous not only among the anime fans but also to target other markets. For the locals, it would be the ladder to another step, regional and the bigger step, national.

Most of the anime tourist destinations are located in the rural areas, some cities do not have the airport so the tourists need to fly to the main cities as a hub before transit to the train, bus, or even marine transportation like a cruise. For example, the researcher’s visit to Chichibu City in Saitama Prefecture, flying to Tokyo and get on the train to Chichibu City was the researcher’s only alternative. Therefore, spending some time and money in Tokyo was also possible to all the pilgrims as well. Sometimes, they find this should be the great opportunity to explore other cities, not only the sacred sites. This creates the extension of tourism from the local stage into the regional stage.

One of the localities disclosed about the variety of anime tourists who have journeyed in Chichibu City. The visitors from Hokkaido to Okinawa and Taiwan, Korea and China came to travel in Chichibu City. It was the power of animation. Chichibu City

was not really famous before. Most of them came to Chichibu after they watched anime. That is why we try to advertise to increase the number of visitors, not only in Chichibu, but also in the Western part for railway passengers. There were not many young people visited temple, only old people. It is an influential possibility that young people will come to travel because of the anime.

He provided more information about the tourists' behavior and how they plan the leisure trip together with their business trip in another city very well. The vast majority of the tourists will come in April and May. They occur during September and November as well. A few days ago, there were a couple came from Fukuoka travelled to Chichibu after their business trip in Tokyo. Some people usually do like that. Many times, a woman became a fan of '*Anohana*' because she followed her husband.

4.3.1 Analysis

Regarding the information from interviewing Chichibu resident above, he mentioned about the visit of '*Anohana*' fans who have the business trip in Tokyo also spend their leisure time to travel in Chichibu. This behavior of the anime fans can relate to the theory of Murphy's Ecological Model that all elements are connected. The smallest element such as local community can also give the massive impact to larger segments as the regional and national both in positive and negative ones. For instance, the anime fans who visit Tokyo for the business purposes also spare some leisure to relax and enjoy in another nearby city, this can generate the income to both related-businesses and cities, which can be counted as the regional sector. Therefore, the cooperation between all sectors is essential for tourism development. The scale of community does not matter to apply the

Ecological Model of Murphy to analyze the data. If any sector does not connect with other sectors, it will pause the development as the circulation will be interrupted.

4.4 Discourse of community development: Growth and balance

This section will provide the information from the interview data before analyzing. Therefore, the analysis will be in 4.4.1.

Economic factors that drive and develop the community cannot be denied. Nevertheless, the community development cannot be concerned only about the money or economic matter because focusing only one aspect might not be overcoming the other aspects for instance, the environment or society. Therefore, balancing in all aspects are very significant for the community development, especially in the long run.

The local government in both Chichibu and Karatsu put more effort to attract the tourists, especially the anime fans to visit the cities. Both of them adapt and collaborate the anime character to their annual events to attract both old and young tourists to travel to their cities. In Chichibu city, where anime '*Anohana*' was released for 6 years already, the activity with the anime is still going on and the fans still give good feedback and participate those events until the present. For Karatsu city, the anime '*Yuri On Ice*' is a new anime, hence, the number of tourists and anime fans are undoubtedly much more than the ones in Chichibu City. The collaboration of anime character and annual events is one of the strategies of the local government to maintain this in the long run. It is pretty effective as it becomes one of the uniqueness and tourist destinations in the cities.

The information from the tourist staff in Chichibu City indicated the number of anime tourists and other tourists in Chichibu City. She stated that after anime '*Anohana*' was released the numbers of anime tourists have been increasing than before. Currently, the

number of anime tourists is higher than other types of tourists because of events in Chichibu City. The tourists can be differentiated by the age. Young people would come for ‘*Anohana*’ purpose while older people would come for hiking or going to hot spring.

