

# **What Determines *Anime* Pilgrims' Visit Intention and Destination Loyalty?**

**The 13<sup>th</sup> Term Members of Prof. Ono's Marketing Seminar  
The Faculty of Business and Commerce, Keio University**

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## Preface

How time flies! It seems like just yesterday that the 13<sup>th</sup> term English academic writing project team was formed. In such a short time, we overcame a lot of difficulties and shared many enjoyable moments. In order to introduce the Japanese culture to overseas, we chose an *anime*-related theme called “*anime* pilgrimage”, which means that *anime* nerds (*otaku*) travel around locations that resemble particular scenes in an *anime* piece.

Although our theme was selected in an instant, we had a rough time after that. We noticed that there was only one *anime* nerd in our team. To understand the feelings and behaviors of *anime* nerds, we went to the Comic Market, which is the most important event for *anime* nerds. Also, we realized that only few previous studies have been conducted on *anime* pilgrimage. We had to search for relevant studies in various fields such as tourism, consumer psychology and sociology. Moreover, we found it difficult to collect data of *anime* pilgrims. We spent our time, efforts, and money to visit *anime seichi* such as Chichibu and Hanno in Saitama. While many people rejected to answer our questionnaire, some people helped us by answering it and encouraged us with kind words when conducting our investigation. Because of their kind cooperation, we could continue and finally succeeded in our study. We are sure that all our experiences will be our nourishment in the future.

We would acknowledge the people who have supported us throughout our project. Without their help, we would have not been able to succeed. We want to thank Professor Akinori Ono for taking his time to listen to our ideas, and making suggestions on our study for us even on weekends and holidays. We also want to thank Professors Ikuo Takahashi, Hidesuke Takata and Yamato Sato for their encouragement and precious advice. Finally, we want to thank Mr. Ryosuke Takeuchi, Ms. Mai Kikumori, Mr. Hidetoshi Shiroishi, Mr. Ryuta Ishi, Mr. Sena Nakamura, Ms. Haoying Wang, Ms. Shuxin Liao, and the seniors for giving us advice to improve our study.

McDonald’s Ebisu Station Brunch  
6:30 am, December 04, 2015

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## 1. Introduction

Japanese animation, called *anime*, has long been regarded as a niche culture reserved for ‘nerds’ (*otaku*) in Japan. The word *otaku* literally means “your home” in Japanese and refers to individuals who spend most of their time alone at home watching *anime*, reading comics (*manga*) and/or playing video games (cf. Kinsella, 1998). However, in recent years, *otaku*, or *anime* viewers, have changed their behavioral patterns, resulting in a new transcultural movement.

For example, if you travel to the town of Chichibu in October, you may see *anime* nerds in *anime* costumes who have traveled there to join local people in participating in a traditional harvest festival called the *Ryusei* Festival. The reason that *anime* nerds travel to this commonplace town is that Chichibu contains some spots that resemble particular scenes in an *anime* piece entitled “The Flower We Saw That Day (*Anohi Mita Hana no Namae wo Bokutachi wa Mada Shiranai*).” Indeed, many places in Chichibu resemble scenes in several other *anime* pieces and, for this reason, *anime* nerds travel around to these various spots in Chichibu. *Anime* nerds regard such spots as *anime seichi*—‘sacred places’ for *anime* viewers—and touring the *anime seichi* in a town is referred to as undertaking an *anime* pilgrimage (Okamoto, 2009).

*Anime seichi* are often located in commonplace towns and are typically commonplace structures or scenic locations that attract ordinary tourists (non-*anime* nerds); there are no signs at such a location to suggest that this is the spot that particular scenes in an *anime* piece have been modeled after. In fact, tourist bureaus and even *anime* product studios generally provide no information regarding the locations that an *anime* piece has been modeled after. *Anime* nerds compete with each other in discovering these locations, and label their own sightseeing spots as sacred places (cf. Yamamura, 2012). This has given rise to the practice of *anime* pilgrimage, in which *anime* nerds, who used to spend most of their time alone at home (Kinsella, 1998), go out and travel all over Japan to discover locations that resemble particular scenes in an *anime* piece and, once they have discovered such a location, they may visit it frequently and engage in transcultural experiences with local, ordinary (non-nerd) people (cf. Yamamura, 2009).

*Anime* pilgrimage may be regarded as a kind of tourism and, in particular, as a variant of film tourism—the act of traveling to locations where a movie or a TV drama was filmed (cf. Riley, Baker, and Van Doren, 1998). Researchers who study (ordinary) tourism have claimed that destination image, as determined by various attributes (e.g., nature, climate, relaxation, accessibility, and safety), affects a tourist’s visit intention during the pre-tour period “within home” (e.g., Hunt, 1975; Baloglu and McCleary, 1999) as well as satisfaction and loyalty during the post-tour period “beyond home” (e.g., Chen and Tsai,

2007; Zhang, Fu, Cai, and Lu, 2014). However, researchers of film tourism have placed additional emphasis on the role of film involvement (Lee, Scott, and Kim, 2008) and on-site film experiences (Kim, 2012) in driving movie/drama viewers to visit and revisit specific destinations. It should be noted that neither (ordinary) tourism nor film tourism studies have examined social influences.

Social influences are additional key determinants in explaining *anime* pilgrimage. As discussed below, some *anime* nerds, called location seekers, are especially willing to discover key locations and spread information pertaining to them within the nerd community, whereas those referred to as followers orient more to gathering this information and visiting the destinations identified by location seekers to confirm whether these locations do in fact resemble particular scenes in an *anime* piece (Okamoto, 2011). To fully understand why *anime* pilgrims visit a destination and what fosters their loyalty to it, it is necessary to consider social influences. The purpose of this study was to model social influences in addition to the two categories of determinants that have been the focus of previous research on (ordinary) tourism and film tourism, and to explain Japanese *anime* pilgrims’ visit intentions and destination loyalty.

## 2. Literature Review

### 2-1. Tourism Research

According to previous tourism research, destination image is an attitudinal concept consisting of the sum of beliefs, knowledge, and impressions pertaining to a destination, and is determined by perception of various destination attributes such as natural beauty/features, climate, relaxation potential, accessibility, and safety (Baloglu and McCleary, 1999; Gallarza, Saura, and Garcia, 2002; Beerli and Martin, 2004; Chi and Qu, 2008). In turn, destination image affects potential tourists’ visit intentions (Hunt, 1975; Baloglu and McCleary, 1999) as well as consequences of tourism, such as on-site experience (Ashworth and Goodall, 1988; Bigné, Sánchez, and Sánchez, 2001), satisfaction (Gallarza and Saura, 2006; Lee, Lee, and Lee, 2005), and willingness to recommend or revisit the destination (Oppermann, 2000; Chi, *et al.*, 2008). In addition, it has been found that destination image changes over time as tourists enjoy their trip (Smith, Li, Pan, Witte, and Doherty, 2015).

