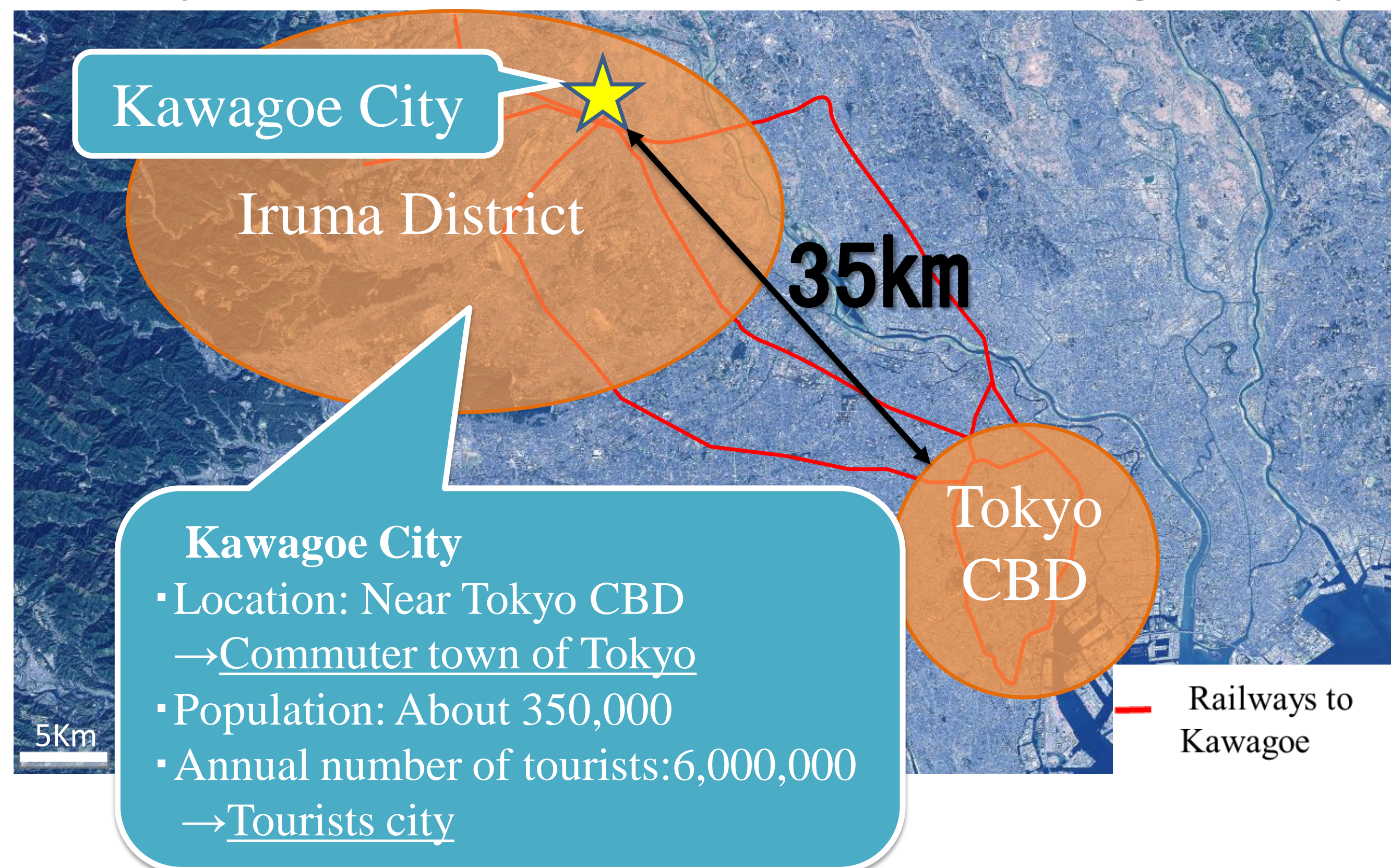


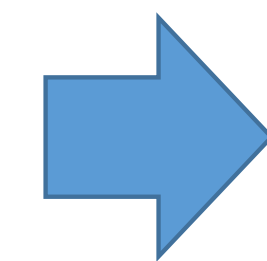
# Traditional Tourism × Animation

## ...Harmony and sustainability in Kawagoe

< Key words : anime tourism , Kawagoe city , repeated visits >



What is “Anime tourism”?