She also mentioned about the impact of anime fans visiting Chichibu City in the positive aspect. After anime ‘*Anohana*’ has released, it revitalizes the community because of young people visit. It becomes the positive impact to the Chichibu City because of a large number of younger people taking a trip to Chichibu, the more dynamic development of the city. Many collaborated goods are produced and available to sell to the anime fans.

Figure 4-9: The collaborated goods in Chichibu City. Photographed by the author in 2017.



The tourist office staff in Karatsu City was talking about the plan to deal with the faded popularity time of ‘*Yuri On Ice*’ anime in the future. There are a number of ‘*Yuri On Ice*’ fans who never know about “*Karatsu Kunchi*” festival before and willing to participate this annual event. Some of the anime fans mentioned that because of ‘*Yuri On Ice*’ so they

found the beautiful city like Karatsu as they neither heard about this city nor the annual event. They hope this type of visitors will be rising. Even though they could not finalize if the tourists who want to visit Karatsu City just for '*Yuri On Ice*' only will be over expectation or not, they still want to do our best to create the repetition for their visits.

He also explained about how the local government supported the anime fans who visited Karatsu City. The Tourist Office provides the information for the guiding the directions and places or the suggestions for the tourists but for the in-depth details, negotiation, or decision-making process, it will be city hall responsibility. He stated about the impact of visit from the anime fans to Karatsu City as well. The numbers of young female tourists are increasing. Before anime released, the visitors of this town were only elderly, or husband and wife with the old age. Most of them visited the city to join the annual event. Nowadays, there are lots of teenagers and foreigners travel in the town.

4.4.1 Analysis

A number of cases in contents tourism destinations were destroyed and lost the authenticity because of the unbalance in the management of those places. Beeton (2016, p.14) mentions in 'Film-induced Tourism' about the cases of tourists destinations that local government, tourism association, and film companies mostly focus on the revenue they can make from the visitors as priority. For example, the Uluru in central Australia was ruined not only the environment but also the culture of indigenous community. "This creates the distinct impression that economic gain is the first (and only) tourism performance indicator" (Beeton, 2016, p. 14).

Regarding the information from the findings, although it is the minority examples or perhaps not be able to apply to all anime sacred sites, it provides the data opposed to what

Beeton has declared above. The Chichibu City had the “Stamp Rally” campaign promoting tourists to have a visitation in various places in Chichibu City, which also included the sacred sites from ‘*Anohana*’ anime. According to the observation, Karatsu City did likewise. Regarding this practice, it could be the connotation or the hidden context that the local government in both cities perhaps intentionally or not, have planned to limit the zone or area of anime tourism for the anime fans for the sake of the local communities, in term of both social and environment. To elaborate, it is impossible for the local government to state that anime fans should not enter to the places they did not provide in the maps. It is a win-win situation for both local and tourists because exceeding the setting areas for tourists, the local government might not have enough subsidy to support the infrastructure to welcome the tourists. In addition, it does not mean that the tourists cannot travel to other places rather than the city provided in the rally list but they cannot use the same standard to measure about the hospitality from the city or even local people.

The set territories for the anime fans to visit are the areas that the city would like to promote the growth of business in the city. However, the structure of both Chichibu and Karatsu Cities are still retaining the pattern of rural areas, where the households and the businesses like the shops or restaurants are still locating next to each other. Local people are still living in their house and do not move or migrate to other places due to the exploring of anime tourists. It implies that the local people welcome the visitors to come to the cities.

Anime tourism depends on the popularity of the anime among the audiences. In every season, new anime will be released and be more attentive so that it will initiate the faded interest from the anime tourists to visit outdated places. Regarding the conversation from the interview and observation from both Chichibu and Karatsu Cities, the approach

for them to keep the anime tourists to visit the cities are anime collaborated products, events and festivals. The anime collaborated products create the uniqueness to the products selling in the city. For example, the souvenirs like key chains from Karatsu City, normally sold in the shape of Karatsu Castle but the collaboration with ‘*Yuri On Ice*’ anime will be more distinctive and elaborate. The keychain has the anime character embracing Karatsu Castle. This special edition is only available at Karatsu City. In Chichibu City, even though the anime was released since 2011, the collaboration still exists in 2017. During the “Stamp Rally” campaign in Chichibu City, the reward for collecting all the stamps is the anime printed file illustrating the anime characters joining the event in Chichibu City as the back of the file inviting all tourists to join ‘Chichibu festival stall event’ in December 2nd and 3rd, 2017.

