

令和 5 年 5 月 31 日現在

機関番号：13301

研究種目：若手研究

研究期間：2019～2022

課題番号：19K20565

研究課題名（和文）Challenges and Potentials of Transnational Film/Contents Tourism: A Case Study of Japanese Fan Tourists in Germany

研究課題名（英文）Challenges and Potentials of Transnational Film/Contents Tourism: A Case Study of Japanese Fan Tourists in Germany

研究代表者

THELEN TIMO (Thelen, Timo)

金沢大学・歴史言語文化学系・講師

研究者番号：90837452

交付決定額（研究期間全体）：（直接経費） 3,200,000円

研究成果の概要（和文）：本研究は、ドイツを訪れた日本人ファン観光客の事例で、グローバル化におけるコンテンツ・ツーリズムを理解することを目的としている。本研究には、人類学的なフィールドワークを活かし、ファンをはじめ、自治体、住民など、様々な関係者に対して聞き取り調査が実施された。そのデータを分析し、「ファン資本理論」を用いて、知識や旅行体験がファン・コミュニティの中でどのように循環しているかを明らかにした。その結果、コンテンツ・ツーリズムの戦略と計画において、ファンが考慮すべき要素であることが明らかになった。それは、最終的にはファンが、旅行やSNS活動を通じて、どの観光地が人気な「聖地」になるかを決定するからである。

研究成果の学術的意義や社会的意義

This research provided valuable insights into the complexity and dynamics of contents/media tourism and the crucial role that fans play to "create" and embrace "sacred places," i.e., media-related tourist sites. It suggests reconsidering fandom culture to implement sustainable tourism strategies.

研究成果の概要（英文）：This research project aimed to understand cross-border content/media tourism in the globalized and digitalized age by examining a case study of Japanese fan tourists who traveled to Germany to visit a manga site. A qualitative approach using ethnographic fieldwork was used for the study, and semi-structured interviews were conducted with various stakeholders such as fan tourists, local authorities, and residents. The results were analyzed and theorized using fan capital theory to show how knowledge and travel experiences circulate within a fan community. The findings highlight that fan tourists are an important factor to consider in content/media tourism planning and destination management. Fans ultimately decide which place becomes a successful destination through their travel behavior and social media activities.

研究分野：Tourism Studies

キーワード：Contents Tourism Media Tourism Fan Studies Globalization

科研費による研究は、研究者の自覚と責任において実施するものです。そのため、研究の実施や研究成果の公表等については、国の要請等に基づくものではなく、その研究成果に関する見解や責任は、研究者個人に帰属します。

## 1. 研究開始当初の背景

① In our digitalized age, media content inspires tourism activities and so creates new touristic resources at peripheral places (Beeton, 2016; Urry & Larsen, 2011). Investigating this phenomenon in the West, media tourism has emerged as a recognized and productive domain within the field of tourism studies. Scholars have addressed and analyzed the experiences of media tourists, their search for authenticity, and their performative activities. Scholars in the field of fan studies have also made essential contributions to the research discourse, investigating this phenomenon and the relationship between fans and media-related locations as objects of a productive fandom (Hills, 2002; Williams, 2020).

② In the Japanese research on media fan tourism called ‘otaku tourism’ (Okamoto, 2015) or more commonly ‘contents tourism’ (Yamamura, 2015), however, other academic tendencies are apparent. Japanese scholars often emphasize the involvement of local (often non-fannish) residents at the destinations, since media fan tourism can become a means of rural revitalization. In this context, the term ‘sacred place’ and ‘fan pilgrimage’ are commonly used. However, the relationship between fans/media tourists, media producers/copyright holders, and local communities can be complex and there might be difficulties to negotiate different positions and interests. This is even more relevant in the age of globalized tourism and visitors, i.e., fans, coming from around the globe.

## 2. 研究の目的

① This research project aims at looking at local communities as well as fan visitors, in special reconsideration of global tourism, i.e., that the tourists are coming from another cultural realm. Other studies have looked at such touristic phenomena, e.g., for the case of Japanese fans traveling to Korea (Kim, 2012). However, this research will add two distinctive aspects: 1) visitors coming from a very different part of the world to visit a place related to media content from their home country; this situation is thought to be more challenging not only for the visitors but moreover for the local community at the site. 2) these visitors are fans, who have a stronger affection for the media content and experience traveling more intensely; they furthermore communicate their travel impressions via social media which will result in new visitors from their fandom community.

② By investigating such a case of fan tourism to another country, the project not only aims at filling research gaps in regard to contemporary tourism, but also at unveiling the dynamics and complexities of modern media/contents tourism in a highly digitalized and globalized world. Thus, this research aims to offer valuable implications for tourism planning and destination management, in particular for peripheral regions.

## 3. 研究の方法

① This research project employed a qualitative approach with ethnographic fieldwork. Semi-structured interviews with various stakeholders, such as fan tourists, local authorities, and local residents were conducted. This rich qualitative data, accumulated through numerous fieldwork stays, was supplemented by documents received by the interviewees, such as photographs of their visits or screenshots of their presence on social media.