### 2-2. Film Tourism Research

Film tourism researchers have claimed that, in addition to destination image, film

involvement plays an important role in shaping tourism demand (Lee, *et al.*, 2008; Riley, *et al.*, 1998). Lee *et al.* (2008), for example, focused on celebrity involvement as a kind of film involvement and found it to be positively related to film viewers’ visit intention. Riley *et al.* (1998) discussed that storyline involvement may also be important in motivating tourists to visit a destination, though they did not empirically test the relationship between storyline involvement and visit intention.

Unlike (ordinary) tourism researchers, film tourism researchers have not yet focused on what determines destination loyalty. However, destination image and on-site experience, which have been treated as determinants of destination loyalty in the context of (ordinary) tourism, have also been addressed in the context of film tourism. Kim (2012) proposed that on-site film-related experience can be divided into three different categories: “prestige and privilege”, “beyond screen, sensory experience and re-enactment”, and “intimacy and memory”. Kim’s study also suggested that these three types of on-site film-related experience have an impact on destination loyalty.

### **2-3. *Anime* Pilgrimage**

Because *anime* pilgrimage is a relatively new phenomenon, local to Japan, few studies have investigated it and, to our knowledge, no studies of *anime* pilgrimage have modeled the determinants of visit intention/destination loyalty and tested such models against empirical data. Previous studies have been limited to conceptual or single case studies with the aim of obtaining preliminary findings, and these findings may or may not generalize.

Among these studies, Okamoto (2009, 2011) has provided some important findings. According to Okamoto (2009), *anime* pilgrimage is driven entirely by personal interest, whereas film tourism is often led by the media. Some *anime* viewers actively travel around to find spots that resemble particular scenes in an *anime* piece (Okamoto, 2009), calling themselves “location seekers” (Okamoto, 2011). If a location seeker succeeds in finding a spot that resembles a particular scene in an *anime* piece, he/she spreads information about it within the *anime* nerd community, with the result that he/she is regarded as a leader in that community (cf. Tanimura, 2011). In fact, location seekers are intently focused when it comes to their seeking behavior, and compete with each other to claim the title of location seeking master (Okamoto, 2009).

Okamoto (2009) also suggested that other *anime* viewers are not on the front lines in seeking these locations. They simply enjoy conducting pilgrimages based on the information provided by location seekers. However, they play an important role in the confirmation of *anime seichi* by receiving information from location seekers and judging whether the spots do in fact resemble particular scenes in an *anime* piece.

In addition to *anime* pilgrimage studies, several related studies have noted social influences that may determine the behavior of *anime* nerds, even though these studies did not directly investigate *anime* pilgrimage. For example, Ono (2010) examined “hobby consumers”, a term referring to individuals with a passionate interest in a field that is not understood by the majority of people, such as *anime*, *manga*, and so on. He discussed the difference between maniacs and fans. According to Ono, maniacs are nerd leaders who are respected for their extremely high commitment to the hobby, whereas fans represent the majority of hobby consumers who enjoy the hobby to some extent but spend relatively small amounts of money on it. Some fans may try to augment their status to that of a maniac by increasing their commitment, while others do not. Ono’s findings are applicable to the phenomenon of *anime* pilgrimage: in the *anime* nerd community, location seekers can be regarded as maniacs or opinion leaders, whereas the followers can be regarded as ordinary fans. The social influences that are at play among these participants are important for explaining the behavior of *anime* nerds.

To fully understand why *anime* pilgrims form special intentions regarding *anime* pilgrimage and experience great loyalty to certain destinations that merely attract ordinary tourists, it is essential to construct a model involving not only (1) destination image and (2) *anime* involvement/on-site *anime* experience but also (3) social influences among location seekers and ordinary *anime* viewers as key determinants of visit intention/destination loyalty. In the remainder of this paper, we describe two studies focusing on the determinants of (1) visit intention, which is formed during the pre-pilgrimage period “within home” and (2) destination loyalty, which is formed during the post-pilgrimage period “beyond home”.

### **3. Study 1: “Within Home”**

#### **3-1. Destination Image as a Determinant of Visit Intention**

As discussed in the previous sections, there are three plausible categories of determinants of visit intention, which is formed during the pre-pilgrimage period “within home”. The first category is destination image. Previous research on (ordinary) tourism and film tourism has emphasized destination image as a determinant of visit intention. According to these previous studies, destination image consists of various destination attributes (Baloglu and McCleary, 1999; Gallarza and Saura, 2002; Gallarza, Saura, and Garcia, 2006; Beerli and Martin, 2004; Chi and Qu, 2008). Gallarza *et al.* (2002) conducted a systematic study of destination attributes and identified twenty: landscape, relaxation, sports facilities, shopping, gastronomy, value, climate, social interaction,

residents’ receptiveness, accommodation, cultural attractions, availability of information, service quality, nightlife, originality, transportation, accessibility, variety of activities, nature, and safety. In our empirical investigation, we will assess these attributes as determinants of visit intention among *anime* pilgrims, although we expect their explanatory power to be relatively low. Thus, we hypothesize the following:

**H1:** Destination attributes positively affect visit intention.

### **3-2. *Anime* Involvement as a Determinant of Visit Intention**

The second category of determinants of visit intention is *anime* involvement. Film tourism researchers have found that tourists’ involvement with celebrities positively affects visit intention with regard to locations represented in a movie or TV drama (Kim, *et al.*, 2008). Whereas movie or TV dramas involve celebrity actors, *anime* pieces contain *anime* characters. Thus, in modeling *anime* pilgrimage, celebrity involvement is replaced with character involvement. Another aspect of film involvement is storyline involvement; however, the relationship between storyline involvement and visit intention has not yet been empirically tested (Riley, *et al.*, 1998). As with film tourism, character involvement and storyline involvement may affect visit intention in the context of *anime* pilgrimage. Thus, we hypothesize the following:

**H2a:** Character involvement positively affects visit intention.

**H2b:** Storyline involvement positively affects visit intention.

### **3-3. Social Influences as Determinants of Visit Intention**

Social influences represent the third and final category of determinants of visit intention among *anime* pilgrims. As discussed in the previous sections, unlike with film tourism, tourist bureaus and even *anime* production studios provide no information regarding the locations that *anime* pieces are modeled after. Some *anime* viewers become “location seekers” and try to discover these locations by themselves. Once they find a spot that resembles a particular scene in an *anime* piece, this information is spread online within the *anime* nerd community, and some of these spots become recognized as *anime seichi*—sacred places for *anime* nerds. Therefore, social influences are the most important determinants of visit intention among *anime* pilgrims.