Figure 4-10: The collaborated anime and the annual events in Chichibu City. Photographed by the author in 2017.



Figure 4-11: The anime printed file, which is the reward for collecting all the stamps for “Stamp Rally”. Photographed by the author in 2017.



Figure 4-12: The ‘Yuri On Ice’ collaborated key chain souvenir in Karatsu City. Photographed by the author in 2017.



4.5 Discussion

According to the collected data, in both Chichibu City and Karatsu City, the government did not pressure, abuse or exploit the business sector of local people. Instead, they subsidize the business owners to be well-known through the distribution of pamphlets to the tourists. On top of that, by skimming through the pamphlets, it can be comprehended that most of the anime products are still authentic and not industrialized or capitalized. For instance, the Katsudon is still available only at the Kagamiyama Hot Spring instead of promoting the Katsudon and sell all over the town. The business owner still keeps the quantity and quality of the products and services. There is also an increase in the hiring manpower to cook more Katsudon, but the availability of the Katsudon is still limited. Perhaps the owners already estimate the possibility of limitation of the capacity such as the labors and the food ingredients of the shops. From the observation, only one part-time worker works at the restaurant during dinner time, which demonstrated that the worker is hired in the normal rate not too many workers like they are capitalized and selling mass production. In addition, the pamphlet has also informed that Katsudon is available only at the restaurant's time not all day like the hot spring.

From observation, during the research, researcher also wondered if the city has lost their own authenticity from the invasion of anime tourism and anime fans. The scenery in the cities literally changed. The anime stands are available everywhere in town, the face of anime characters are on almost every poster promoting the events and festivals in the city. However, after comparing with the advertisement signs or billboard of the casino (pachinko), or direction to Kentucky Fried Chicken shop in the city, it generated the same vibes as seeing the anime characters everywhere in town. This research assumes that the scenery in town has changed due to the advertisement of the anime tourism. In term of

business, instead of disrupting the original ecstatic of the city, it actually helps the tourists to feel more welcome to visit the place.

Despite the dependence on the tourists to support anime tourism, the encouragement from the local government is also important. There are some parts of tourism elements that are obligatory for the government sector to endorse. If the government sector does not fund infrastructure, transportation and advertising, the business sector cannot operate the anime tourism by themselves. Hence, the anime tourism circulation will be ongoing or not is determined by the local government who also plays the significant role to guide or control the future of the anime tourism in those cities.

CHAPTER 5:

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In the present days, popular culture is part of everyday life. It not only impacts the individual but the society as well. Popular culture becomes the significant role in tourism industry. The kind of tourism, which is induced by the popular culture, is called contents tourism. The contents tourism emphasizes on the context of the location rather than the location itself. The example of contents that induce people to travel and visit the destination are film, anime, manga, games, and TV series. This research explored the adjustment and responses of the local community and local government based on the influence of anime tourism. Anime tourism is the tourist's destination where the anime fans will visit the places showing as the backdrop of their favorite anime. The tourists called themselves as anime pilgrims who travel to their sacred sites. There are two chosen anime using as a case study, '*Anohana*' and '*Yuri On Ice*'.

This chapter is classified into two sections. First part is the assessment of the findings and the overview of the analysis and discussion parts. The second one confers the implications and recommendation of this research.

To summarize the findings and analysis in chapter 4, there are four major outcomes from the data collected that give the answer to the research questions of this research. Regarding the different time releasing of two the animes, the response from the local governments in two cities are slightly different. The first research question of how local government and local community respond to anime tourism is answered by two major outcomes of the findings. Firstly, overall the local government and community in both

Chichibu City and Karatsu City welcome the anime tourists. Secondly, both Chichibu City and Karatsu City maintain the authenticity to support and attract the anime pilgrims to keep visiting and purchasing the collaborated goods at the sacred sites.