② The original case study was focused on Nordlingen in Germany, a ‘sacred place’ for the Japanese manga series *Attack on Titan* (hereafter *AoT*) visitors. However, the COVID-19 pandemic made field stays impossible in 2020 and 2021. Therefore, interviews with former visitors were conducted, as there were hardly any new visitors in these

years due to international travel bans. To receive additional data, the researcher decided to investigate a second site related to *AoT* fan tourism in the domain of Japanese domestic tourism. In this regard, Hita in Oita, the hometown of manga artist Isayama and thus thought of as a ‘sacred place’, was also investigated on a smaller scale to broaden the perspective and the findings.

#### 4. 研究成果

① The case study of Nordlingen exemplified how a ‘sacred place’ has emerged abroad only by rumors among the fan community. In 2013, a Japanese variety television show first brought up the allusion, that the city in Germany was potentially the model location of the manga in question, However, this was denied soon after by the media producers. Nonetheless, fans - some of them even though knowing the truth - kept on acknowledging Nordlingen as a sacred place and continuously visited the site. Social media and fan internet sites played an important role in spreading the knowledge on Nordlingen and in giving advice on how to go there and which places at the site to be seen. Because there is no official tourist information or infrastructure related to *AoT* in this peripheral city, the knowledge of the fandom is an essential database for the ‘sacred pilgrimage’ to Nordlingen.

② Fan capital theory was employed to analyze and theorize the findings of the case study. Based on the capital theory of Bourdieu, fan capital can be differentiated into four categories: economic, social, cultural, and symbolic. The latter two are important in this context. Fan cultural capital is the knowledge of Nordlingen and its connection to *AoT* on the one hand, and knowledge of how to travel there on the other. This includes, for example, certain language skills in German being very helpful to reach this peripheral city, or at least knowing how to go there without such language skills. Fan symbolic capital is the prestige and attention that a documented visit to Nordlingen receives within the fan community. Social media posts of visits commonly accumulated at least ten times more views and likes. The status of ‘having been there’ is seen as a particular achievement that not only fosters the deep affection for the media, but also confirms the willingness to invest a considerable amount of resources for it. Both kinds of fan capital can reinforce each other and so create a circulative flow (Figure 1).

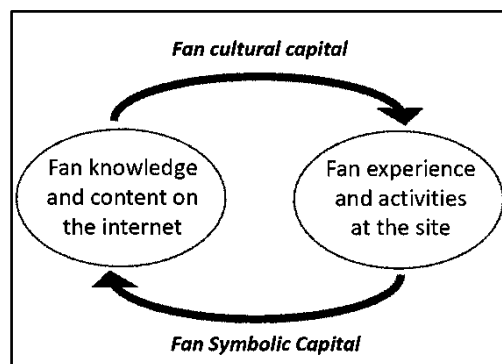


Figure 1: Fan capital circulation

③ As Nordlingen is not an officially acknowledged ‘sacred place’ and there is no advertisement related to *AoT*, fan tourism largely goes under the radar of the locals. Thus, there were no social issues observed between fan tourists and local residents. The additional case study of Hita in Oita, however, showed that some residents were opposed to the strong marketing and placemaking of the city as a ‘sacred place’ for *AoT*. Furthermore, friction among the fans and business entrepreneurs seemed to limit the site’s potential. A focus on non-fannish, mass tourists led to a big sum of licensed memorabilia. Although many of them are locally made and utilize local traditional craftworks, their appeal to fans varies and the feedback is mixed.

④ The comparison of both sites brought insights into different ways how a ‘sacred site’ can emerge. The fan pilgrimage in Nordlingen is quasi-self-running by the circulation of fan cultural and symbolic capital, while the tourism stakeholders in Hita, such as the city office, invested a lot of resources to transform the city into a fan pilgrimage site. Yamamura (2015) theorized contents tourism as a triangular model with three entities with equal consideration and mutual impact: local authorities, contents businesses, and fan tourists. In Nordlingen, fan tourists are the only factor that generates a ‘sacred pilgrimage.’ In Hita, however, the local authorities are the

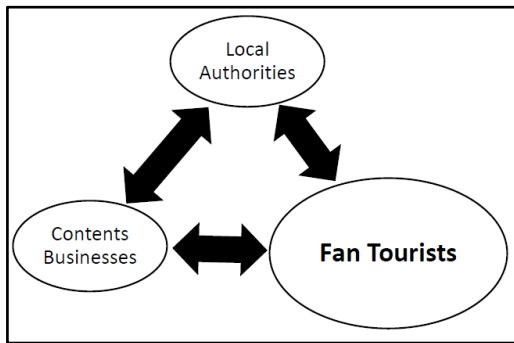


Figure 2: Contents tourism triangle with fans as the major element

dominant stakeholders, besides the contents businesses, while fan tourists play no important role anymore. In regards to the findings of the two case studies, the researcher suggests that fan tourists should be acknowledged as the most crucial of the three stakeholder groups, as they eventually appraise the 'sacredness' - the fans' attraction and appreciation - of a site (Figure 2).