Some *anime* viewers are particularly keen on discovering these locations. If the willingness to discover these locations is great, visit intention may also be high. It should be noted that the relationship between willingness to discover *anime* locations and visit intention is facilitated by opinion leadership (cf. Rogers, 1995), which is at a high level only if the pertinent individual is a highly-involved *anime* viewer or *anime* maniac (Ono,

2010)—in other words, a location seeker (Okamoto, 2011). Thus, we hypothesize the following:

**H3a:** Opinion leadership positively affects the positive influence of willingness to discover locations on visit intention.

On the other hand, followers, or ordinary *anime* fans, may not be highly motivated to discover locations that resemble a particular scene in an *anime* piece; they may derive greater enjoyment from judging whether the locations discovered by location seekers really resemble particular scenes in an *anime* piece. Thus, if the willingness to confirm locations is great, visit intention may be high, and the relationship between willingness to confirm locations and visit intention may be moderated by opinion leadership, resulting in the following hypothesis:

**H3b:** Opinion leadership negatively affects the positive influence of willingness to confirm locations on visit intention.

### 3-4. Data Collection

The data were collected by conducting street surveys in Akihabara and Mita in Tokyo. In Akihabara, we targeted those who exited a famous *anime* shop, whereas in Mita, we visited a nerd community and asked its members to complete the questionnaires.

We collected 89 questionnaires in Akihabara and 63 in Mita, of which 178 in all were valid (94%). The sample was split between 71.9% males and 28.1% females. Respondents’ ages varied from 14 to 54 years. Over 45% of the respondents were males between 21 and 29 years of age.

Respondents were asked to answer questions regarding (1) destination image, (2) *anime* involvement, (3) willingness to discover/confirm locations, (4) opinion leadership, and (5) visit intention.

### 3-5. Measures

Visit intention was measured using items developed by Lam and Hsu (2006). Twenty destination attributes that were components of destination image were measured using items developed by Gallarza *et al.* (2002). Two components of *anime* involvement, *i.e.*, character involvement and storyline involvement, were measured using items developed by Lee *et al.* (2008) and Riley *et al.* (1998), respectively. Willingness to discover and confirm locations was measured using various original items developed on the basis of a qualitative study conducted by Okamoto (2009). Opinion leadership was measured using multiple items from Childer’s scales of opinion leadership (1986) and Hoffman, Kopalle, and Novak’s scales of lead users (2010). For a list of all items, see Appendix 1. Responses

to all these items were made on the basis of a five-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

Cronbach’s  $\alpha$  values and composite reliability (CR) values for all multi-item scales were above 0.70 (ranging from 0.86 to 0.94 for Cronbach’s  $\alpha$  and 0.87 to 0.94 for CR), indicating that the constructs had high level of reliability (cf. Nunnally, 1978; Hair, Hult, Ringle, and Sarstedt, 2012). To estimate the model, values of all multi-item scales for each construct were summed.

### 3-6. Model

A hierarchical multiple regression analysis was utilized. Prior to coefficient estimation, we used a mean-centering procedure to minimize multicollinearity. The variance inflation factor for each of the regression coefficients was well below the recommended threshold of 10 (lowest = 1.58, highest = 5.02) (Chatterjee and Hadi, 2012).

In Model 1, only destination attributes and dummy variables for survey areas were incorporated. In Model 2, *anime* involvement terms were added. In Model 3, social influence terms, *i.e.*, willingness to discover locations, willingness to confirm locations, willingness to discover locations  $\times$  opinion leadership, and willingness to confirm locations  $\times$  opinion leadership were added. In addition, opinion leadership was added as a control variable.

Model 3 can be described as follows:

$$Int = \sum_{l=1}^{20} \beta_{1l} Image_l + \sum_{j=1}^3 \beta_{2j} Area_j + \sum_{k=1}^2 \beta_{3k} Inv_k + \beta_{41} Lead + \beta_{42} Dis \\ + \beta_{43} Con + \beta_{44} DisLead + \beta_{45} ConLead + \varepsilon,$$

where *Int* is visit intention, *Image*<sub>1-20</sub> are destination attributes, *Area*<sub>1-3</sub> are dummy variables for survey areas, *Lead* is opinion leadership, *Inv*<sub>1-2</sub> are two dimensions pertaining to *anime* involvement (1 = character involvement; 2 = storyline involvement), *Dis* is willingness to discover locations, and *Con* is willingness to confirm locations. *Dis*  $\times$  *Lead* and *Con*  $\times$  *Lead* represent the interaction of each type of social influence with opinion leadership.  $\beta$ s are regression coefficients, and  $\varepsilon$  is the error term for the equation.

### 3-7. Results

The results of the hierarchical multiple regression analysis are shown in Table 1. The adjusted R<sup>2</sup> of Model 2 was significantly higher than the adjusted R<sup>2</sup> of Model 1 ( $\Delta R^2 = 0.07$ ,  $p < 0.01$ ). Moreover, the adjusted R<sup>2</sup> of Model 3 was significantly higher than that

of Model 2 ( $\Delta R^2 = 0.21$ ,  $p < 0.01$ ). Therefore, Model 3 had the strongest explanatory power, indicating that social influence terms are, in general, important determinants of visit intention.