For the second research question of how anime tourism further develops the tourist destination is answered by the third and fourth findings and the discussion. Thirdly, anime tourism is a pathway to develop other business sectors in the cities. Fourthly, the community development requires focusing on the balance of development in the cities, the local government needs to concern not only the economic, but the social and environmental aspects as well. The discussion provides more ideas related to the community development but not the prominent focus of this research.

In this research, the author predicted that local government and local community accept and apply the anime tourism to develop tourism in the city, the findings, analysis, and discussion from chapter 4 indicated the prediction was right. The local government and local community in both Chichibu City and Karatsu City accepted the anime tourism as part of the cities and also apply the anime tourism to help develop the cities from quiet rural areas to more vigorous areas.

In summary, the anime tourism in Chichibu City and Karatsu City gain the positive feedback from both local community and the local government. Referring to the film-induced tourism, Beeton (2016, p.23) mentioned that “The power of film to motivate travelers, create new images, alter negative images, strengthen weak images, and create and place icons has been recognized by many as a major factor in tourism promotion for some time.” The power of anime likewise the film, empower the tourism in some places for some period of time. In order to elaborate the anime tourism to be a device to develop the community in long-term, there should be further study to comprehend the relationship

between the imaging power of the contents and the tourism as Beeton (2016, p.25) suggested “further investigation into the imaging power of film and its relationship to tourism, so that it can be used effectively in tourism planning instead of in an ad hoc manner”.

5.2 Implications and Recommendation

According to the findings from data from Chichibu City and Karatsu City, these two cities provide the positive feedback in both the response to the anime tourists and the balance in community development. Therefore, the outcomes of the analysis from the theory Doxey’s irridex are also positive. Due to lacking the research subsidy to visit and stay in more than two cities, other anime sacred sites have not been explored and done the research yet. Hence, in other anime real-life locations might contribute some different response from the local community.

(1) Limitation on the field research

This research focuses only two real-life locations for the anime ‘*Anohana*’ and ‘Yuri On Ice’ which the researcher found suitable to the limit of time and the expenses of visiting the places and staying over to do the data collection. In addition, ‘Yuri On Ice’ (2016) is much newer than ‘*Anohana*’ (2011), the response of the local government in Chichibu to the anime fans of ‘*Anohana*’ might not be as quick as the newer anime because at that time there were not many anime tourism in Japan, comparing to the present. Therefore, it is easier for Karatsu City to handle and support with the influx numbers of anime fans to visit Karatsu City as they can estimate and prepare in advance for the example of successful sacred sites.

Moreover, the gap of releasing time between '*Anohana*' and '*Yuri On Ice*' also impact the popularity and number of anime tourists who travel to the real-life locations in those two cities. The feelings and responses of the local communities towards the anime tourists might be different as well because the gap years are approximately five years, which means that Chichibu residents have spent more time with the anime tourists. The different timing could lead to either positive or negative attitude of the locality.

Despite the attitudes of local residents, the reasons for visiting the destination of tourists could be the significant variable to signify and predict the tourism in Karatsu City and Chichibu City. In addition, the findings of this research will indicate the duration of popularity in the specific city through anime tourism promotion and eventually become an applicable device to develop tourism businesses in Japan in general as well.

The researcher was well aware that it is normal to have biases either more or less in most of the research. To remove all biases in the social science research is rather a difficult task, the researcher is attentive to this potential bias conclusion. Therefore, the researcher has marginalized the explanation according to the solid data collection while base the assumption from the notable scholars' references. Therefore, the scenery might be changed but the city itself and local people do not lose their identity or authenticity.

