

THE INFLUENCE OF THE ANIME INDUSTRY ON THE DEVELOPMENT OF TOURISM IN JAPAN

The anime industry is one of the largest and most profitable in Japan, generating billions of dollars in revenue every year. It includes not only the production of anime series and films, but also the creation of various goods such as figurines, posters, clothing, accessories, toys, books, music albums, etc. These products are actively bought not only in Japan, but also abroad. In this context, this article demonstrates the effect of anime on tourism.

The statistics demonstrates that anime industry influences the development of domestic tourism in Japan, as many fans of anime, manga, light novel and video games want to visit the city where their characters lived, and personally see the places from which the landscapes were painted.

Anime conventions and festivals attract thousands of attendees, showcasing the immense popularity and enthusiasm surrounding anime culture that's been growing well in Japanese society. Cosplay, short for costume play, has also become a popular activity where fans dress up as their favorite anime characters.

Furthermore, anime has also had a significant economic impact in Japan as well as geographic fame's impact [1]. Another important aspect of the anime industry is its impact on the development of inbound tourism in Japan. The anime industry attracts millions of tourists from different countries who want to see anime-related places with their own eyes. These can be real cities, villages, parks, temples, museums, monuments, etc., as well as fictional worlds recreated in theme parks, cafes, hotels, etc. This type of tourism is called anime-tourism or anime pilgrimage.

Japanese government has recognized the importance of anime-tourism and actively promotes it as part of its cultural tourism. For this purpose, excursions to the sights of Japan are created, while The Japan National Tourism Organization is developing tourist routes based on popular anime series, moreover, special maps of the city for fans, on which places are marked that are the prototype of anime, light novel, manga. Events in the field of anime-tourism include exhibitions, festivals, quests, quizzes, installations, and the creation of special excursions. In fact, if the events in the anime take place in a city or village, then it is decorated, usually also include information about the history of the city and its attractions and festivals and fairs are held, in addition, exclusive souvenirs of the relevant theme are sold. This is considered a good way to develop domestic tourism among young people, attract franchise fans abroad and attract audience attention to small cities and prefectures [2].

In conclusion, it should be admitted that the anime industry has played a crucial role in promoting tourism in Japan, because many fans travel to visit the real-life locations depicted in their favorite anime series to get a real-life experience. Anime festivals, exhibitions and events attract thousands of tourists who want to immerse themselves in unique Japanese culture. In addition, thanks to the anime industry, people learn more about Japanese culture, traditions, history, architecture, and attractions.

References

1. *Susilo, D.* Anime Culture / D. Susilo, J. Santoso // The Asian Inst. of Research J. of Social and Polit. Sciences. — 2023. — Vol. 6, № 2. — P. 188–198.
2. *Гуленок, П.* Аниме-туризм и его место в массовой культуре Японии [Электронный ресурс] / П. Гуленок // Дискурс. — Режим доступа: <https://discours.io/articles/culture/anime-turizm-i-ego-mesto-v-massovoy-kulture-yaponii>. — Дата доступа: 01.12.2023.