**Table 1: Estimation Results of Study 1**

	Standardized Coefficients					
	Model 1		Model 2		Model 3	
	$\beta$	t-value	$\beta$	t-value	$\beta$	t-value
$\beta_{11}$ : Image 1 (Landscape)	<b>0.379***</b>	3.47	<b>0.327***</b>	3.05	<b>0.284***</b>	3.25
$\beta_{12}$ : Image 2 (Relaxation)	-0.149	-1.32	-0.155	-1.43	<b>-0.151*</b>	-1.73
$\beta_{13}$ : Image 3 (Sport Facilities)	<b>-0.212**</b>	-2.54	<b>-0.164**</b>	-2.01	<b>-0.114*</b>	-0.72
$\beta_{14}$ : Image 4 (Shopping)	<b>0.305***</b>	2.98	<b>0.288***</b>	2.92	0.106	1.28
$\beta_{15}$ : Image 5 (Gastronomy)	-0.050	-0.47	-0.039	-0.39	-0.031	-0.39
$\beta_{16}$ : Image 6 (Value)	-0.048	-0.51	-0.086	-0.94	-0.064	-0.88
$\beta_{17}$ : Image 7 (Climate)	-0.062	-0.75	-0.064	-0.80	-0.054	-0.81
$\beta_{18}$ : Image 8 (Social Interaction)	0.011	0.12	-0.002	-0.02	0.065	0.92
$\beta_{19}$ : Image 9 (Residents’ Receptiveness)	0.043	0.43	-0.013	-0.14	-0.062	-0.78
$\beta_{110}$ : Image 10 (Accommodation)	0.067	0.70	0.089	0.98	0.030	0.41
$\beta_{111}$ : Image 11 (Cultural Attractions)	0.021	0.23	0.002	0.03	-0.027	-0.38
$\beta_{112}$ : Image 12 (Availability of Information)	<b>0.284***</b>	3.21	<b>0.289***</b>	3.43	<b>0.143**</b>	2.01
$\beta_{113}$ : Image 13 (Service Quality)	-0.026	-0.23	-0.000	-0.00	0.090	0.99
$\beta_{114}$ : Image 14 (Nightlife & Entertainment)	0.003	0.03	0.007	0.07	-0.046	-0.54
$\beta_{115}$ : Image 15 (Originality)	<b>-0.204**</b>	-2.27	<b>-0.204**</b>	-2.38	-0.041	-0.57
$\beta_{116}$ : Image 16 (Transportation)	<b>0.279*</b>	1.96	0.205	1.50	0.049	0.42
$\beta_{117}$ : Image 17 (Accessibility)	0.041	0.27	0.075	0.52	<b>0.261**</b>	2.20
$\beta_{118}$ : Image 18 (Variety of Activities)	<b>-0.184*</b>	-1.84	<b>-0.159*</b>	-1.67	<b>-0.211***</b>	-2.70
$\beta_{119}$ : Image 19 (Nature)	0.071	0.68	0.065	0.65	0.070	0.87
$\beta_{120}$ : Image 20 (Safety)	0.077	0.78	0.065	0.69	-0.060	-0.75
$\beta_{21}$ : Area Dummy (Akihabara)	0.094	1.18	0.128	1.68	-0.075	-1.10
$\beta_{31}$ : <i>Anime</i> Involvement 1 (Character)	—	—	<b>0.200**</b>	2.27	<b>0.186**</b>	2.54
$\beta_{32}$ : <i>Anime</i> Involvement 2 (Storyline)	—	—	0.111	1.29	-0.008	-0.11
$\beta_{41}$ : Opinion Leadership	—	—	—	—	0.117	1.39
$\beta_{42}$ : Willingness of Discovery	—	—	—	—	<b>0.216**</b>	2.29
$\beta_{43}$ : Willingness of Confirmation	—	—	—	—	<b>0.127**</b>	2.66
$\beta_{44}$ : Willingness of Discovery×Lead	—	—	—	—	<b>0.129*</b>	1.66
$\beta_{45}$ : Willingness of Confirmation×Lead	—	—	—	—	<b>-0.272***</b>	-3.50
F value	<b>3.76***</b>		<b>4.47***</b>		<b>8.44***</b>	
R <sup>2</sup>	0.378		0.445		0.658	
Adjusted R <sup>2</sup>	0.278		0.346		0.580	
$\Delta$ Adjusted R <sup>2</sup>	—		<b>0.067***</b>		<b>0.213***</b>	

Note: \*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.10$ .

With regard to the third category of determinants related to H3a and H3b, the coefficient of willingness to discover locations and the coefficient of the interaction of this variable with opinion leadership were both significant and positive in Model 3, as we predicted ( $\beta_{42} = 0.216$ ,  $t = 2.29$ ,  $p < 0.05$ ;  $\beta_{44} = 0.129$ ,  $t = 1.66$ ,  $p < 0.10$ , respectively). On the other hand, the coefficient of willingness to confirm locations was significant and positive ( $\beta_{43} = 0.127$ ,  $t = 2.66$ ,  $p < 0.05$ ), whereas the coefficient of the interaction of this variable with opinion leadership was significant and negative ( $\beta_{45} = -0.272$ ,  $t = -3.50$ ,  $p$

< 0.01), also as predicted. Hence, H3a and H3b were both supported.

With regard to the second category of determinants related to H2a and H2b, which were based on previous film tourism research, the results showed that character involvement, which had been empirically tested in the context of film tourism, had a significant impact on visit intention ( $\beta_{31} = 0.186$ ,  $t = 2.54$ ,  $p < 0.05$ ), whereas storyline involvement, which had not yet been tested in previous research, had no significant relation to visit intention ( $\beta_{32} = -0.008$ ,  $t = -0.11$ ,  $p > 0.10$ ). Thus, H2a was supported, whereas H2b was not.

With regard to the first category of determinants related to H1, whose importance has been emphasized by (ordinary) tourism research, the results showed that six of the twenty destination attributes had a significant impact on *anime* viewers’ visit intention, including landscape ( $\beta_{11} = 0.284$ ,  $t = 3.25$ ,  $p < 0.01$ ), relaxation ( $\beta_{12} = -0.151$ ,  $t = -1.73$ ,  $p < 0.10$ ), sports facilities ( $\beta_{13} = -0.114$ ,  $t = -0.72$ ,  $p < 0.10$ ), availability of information ( $\beta_{112} = 0.143$ ,  $t = 2.01$ ,  $p < 0.05$ ), accessibility ( $\beta_{117} = 0.261$ ,  $t = 2.20$ ,  $p < 0.05$ ), and variety of activities ( $\beta_{118} = -0.211$ ,  $t = -2.70$ ,  $p < 0.01$ ).

### 3-8. Discussion

The findings regarding social influences suggest that location seekers, or *anime* maniacs, are more likely to visit a destination if they are willing to discover locations that resemble particular scenes in an *anime* piece. The results also suggest that followers, or ordinary *anime* fans, are more likely to visit a destination if they are willing to confirm whether locations discovered by location seekers resemble particular scenes in an *anime* piece.

With regard to *anime* involvement, we found that character involvement affects *anime* pilgrims’ visit intention, whereas storyline involvement does not. This may be because *anime* viewers tend to love *anime* pieces in which *anime* characters are attractive. The storylines and other elements of *anime* pieces merely help to make *anime* characters attractive (Azuma, 2009).