(2) Limitation of the interview

There were four kinds of interviewees, local authorities, shop owners, tourists and local people. Local authorities are persons in charge who work in the tourism department of Chichibu City and Karatsu City. Shop owners are local shops in the cities, including restaurants, souvenirs shops, and hot spring and restaurant place. Tourists are both anime tourists and non-anime tourists. Local people are the residents of Chichibu City and Karatsu City who do not earn revenue from the visit of the anime tourists. This research

does not categorize the interviewees by gender because it does not relate to findings, all opinions are taken into account.

The time for interviewing depended on the availability of each respondent. Therefore, the time for each interview is unequal. Some interviewees could spend more time to reply while some were not. As well as the questions, this research used the semi-structured questions; therefore, the questions might be changed or added to the appropriate respondents.

Recommendation: This research provides the information about the anime tourism and how it impacts to the local community in the cities used as the background of the animes. The responses of both local government and the local community were also mentioned. This information can be useful for any further study to improve and develop anime tourism in other city or other kinds of contents tourism like film, manga, TV series, games and etc.

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APPENDIX A

Interview dialogue of local people, local shop owners, tourists, and tourist office staff in Chichibu City from 1-8

Interview Dialogue 1

Interviewer: Do you come to this place for anime-location tourism?

Tourist A: Yes, for anime and strawberry picking.

Interviewer: How many times have you been here?

Tourist A: It is my first time.

Interviewer: Do you know ‘*Anohana*’?

Tourist A: I like this Anime.

Interviewer: Do you want to come to Chichibu again?

Tourist A: Yes, sure.

Interviewer: Do you want to recommend to friends?

Tourist A: Yes, indeed.

Interviewer: Where are you from?

Tourist A: I am living in Tokyo but I am from Ishikawa.

Interview Dialogue 2

Interviewer: Why did you come to Chichibu?

Tourist B: I came here for driving school.

Interviewer: How many times have you been here?

Tourist B: It is my first time.

Interviewer: Do you know ‘*Anohana*’?

Tourist B: Yes.

Interviewer: Do you want to come to Chichibu again ?

Tourist B: Yes.

Interviewer: Do you want to recommend your friends to visit here ?

Tourist B: Yes.

Interviewer: Where are you from?

Tourist B: I am from Osaka.

Interview Dialogue 3

Interviewer: How did you know Chichibu City?

Tourist C: From TV show.

Interviewer: Why did you come to Chichibu?

Tourist C: For Cycling.

Interviewer: How many times have you been here?

Tourist C: Around five times.
Interviewer: Do you know '*Anohana*'?
Tourist C: I knew it since I came here.
Interviewer: Do you want to come to Chichibu again?
Tourist C: Yes, sure.
Interviewer: Do you want to recommend to friends?
Tourist C: Yes
Interviewer: Where are you from?
Tourist C: I'm from Okayama but I'm living in Tokyo now.

Interview Dialogue 4

Interviewer: How did you know Chichibu?
Tourist D: It's from '*Anohana*'.
Interviewer: So you came here for anime tourism?
Tourist D: Yes
Interviewer: How many times have you been here?
Tourist D: It is my first time.
Interviewer: Do you want to come to Chichibu again?
Tourist D: Mmm I'm not sure because I have not seen it yet.
Interviewer: Do you want to recommend to friends ?
Tourist D: Yes.

Interview Dialogue 5

Interviewer: Do you know anime '*Anohana*'
Resident E: I knew it.
Interviewer: After anime '*Anohana*' released, how the city has changed?
Resident E: Nothing has changed. Actually, the city was more popular while the anime still broadcasted.
Interviewer: How many anime tourists visit Chichibu City?
Resident E: A lot of anime tourists came here. They were cosplaying and wearing anime costumes or accessories as well.
Interviewer: Do local people change the way of thinking about Anime?
Resident E: We do. I think it is the impact from the TV series of this anime.
Interviewer: How local people changed their lifestyles after animation released?
Resident E: I think nothing has changed.
Interviewer: Do the anime fans still come to travel in Chichibu City currently?
Resident E: Not many anime tourists visit Chichibu City recently, but there were a lot of them many years before. It used be crowded here but it is quiet now and some shops are permanently closed. Here is a small town with not many things around. Only young people like student in High-schoolers are coming here for the events, or doing the interview like this. Occasionally, university students who like '*Anohana*' anime would also visit here.
Interviewer: What is your attitude towards the anime '*Anohana*'?
Resident E: For me, it is a good thing.