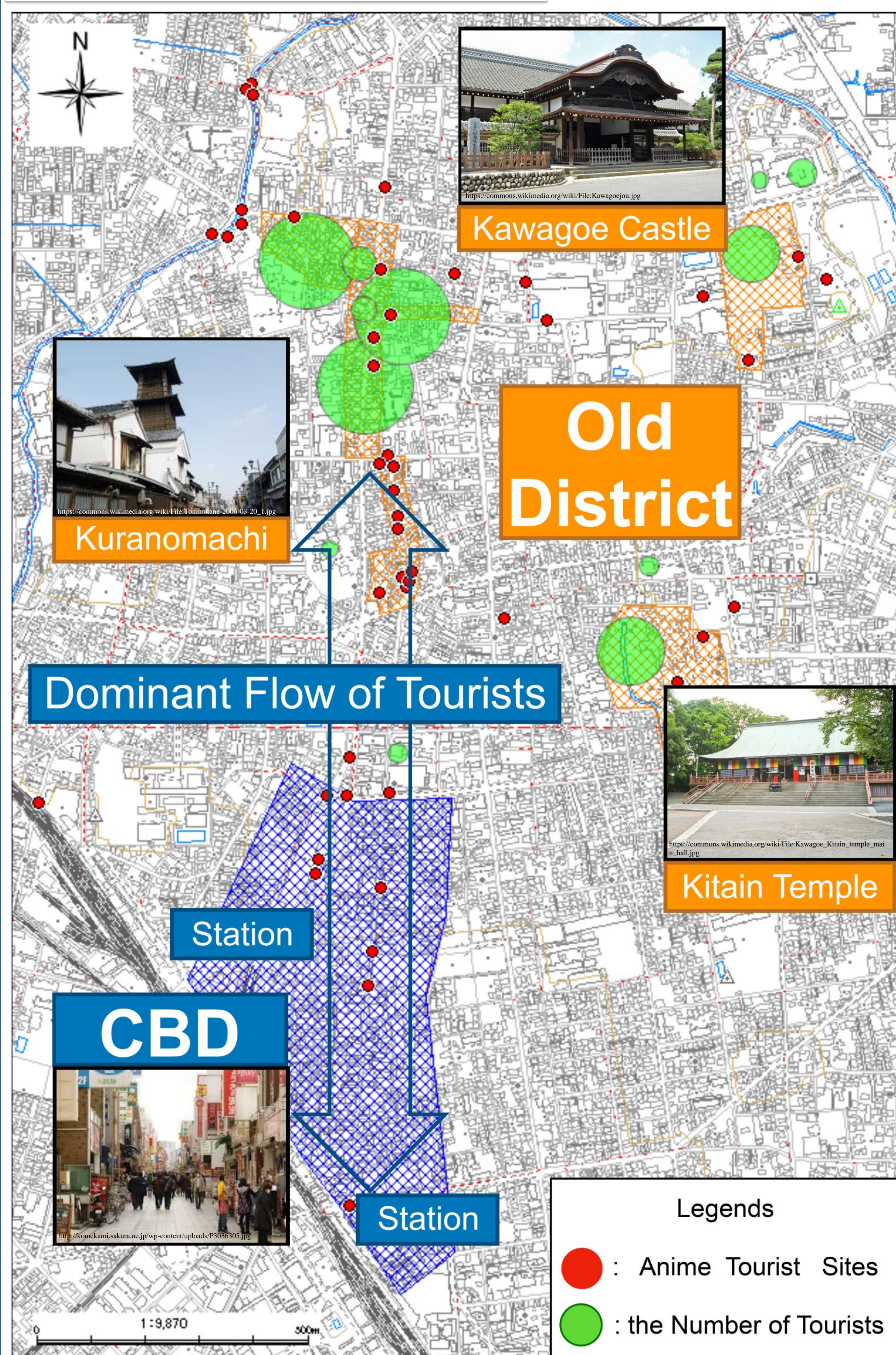


Watch animation and get interested

Visiting model places of the animation

The effect is **TEMPORARY**(not sustainable).

## Present Condition



- Kuranomachi is a **historical area**, in contrast, anime tourists sights are **new kind of sightseeing places**.  
→ How we can **match** each other?
- The inhabitants are proud of Kawagoe’s history and traditional culture.  
→ How we can get them to **understand** “Anime tourism”?
- Popularity of an animation content is usually **temporary**.  
→ How we can make “Anime tourism” **sustainable**?

These maps are reproduction of the GSI Maps and Fundamental Geospatial Data published by Geospatial Information Authority of Japan.