Most attributes of destination image did not affect visit intention. This may be due to the fact that *anime* pilgrims are not attracted by destination attributes that have no relation to *anime*. However, some attributes did affect visit intention. Relaxation, sports facilities and variety of activities had a negative impact on visit intention, perhaps because *anime* pilgrims are willing to concentrate their efforts on the discovery/confirmation of locations that resemble particular scenes in an *anime* piece. In contrast with the above attributes, landscape, social interaction, availability of information, and accessibility had a positive impact. Landscape may be important for *anime* pilgrims because the concept of landscape is closely related to whether the location resembles a particular scene in an *anime* piece.

Social interaction may be important because it is fun for *anime* nerds to meet each other offline during their travels. Availability of information may be important for them if the content of information is related to *anime* pilgrimage or *anime* itself. Accessibility may also be important, allowing *anime* viewers to make casual visits to pilgrimage sites.

## 4. Study 2: “Beyond Home”

### 4-1. Destination Image as a Determinant of Destination Loyalty

As discussed in the previous sections, we propose the existence of three categories of determinants of destination loyalty, which is formed during the post-tour period “beyond home”. As with visit intention, the first category of determinants of destination loyalty is destination image. Previous research related to (ordinary) tourism has emphasized destination image as a determinant of destination loyalty. According to (ordinary) tourism research, destination image affects destination loyalty as well as visit intention (Gallarza, *et al.* 2006; Chen and Tsai, 2007; Zhang, *et al.*, 2014). Thus, in our empirical investigation of destination loyalty among *anime* pilgrims, the twenty attributes identified by Gallarza *et al.* (2002) will be examined as determinants, though we expect their explanatory power to be relatively low. Thus, we hypothesize the following:

**H4:** Destination image positively affects destination loyalty.

### 4-2. On-site *Anime* Experiences as Determinants of Destination Loyalty

The second category of determinants of destination loyalty is that of on-site *anime* experiences. It has been found that tourists’ positive experiences at tourism destinations positively affect their destination satisfaction and loyalty in the context of (ordinary) tourism (Bramwell, 1998; Oppermann, 2000). Although film tourism researchers have not yet studied on-site film experiences as determinants of film tourists’ destination loyalty, Kim (2012) has focused on on-site film experiences and claimed that film tourists’ experiences are related to three factors: “prestige and privilege”, “intimacy and memory”, and “beyond screen, sensory experience and re-enactment”.

However, the names of these factors do not appear to adequately reflect the scale items. Therefore, in this study, we renamed them as “immersive experience”, “vicarious experience”, and “nostalgic experience”. Immersive experience is the factor measured by items such as “I was excited to get close to and to touch buildings that appeared in *anime*

scenes” and “I was excited to be able to be at the location in person”; vicarious experience is the factor measured by items such as “It was a great experience to perform the same actions as the characters” and “I was excited to personally re-enact some *anime* scenes as if I were the main character”; and nostalgic experience is the factor measured by items such as “I immediately recognized all the things as they had appeared in the *anime* piece” and “The story from the *anime* piece went through my mind as I was here”. These three on-site *anime* experiences may affect *anime* pilgrims’ loyalty to the destination. Thus, we hypothesize the following:

**H5a:** Immersive experience positively affects destination loyalty.

**H5b:** Vicarious experience positively affects destination loyalty.

**H5c:** Nostalgic experience positively affects destination loyalty.

### **4-3. Social Influences as Determinants of Destination Loyalty**

The third and final category of determinants of destination loyalty is that of social influence. Social influences represent the most important determinants not only of visit intention but also of destination loyalty for *anime* pilgrims.

Some *anime* viewers become “location seekers” and try to discover locations because, unlike the situation with movies and TV dramas, the *anime* production studios provide no information regarding the locations that an *anime* piece modeled is after. If the perceived level of success in discovering these locations is high, destination loyalty may be high. It should be noted that the relationship between perceived success and destination loyalty is probably facilitated by opinion leadership (cf. Rogers, 1995), which is high only if the pertinent individual is a highly-involved *anime* viewer or *anime* maniac (Ono, 2010)—in other words, a location seeker (Okamoto, 2011). Thus, we predict the following:

**H4a:** Opinion leadership positively affects the positive influence of discovering locations on destination loyalty.

On the other hand, followers, or ordinary *anime* fans, may not be highly motivated to discover locations that resemble those in *anime* pieces. They may, instead, be more focused on judging whether the locations discovered by location seekers resemble particular scenes in an *anime* piece. Thus, if perceived success in confirming the location is high, destination loyalty may be high, and the relationship between perceived success and destination loyalty may be moderated by opinion leadership. Thus, we hypothesize the following:

**H4b:** Opinion leadership negatively affects the positive influence of confirming the location on destination loyalty.

#### 4-4. Data Collection

The data were collected from *anime* pilgrims by means of street surveys conducted at two locations: Chichibu (79.6%), which contains *anime seichi* corresponding to the *anime* pieces entitled “The Flower We Saw That Day (*Anohi Mita Hana no Namae wo Bokutachi wa Mada Shiranai*)” and “The Anthem of the Heart (*Kokoro ga Sakebitagatterunda*),” and Hanno (20.4%), which contains *anime seichi* corresponding to an *anime* piece entitled “Encouragement of Climb (*Yama no Susume*).” We collected 155 questionnaires in Chichibu and 40 in Hanno, of which a total of 195 were valid (98%). The sample was split between 81.1% males and 18.9% females. Ages varied from 15 to 61 years. More than 51% of the respondents were males between 21 and 29 years of age.

Respondents were asked to answer questions regarding: (1) destination image, (2) on-site *anime* experiences, (3) success in discovery/confirmation, (4) opinion leadership, and (5) destination loyalty.

#### 4-5. Measures

Destination loyalty was measured using multiple items developed by Chi and Qu (2008). Twenty destination attributes that were components of destination image were measured using items developed by Gallarza *et al.* (2002). Three components of on-site *anime* experiences, *i.e.*, immersive experience, vicarious experience, and nostalgic experience, were measured using items developed by Kim (2012), along with an additional item for nostalgic experience that we created. Success related to the discovery and confirmation of locations was measured using various original items developed on the basis of a qualitative study conducted by Okamoto (2009). Opinion leadership was measured using multiple items from Childer’s scales pertaining to opinion leadership (1986) and Hoffman *et al.*’s scales for identifying lead users (2010). For a list of all items, see Appendix 2. Responses to all these items were made on a five-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

Cronbach’s  $\alpha$  values and composite reliability (CR) values for all multi-item scales were above 0.70 (ranging from 0.78 to 0.93 for Cronbach’s  $\alpha$  and 0.79 to 0.93 for CR, respectively), indicating that the constructs had high reliability (cf. Nunnally, 1978; Hair, *et al.*, 2012). To provide model estimates, we summed the values on all multi-item scales for each construct.