Interviewer: Do you still want more tourists to visit Chichibu City?

Resident E: Sure.

Interview Dialogue 6 (The restaurant owner at the bridge real-life location in Chichibu City)

Interviewer: How different between tourism in Chichibu City before and after ‘*Anohana*’ anime released?

Resident F: Many things have changed and settled.

Interviewer: What is your attitude towards the ‘*Anohana*’ anime?

Resident F: I don't get it like young people do.

Interviewer: How your lifestyles changed after anime ‘*Anohana*’ released?

Resident F: Nothing changed here. It is crowded only around the JR station.

Interviewer: Does the releasing of anime ‘*Anohana*’ impact the occupation of people in Chichibu City?

Resident F: There is no impact to me. Nothing has changed.

Interviewer: How many anime tourists visited Chichibu City after anime ‘*Anohana*’ released?

Resident F: There were approximately 100 people traveling around but on Sunday, about 500 people would come to this bridge (the real-life location) immediately after the anime released. They came from all parts of Japan, from Kyushu to Hokkaido. Young people mostly came by motorbike.

Interviewer: What do you think about anime tourists?

Resident F: I do not care at all.

Interview Dialogue 7 (Local people7)

Interviewer: How different between tourism in Chichibu City before and after ‘*Anohana*’ anime released?

Resident G: The visitors from Hokkaido to Okinawa and Taiwan, Korea and China came to travel in Chichibu City. It was the power of animation. Chichibu City was not really famous before. Most of them came to Chichibu after they watched anime. That is why we try to advertise to increase the number of visitors, not only in Chichibu, but also in the Western part for railway passengers. There were not many young people visited temple, only old people. It is an influential possibility that young people will come to travel because of the anime.

Interviewer: How do local government and community support or response to the large number of tourists or anime fans?

Resident G: At the beginning, the city hall did not respond on tourism that much even though we work pretty hard to support and encourage visitors to come. Later, Chichibu souvenirs shops are selling ‘*Anohana*’ anime collaborated goods. Few years ago, we appeared in the Asahi newspaper. They interviewed us about this place after anime released. Some people read it and visited this temple. This temple does not have the chief priest. In order to manage this temple, there are eight people from town assembly. The

temple sells the calendars and posters to earn the income. When '*Anohana*' was still popular, the hundreds of character posters were sold per day when lots of visitors came. The customers queued up in the line all day and the goods always out of stock. Currently, the numbers of tourists who come to Chichibu City from '*Anohana*' anime have decreased than before. But I think people will come to Chichibu again because spring holiday is coming. They know that Chichibu City will set up the event. There are people who still do not know about this Anime. I heard that many young people know this anime because of the DVD. It is good because we can watch either on the TV or DVD.

Interviewer: How local people think about fans of '*Anohana*' anime who visiting Chichibu City ?

Resident G: Some people worry about young people coming to Chichibu City. But young visitors are very polite. There is nothing much to do in Chichibu, but it is not that inconvenient. People from Tokyo say that Chichibu is not suitable for living. This lifestyle is too typical for them. However, there are some people who move to live in Chichibu City because of the fresh air here. I think young people prefer to play and spend their time in Tokyo.

Interviewer: How many visitors come to Chichibu City now?

Resident G: Mostly lots of tourists will come in April and May. They occur during September and November as well. A few days ago, there were a couple came from Fukuoka travelled to Chichibu after their business trip in Tokyo. Some people usually do like that. Many times, a woman became a fan of '*Anohana*' because her husband loved it first.

Interviewer: So, '*Anohana*' fans still come to Chichibu City ?

Resident G: Fewer people though still come.