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## Solutions

Tourists  
**Cooperation**

Administration

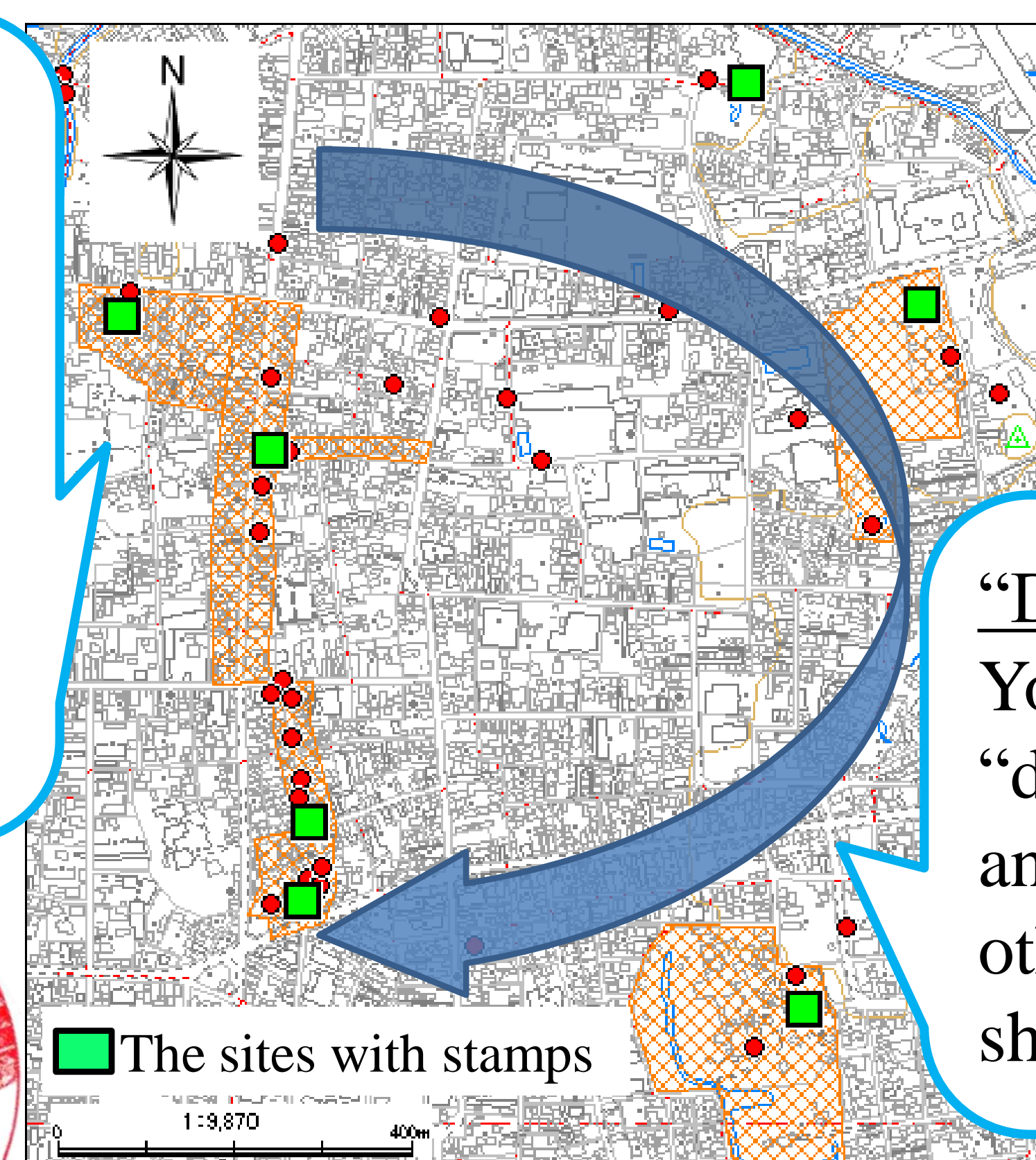
Inhabitants

● **SUSTAINABLE** plans for anime tourists  
(1) Plan A: “Stamp Rally”  
and “Discount coupons”

“Stamp Rally”  
You travel many tourist spots and animation sights in Kawagoe to collect stamps and get special gifts related to anime.



※An example in Oarai  
<http://petstamp.exblog.jp/21395787/>



“Discount coupons”  
You can also use “discount coupons” and get discounts or other benefits by showing it.

Can enjoy ALL tourists spots in Kawagoe

(2) Plan B: “Sake”making experience



Anime

&



Sake

Sake is a kind of Japanese traditional liquor made from rice. Kawagoe’s Sake got a prize and has been loved by a lot of people.

After you have visited anime tourists sights...



<http://www.kansai.meti.go.jp/2kokuj/vlsc/kohyo/206.htm>

Learn!



<http://www.tinmabonke.co.jp/info/2015/12/26-2.html>

Experience!

Get a Sake bottle labeled with an anime picture !

Can understand **traditional culture** and interact with the **inhabitants**