#### 4-6. Model

A hierarchical multiple regression analysis was performed, as in the previous study.

Prior to coefficient estimation, we used a mean-centering procedure to minimize multicollinearity. The variance inflation factor for each of the regression coefficients was well below the recommended threshold of 10 (lowest = 1.29, highest = 4.29) (Chatterjee and Hadi, 2012).

In Model 1, only destination attributes and the dummy variable for survey areas were incorporated. In Model 2, immersive experience, vicarious experience, and nostalgic experience were added. In Model 3, social influence terms, *i.e.*, perceived success related to discovering locations, perceived success in confirming locations, perceived success related to discovering locations  $\times$  opinion leadership, and perceived success in confirming locations  $\times$  opinion leadership, were added. In addition, opinion leadership was added as a control variable.

Model 3 can be described as follows:

$$Loy = \sum_{l=1}^{20} \beta_{5l} Image_l + \beta_{61} Area + \sum_{m=1}^3 \beta_{7m} Exp_m + \beta_{81} Lead + \beta_{82} Dis \\ + \beta_{83} Con + \beta_{84} DisLead + \beta_{85} ConLead + \varepsilon,$$

where *Loy* is destination loyalty, *Image*<sub>1-20</sub> are destination attributes, *Area* is a dummy variable for survey areas, *Lead* is opinion leadership, *Exp*<sub>1-3</sub> are three items representing on-site *anime* experiences (1 = devoted experience; 2 = vicarious experience; 3 = nostalgic experience), *Dis* is perceived success in discovering locations, and *Con* is perceived success in confirming locations. *Dis*  $\times$  *Lead* and *Con*  $\times$  *Lead* represent interactions of these variables with opinion leadership.  $\beta$ s are regression coefficients, and  $\varepsilon$  is the error term for the equation.

#### 4-7. Results

The results of the hierarchical multiple regression analysis are shown in Table 2. The adjusted  $R^2$  of Model 2 was significantly higher than the adjusted  $R^2$  of Model 1 ( $\Delta R^2 = 0.21$ ,  $p < 0.01$ ). In turn, the adjusted  $R^2$  of Model 3 was significantly higher than that of Model 2 ( $\Delta R^2 = 0.10$ ,  $p < 0.01$ ). Therefore, Model 3 exhibited the strongest explanatory power, indicating that social influence terms are, in general, important determinants of destination loyalty.

**Table 2: Estimation Results of Study 2**

	Standardized Coefficients					
	Model 1		Model 2		Model 3	
	$\beta$	t-value	$\beta$	t-value	$\beta$	t-value
$\beta_{51}$ : Image 1 (Landscape)	<b>0.199</b>	2.24	0.078	1.03	0.062	0.90
$\beta_{52}$ : Image 2 (Relaxation)	<b>0.210**</b>	2.42	<b>0.150**</b>	2.06	<b>0.200***</b>	3.05
$\beta_{53}$ : Image 3 (Sport Facilities)	0.066	0.92	0.054	0.92	0.028	0.51
$\beta_{54}$ : Image 4 (Shopping)	0.031	0.37	0.014	0.20	-0.066	-1.01
$\beta_{55}$ : Image 5 (Gastronomy)	-0.039	-0.40	-0.024	-0.29	0.016	0.22
$\beta_{56}$ : Image 6 (Value)	0.079	0.81	0.017	0.21	0.050	0.68
$\beta_{57}$ : Image 7 (Climate)	-0.028	-0.37	-0.096	-1.51	-0.094	-1.64
$\beta_{58}$ : Image 8 (Social Interaction)	-0.021	-0.23	-0.006	-0.07	-0.034	-0.45
$\beta_{59}$ : Image 9 (Residents’ Receptiveness)	0.124	1.32	0.076	0.96	<b>0.132*</b>	1.80
$\beta_{510}$ : Image 10 (Accommodation)	<b>0.169*</b>	1.91	0.054	0.72	0.018	0.27
$\beta_{511}$ : Image 11 (Cultural Attractions)	-0.085	-1.03	-0.052	-0.77	-0.097	-1.58
$\beta_{512}$ : Image 12 (Availability of Information)	<b>0.156*</b>	1.92	0.103	1.53	<b>0.129**</b>	2.12
$\beta_{513}$ : Image 13 (Service Quality)	0.022	0.24	-0.026	-0.33	-0.083	-1.18
$\beta_{514}$ : Image 14 (Nightlife & Entertainment)	<b>-0.179**</b>	-2.28	<b>-0.128*</b>	-1.95	-0.024	-0.39
$\beta_{515}$ : Image 15 (Originality)	-0.059	-0.67	-0.072	-0.99	-0.085	-1.28
$\beta_{516}$ : Image 16 (Transportation)	0.197	1.57	0.108	1.04	0.097	1.05
$\beta_{517}$ : Image 17 (Accessibility)	-0.146	-1.19	-0.114	-1.12	-0.105	-1.13
$\beta_{518}$ : Image 18 (Variety of Activities)	0.101	1.38	0.101*	1.66	0.087	1.60
$\beta_{519}$ : Image 19 (Nature)	-0.071	-0.80	-0.067	-0.91	-0.042	-0.64
$\beta_{520}$ : Image 20 (Safety)	-0.020	-0.25	-0.002	-0.02	0.006	0.10
$\beta_{61}$ : Area Dummy (Chichibu)	-0.034	-0.52	0.011	0.20	-0.001	-0.01
$\beta_{71}$ : On-site <i>Anime</i> Experience 1 (Immersive experience)	—	—	<b>0.315***</b>	3.74	<b>0.157*</b>	1.95
$\beta_{72}$ : On-site <i>Anime</i> Experience 2 (Vicarious Experience)	—	—	0.021	0.22	0.037	0.43
$\beta_{73}$ : On-site <i>Anime</i> Experience 3 (Nostalgic Experience)	—	—	<b>0.304**</b>	3.42	<b>0.149*</b>	1.73
$\beta_{81}$ : Opinion Leadership	—	—	—	—	<b>0.201***</b>	3.16
$\beta_{82}$ : Performance in Discovery	—	—	—	—	-0.009	-0.13
$\beta_{83}$ : Performance in Confirmation	—	—	—	—	<b>0.236***</b>	3.57
$\beta_{84}$ : Performance in Discovery×Lead	—	—	—	—	<b>0.100*</b>	1.92
$\beta_{85}$ : Performance in Confirmation×Lead	—	—	—	—	<b>-0.258***</b>	-4.97
F value	<b>4.53***</b>		<b>9.21***</b>		<b>11.42***</b>	
R <sup>2</sup>	0.355		0.565		0.667	
Adjusted R <sup>2</sup>	0.276		0.504		0.609	
$\Delta$ Adjusted R <sup>2</sup>	—		<b>0.210***</b>		<b>0.102***</b>	

Note: \*\*\* p&lt;0.01, \*\* p&lt;0.05, \* p&lt;0.10.