Interview Dialogue 8 (Tourist office staff in Chichibu City)

Interviewer: How many tourists visit Chichibu City during 2007-2017?

Tourist Office Staff: I am not sure.

Interviewer: How are the numbers of tourists travel to Chichibu City after the '*Anohana*' anime released?

Tourist Office Staff: The numbers of anime tourists have been increasing than before.

Interviewer: Among the number of tourists, which one is higher between '*Anohana*' fans and other tourists?

Tourist Office Staff: I think generally, the number is equal, 50-50. However, currently number of '*Anohana*' fans is higher because of events in Chichibu City.

Interviewer: How different between tourism in Chichibu City before and after '*Anohana*' released?

Tourist Office Staff: In my perception, it revitalizes the community because of young people visit. It becomes the positive impact to the Chichibu City because the more of younger people taking a trip to Chichibu, the more dynamic development to the city. Many collaborated goods are produced and available to sell to the anime fans.

Interviewer: How different between anime tourists and other tourists?

Tourist Office Staff: I think the age group differentiated them as young people would

come for '*Anohana*' while older people would come for hiking or going to hot spring.

Interviewer: How do local people feel about anime tourists?

Tourist Office Staff: I am not really sure about that.

APPENDIX B

Interview dialogue of local people, local shop owners, and tourist office staff in

Karatsu City from 9-13

Interview Dialogue 9 (The tourist office staff in Karatsu City)

Interviewer: Before '*Yuri On Ice*' was released, how was the city in tourism aspect?

Tourist Office Staff: There is a festival called "Karatsu Kunchi", which always catch the interest from the tourists. This event is held on 4th November annually. There are more than hundred-thousand people join this event every year.

Interviewer: After anime '*Yuri On Ice*' released, how the city has changed? In term of economic, social, and environment. (For example, bad traffic, job opportunity, more customers, or more shops in the city.)

Tourist Office Staff: A number of '*Yuri On Ice*' fans visit Karatsu City, especially young female tourists. Therefore, there are plenty of anime products providing in the city for fans of the anime. Currently, there is no negative impact to the city yet.

Interviewer: People in the city welcome or feel irritated of the anime tourists?

Tourist Office Staff: Of course! we are welcome all the tourists to visit Karatsu City.

Interviewer: Do you think people in this city want to have more tourists or limited number of tourists?

Tourist Office Staff: In the perception of Tourist Office, we definitely welcome more number of tourists but we could not reply in the perspective of city residents.

Interviewer: How the city manage to do if the time passes and anime is not popular anymore?

Tourist Office Staff: We also aware of this matter. There are a number of '*Yuri On Ice*' fans who never know about "Karatsu Kunchi" festival before and willing to participate this annual event. Some of the anime fans mentioned that because of '*Yuri On Ice*' so they found the beautiful city like Karatsu as they neither heard about this city nor the annual event. We hope this type of visitors will be rising. Even though we could not finalize if the tourists who wants to visit Karatsu City just for '*Yuri On Ice*' only will be over expectation or not, we still want to do our best to create the repetition for their visits.

Interviewer: How do local government and community support or response to the large number of tourists or anime fans? (For example, set up new shops in the city, or produce more anime products.)

Tourist Office Staff: Exactly, for the Tourist Office will provide the information for the guiding the directions and places or the suggestions for the tourists but for the in-depth details, negotiation, or decision making process, it will be City Hall responsibility.

Interviewer: Does the visit of anime fans make any different to the city?

Tourist Office Staff: Certainly, the numbers of young female tourists are increasing. Before anime released, the visitors of this town were only elderly, or husband and wife with the old age. Most of them visited the city to join the annual event. Nowadays, we have lots of teenagers and foreigners travel in the town.

Interview Dialogue 10 (The cafe owner in Karatsu City)

Interviewer: Before '*Yuri on Ice*' was released, how was the city in tourism aspect?

Local shop owner: Only old people visited Karatsu City but in the present a large number of tourists are young people.