and destination management. Fans are ultimately the ones who decide by their travel behavior and social media activities, which site becomes a successful tourist destination. Understanding the needs and expectations of fan tourists and the dynamics among this tourist segment will become even more important in the future, as popular media content is an omnipresent element of our lives. However, a careful negotiation process with local residents is crucial to guarantee acceptance of fan tourism and transform a site into a 'sacred place.' The placemaking for the sake of contents/media tourism is an enormous project that can cause friction among the stakeholders. These frictions should be taken seriously, and negotiations must be arranged to create sustainable tourism destinations.

⑤ The findings of this research project underline that fan tourists are an important factor to be reconsidered in tourism planning

#### <引用文献>

- ① Beeton, S. (2016). *Film-induced tourism* (2nd ed.). Channel View Publications.
- ② Hills, M. (2002). *Fan cultures*. Routledge.
- ③ Kim, S. (2012). Audience involvement and film tourism experiences: Emotional places, emotional experiences. *Tourism Management*, 33(2), 387-396.
- ④ Okamoto, T. (2015). Otaku tourism and the anime pilgrimage phenomenon in Japan. *Japan Forum*, 27(1), 12-36.
- ⑤ Urry, J., & Larsen, J. (2011). *The Tourist Gaze 3.0*. Sage.
- ⑥ Williams, R. (2020). *Theme park fandom: Spatial transmedia, materiality and participatory cultures*. Amsterdam University Press.
- ⑦ Yamamura, T. (2015). Contents tourism and local community response: Lucky star and collaborative anime-induced tourism in Washimiya. *Japan Forum*, 27(1), 59-81.

5. 主な発表論文等

〔雑誌論文〕 計3件（うち査読付論文 3件/うち国際共著 2件/うちオープンアクセス 1件）

1. 著者名 Thelen Timo, Kim Sangkyun	4. 巻 26
2. 論文標題 Understanding fan tourists at a non-commodified fan pilgrimage site: an application of fan capital theory	5. 発行年 2021年
3. 雑誌名 Current Issues in Tourism	6. 最初と最後の頁 12~17
掲載論文のDOI（デジタルオブジェクト識別子） 10.1080/13683500.2021.2011162	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 -

1. 著者名 Timo Thelen	4. 巻 17.2
2. 論文標題 Transnational comic tourism and fan capital: Japanese Attack on Titan fans traveling to Germany	5. 発行年 2020年
3. 雑誌名 Participations	6. 最初と最後の頁 303-325
掲載論文のDOI（デジタルオブジェクト識別子） なし	査読の有無 有
オープンアクセス オープンアクセスとしている（また、その予定である）	国際共著 該当する

1. 著者名 Thelen Timo, Kim Sangkyun, Scherer Elisabeth	4. 巻 online
2. 論文標題 Film tourism impacts: a multi-stakeholder longitudinal approach	5. 発行年 2020年
3. 雑誌名 Tourism Recreation Research	6. 最初と最後の頁 1~16
掲載論文のDOI（デジタルオブジェクト識別子） 10.1080/02508281.2020.1718338	査読の有無 有
オープンアクセス オープンアクセスではない、又はオープンアクセスが困難	国際共著 該当する

〔学会発表〕 計4件（うち招待講演 1件/うち国際学会 3件）

1. 発表者名 Timo Thelen
2. 発表標題 Transnational fan tourism and spatial poaching: Japanese Attack on Titan fans in Germany
3. 学会等名 Worlds of Imagination, Rotterdam, Netherlands (国際学会)
4. 発表年 2021年

1. 発表者名 Timo Thelen
2. 発表標題 Attack on Titan's Impact on Japanese German language learners and media tourists
3. 学会等名 Hokuriku Annual Meeting of German Studies Society, Kanazawa, Japan (招待講演)
4. 発表年 2022年

1. 発表者名 Timo Thelen
2. 発表標題 Foreign Wife and Japanese Whisky: Multiculturalism and Japaneseness in the NHK Morning Drama Series Massan
3. 学会等名 EJJS 3rd Japan Conference, Tsukuba (国際学会)
4. 発表年 2019年

1. 発表者名 Christian Tagsold, Timo Thelen
2. 発表標題 Attack on Titan and its Utilization in Right-wing Discourses
3. 学会等名 Mechademia 2023, Kyoto (国際学会)
4. 発表年 2023年

〔図書〕 計1件

1. 著者名 Ludgera Lewerich, Theresa Sieland, Timo Thelen	4. 発行年 2020年
2. 出版社 DeGruyter	5. 総ページ数 146
3. 書名 Das ländliche Japan zwischen Idylle und Verfall	

〔産業財産権〕

〔その他〕

-

6. 研究組織

	氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
--	---------------------------	-----------------------	----

7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
---------	---------