With regard to the third category of determinants related to H6a and H6b, although the coefficient of perceived success in discovering locations was not significant in Model 3 ( $\beta_{82} = -0.009$ ,  $t = -0.13$ ,  $p > 0.10$ ), the coefficient of the interaction of this variable with opinion leadership was significant and positive ( $\beta_{84} = 0.100$ ,  $t = 1.92$ ,  $p < 0.10$ ), as expected. In contrast, the coefficient of perceived success in confirming locations was significant and positive ( $\beta_{83} = 0.223$ ,  $t = 3.57$ ,  $p < 0.01$ ), and the coefficient of the interaction of this variable with opinion leadership was significant and negative ( $\beta_{85} = -0.258$ ,  $t = -4.97$ ,  $p < 0.01$ ), as we predicted. Thus, H6a and H6b were both supported.

With regard to the second category of determinants related to H5a, H5b, and H5c, which we derived from previous film tourism research, the results showed that both immersive experience and nostalgic experience had a significant impact on destination loyalty ( $\beta_{71} = 0.157$ ,  $t = 1.95$ ,  $p < 0.10$ ;  $\beta_{73} = 0.149$ ,  $t = 1.73$ ,  $p < 0.10$ , respectively), whereas vicarious experience had no significant relation to destination loyalty ( $\beta_{72} = 0.037$ ,  $t = 0.43$ ,  $p > 0.10$ ). Thus, H5a and H5c were supported, whereas H5b was not.

With respect to the first category of determinants related to H4, which has been the focus of (ordinary) tourism research, the results showed that only the following three of twenty destination attributes had a significant impact on *anime* viewers’ destination loyalty: relaxation ( $\beta_{52} = 0.200$ ,  $t = 3.05$ ,  $p < 0.01$ ), residents’ receptiveness ( $\beta_{59} = 0.132$ ,  $t = 1.80$ ,  $p < 0.10$ ), and information availability ( $\beta_{512} = 0.129$ ,  $t = 2.12$ ,  $p < 0.05$ ).

#### 4-8. Discussion

The findings regarding social influences suggest that location seekers, or *anime* maniacs, are more likely to become loyal to destinations that they have discovered that resemble particular *anime* scenes in an *anime* piece. The results also suggest that the followers, or ordinary *anime* fans, are more likely to become loyal to destinations discovered by location seekers if they have confirmed that these locations resemble particular scenes in an *anime* piece. These social influences are unique to *anime* pilgrimage because, unlike with movies and TV dramas, tourist bureaus and *anime* production studios provide no information regarding the locations that serve as the models for *anime* settings.

With regard to on-site *anime* experiences, we found that immersive experience and nostalgic experience positively affected destination loyalty, whereas vicarious experience did not. This may be because *anime* pilgrims can enjoy vicarious experiences at many locations, whereas immersive experience and nostalgic experiences are more specific to locations that resemble those in *anime* pieces. Hence, in the absence of a treasured experience, *anime* pilgrims do not become loyal to a destination, whereas they do become loyal to a destination if they have had a valuable experience there.

Most attributes of destination image did not affect destination loyalty. This may be due to the fact that *anime* pilgrims do not value destination attributes that have no relation to *anime*. However, some attributes did affect destination loyalty. In particular, the attributes of relaxation, residents’ receptiveness, and the availability of information each had a positive impact on destination loyalty. If *anime* pilgrims feel relaxed at the destination as a result of undertaking the pilgrimage and interacting with local people, they may become loyal to the destination. *Anime* pilgrims often feel that they are only accepted at home (Kinsella, 1998). Once they feel the warmth of the local people, they may feel accepted and become loyal to the destination. Furthermore, easy access to information about the destination that is relevant to their pilgrimage may enhance feelings of convenience, thereby fostering loyalty to the destination.

## 5. Implications

### 5-1. Theoretical Implication

This is, to our knowledge, the first study to construct causal models to explain the determinants of Japanese *anime* pilgrims’ visit intentions and destination loyalty, and to conduct empirical studies with traveler datasets. Although *anime* pilgrimage has become a popular and well-known social phenomenon in Japan, few studies have examined it and, as far as we know, no quantitative research on this topic has been conducted; all previous studies have been conceptual or single case studies that have generated preliminary findings. Hence, our study helps to position *anime* pilgrimage research at the same level as work related to (ordinary) tourism and film tourism.

Unlike previous models of (ordinary) tourism and film tourism, our models included an examination of social influences among location seekers and their followers in the tourist community. The results of our empirical tests showed that, in the context of *anime* pilgrims, these new models were superior to previous models that omitted investigation of social influences. Furthermore, our results suggest that even though, during the pre-trip period “within home”, *anime* nerds may expect that they will meet and interact primarily with other nerds, they enjoy interactions with the local people while traveling. Such transcultural experiences result in higher destination loyalty during the post-trip period “beyond home”.

### 5-2. Managerial Implication

*Anime* nerds enjoy being the ones to discover and confirm locations that resemble

particular scenes in *anime* pieces. In other words, locations that are deemed ‘sacred places’ for *anime* nerds are decided by *anime* nerds, and not by the local tourist bureau. Destination marketers should not, therefore, promote the locations that *anime* pieces are modeled after.

Although *anime* nerds may not be accustomed to close friendships in their daily material lives (Kinsella, 1998), the desire to participate in *anime* pilgrimages spurs them to go out and visit locations that resemble particular scenes in *anime* pieces, and they achieve this goal through communication with other *anime* nerds on the Internet. At these locations, they not only have on-site *anime* experiences but also come into contact with the local culture; in other words, they have transcultural experiences. Such contact with the local people allows *anime* nerds to feel their warmth, an experience that fosters loyalty to the destination. Therefore, by warmly welcoming *anime* nerds to their towns, destination marketers may succeed in attracting greater numbers of *anime* pilgrims.