Interviewer: After anime '*Yuri On Ice*' released, how has the city changed? In terms of economic, social, and environment. (For example, bad traffic, job opportunity, more customers, or more shops in the city.)

Local shop owner: Because young people travel to Karatsu, plenty of goods are produced. Especially, the anime collaboration products are released to boost the tourism.

Interviewer: Do you prefer to have more tourists or just a limited number of tourists is enough?

Local shop owner: Yes, I want more tourists to visit Karatsu City.

Interviewer: Does the visit of anime fans make any difference to the city?

Local shop owner: To attract the anime fans and more tourists, the shops and restaurants in the city buy the anime-related magazines in order to satisfy the tourists and also enjoy the good moment along with the customers. City Hall also provides some anime goods like the posters of anime characters to the shops in the city. If any shops want more anime decoration, they have to invest by themselves. This shop also provides the notebook for customers to write the message sharing their feelings and impression of the visit together.

Interview Dialogue 11 (The Japanese confectionary shop owner in Karatsu City)

Interviewer: Before '*Yuri on Ice*' was released, how was the city in tourism aspect?

Local shop owner: Since '*Yuri On Ice*' released, number of visitors also escalated, especially on Friday, Saturday, and Sunday, lots of visitors will come to take a photo with the anime stand at the train station and buy the collaboration goods.

Interviewer: After anime '*Yuri On Ice*' released, how has the city changed? In terms of economic, social, and environment. (For example, bad traffic, job opportunity, more customers, or more shops in the city.)

Local shop owner: The anime collaboration products generate the revenue to the shops. At Kagamiyama Hot Spring, the real-life location of Yuri's house in the anime, the demand for Katsudon is very high (because anime character promoted Katsudon in the anime). At first, this restaurant and hot spring did not hire many part-time workers but after '*Yuri On Ice*' was aired, this shop has to do the job advertisement in the newspaper to find part-timers to cook only Katsudon at the restaurant.

Interviewer: What to do if the time passes and anime is not popular anymore?

Local shop owner: I think Karatsu City can also offer other alternatives for the tourists as this city is a good place with delicious food, and beautiful scenery both mountains and river. Even though the attractiveness will be decreasing, I think it should be fine.

Interviewer: Does the visit of anime fans make any difference to the city?

Local shop owner: Because young people have visited Karatsu City, this town becomes livelier.

Interview Dialogue 12 (Local staff at the Karatsu castle)

Interviewer: After anime '*Yuri On Ice*' released, how the city has changed? In term of economic, social, and environment. (For example, bad traffic, job opportunity, more customers, or more shops in the city.)

Local staff at the Karatsu Castle: More young people travel to Karatsu City than before. Not only Japanese ones but the foreigners also come here, which cannot witness this scene in the past. I was so surprised. There was a collaboration with Osomatsusan anime before but cannot compare to '*Yuri On Ice*' anime because the fans of '*Yuri On Ice*' are firmly-rooted.

Interviewer: How do local government and community support or response to the large number of tourists or anime fans? (For example, set up new shops in the city, or produce more anime products.)

Local staff at the Karatsu Castle: In the homepage of Karatsu website also mentions about the '*Yuri On Ice*' and there are many anime collaboration products selling in the city. Also, there is '*Yuri On Ice*' anime on TV commercial to promote the city.

Interview Dialogue 13 (Local people at the Kagamiyama Hot Spring place)

Interviewer: Before '*Yuri on Ice*' was released, how was the city in tourism aspect?

Local People: I do not know much. I only know that there are a lot of tourists cosplaying as anime characters when they visit the restaurant that appeared on the anime.

Interviewer: Does the visit of anime fans make any different to the city?

Local People: Yes.

Interviewer: Do you prefer to have more tourists or just limited number of tourists is enough?

Local People: Yes. I want tourists to visit Karatsu City more.

Interviewer: How do local government and community support or response to the large number of tourists or anime fans? (For example, set up new shops in the city, or produce more anime products.)

Local People: I do not know.