## 6. Limitations and Future Research

### 6-1. Limitations of This Study

This study has some limitations. First, the survey was conducted in a limited number of areas. In particular, in Study 2, we collected data in only a few towns, and targeted *anime seichi* relating to a very small number of *anime* pieces. The sample size was also limited in this study due to constraints on time and financial resources.

### 6-2. Future Research

Our new models may be applied not only to *anime* pilgrimage in Japan, but also to other kinds of film tourism, extending even to ordinary tourism in other countries and areas all over the world. Future research should be conducted to examine the external validity of our models.

However, our models explaining why Japanese *anime* nerds travel around Japan may not be useful for explaining the behavior of *anime* nerds in other countries, because *anime* nerds have unique characteristics that vary depending on the region (Azuma, 2012). Such differences among countries may be an interesting topic for future research.

Finally, while we examined *anime* pilgrimage from the pilgrims’ point of view, there have been no investigations thus far of *anime* pilgrimage from the perspective of the local people. It would be interesting to construct a model explaining why local, ordinary (non-nerd) people welcome *anime* nerds to their towns, allowing them to participate in their

traditional rites and festivals.

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## Appendix 1: Question Items in Study 1

Variables	Items	$\alpha$	CR	Source
Image 1 (Landscape)	$\gamma_1$ : There is a beautiful landscape at the destination.			Gallaza, Saura, and Garcia (2001)
Image 2 (Relaxation)	$\gamma_2$ : There is a relaxing place at the destination.			
Image 3 (Sport Facilities)	$\gamma_3$ : There are many facilities to play sports at the destination.			
Image 4 (Shopping)	$\gamma_4$ : I can enjoy shopping at the destination.			
Image 5 (Gastronomy)	$\gamma_5$ : I can eat delicious food at the destination.			
Image 6 (Value)	$\gamma_6$ : I can have valuable experiences at the destination.			
Image 7 (Climate)	$\gamma_7$ : I can have fun at the destination no matter how the weather is.			
Image 8 (Social Interaction)	$\gamma_8$ : I can interact with other tourists at the destination.			
Image 9 (Residents’ Receptiveness)	$\gamma_9$ : I can interact with other tourists at the destination.			
Image 10 (Accommodation)	$\gamma_{10}$ : There is a decent accommodation at the destination.			
Image 11 (Cultural Attractions)	$\gamma_{11}$ : There are cultural attractions at the destination.			
Image 12 (Information)	$\gamma_{12}$ : It is easy to gather information on pilgrimaging at the destination.			
Image 13 (Service Quality)	$\gamma_{13}$ : I can enjoy the heartwarming hospitality at the destination.			
Image 14 (Nightlife)	$\gamma_{14}$ : There are many shops open in the evenings at the destination.			
Image 15 (Originality)	$\gamma_{15}$ : I can have a unique local experience at the destination.			
Image 16 (Transportation)	$\gamma_{16}$ : There are many transportation at the destination.			
Image 17 (Accessibility)	$\gamma_{17}$ : The destination is easy to access.			
Image 18 (Various Activities)	$\gamma_{18}$ : There are many tourist attractions not related to <i>anime</i> at the destination.			
Image 19 (Nature)	$\gamma_{19}$ : The destination is full of nature.			
Image 20 (Safety)	$\gamma_{20}$ : The destination is safe.			
<i>Anime</i> Involvement 1 (Character)	$\gamma_{21}$ : <i>Anime</i> character is highly attractive to me.			Lee, Scot, and Kim (2008)
<i>Anime</i> Involvement 2 (Storyline)	$\gamma_{22}$ : <i>Anime</i> storyline is highly attractive to me.			
Willingness of Discovery	$\gamma_{23}$ : I want to discover unexplored <i>anime seichi</i> . $\gamma_{24}$ : I don’t mind spending time to discover <i>anime seichi</i> . $\gamma_{25}$ : I watch the <i>anime</i> piece several times in order to discover <i>anime seichi</i> . $\gamma_{26}$ : I want to become the first one to discover <i>anime seichi</i> in my community.	0.91	0.91	Newly developed based on Okamoto (2009)
Willingness of Confirmation	$\gamma_{27}$ : I am interested in looking at whether the location regarded to be <i>anime seichi</i> resemble the actual scene of an <i>anime</i> piece. $\gamma_{28}$ : I am interested in <i>anime seichi</i> which is a hot spot among my friends or peers. $\gamma_{29}$ : I want to confirm whether the location regarded to be <i>anime seichi</i> resemble the actual scene of an <i>anime</i> piece. $\gamma_{30}$ : I became interested in the destination from looking at the information about <i>anime seichi</i> online.	0.91	0.91	Newly developed based on Okamoto (2009)
Opinion Leadership	$\gamma_{31}$ : I talk to my friends and neighbors about <i>anime</i> . $\gamma_{32}$ : I give a great deal of information when I talk to my friends and neighbors about <i>anime</i> . $\gamma_{33}$ : I have told a number of people about <i>anime</i> during the past six months. $\gamma_{34}$ : Compared with my circle of friends, I am very likely to be asked about <i>anime</i> . $\gamma_{35}$ : In a discussion of <i>anime</i> , I would be most likely to convince my friends of my ideas. $\gamma_{36}$ : In discussions of <i>anime</i> , I often tell my friends about <i>anime</i> . $\gamma_{37}$ : Overall in all of my discussions of <i>anime</i> with friend and neighbors, I am often used as a source of advice.	0.92	0.93	Childer (1986)
	$\gamma_{38}$ : Other people consider me as “leading edge” with respect to <i>anime</i> pilgrimage. $\gamma_{39}$ : I have pioneered some new and different ways for <i>anime</i> pilgrimage. $\gamma_{40}$ : I have suggested to my <i>anime</i> community some new and different ways for <i>anime</i> pilgrimage. $\gamma_{41}$ : I have participated in offers by my <i>anime</i> community in new and different ways for <i>anime</i> pilgrimage. $\gamma_{42}$ : I have come up with some new and different solutions to meet my needs for <i>anime</i> pilgrimage.			Hoffman, Kopalke, and Novak (2008)
Visit Intention	$\gamma_{43}$ : I have a likelihood to visit <i>anime seichi</i> in next 12 months. $\gamma_{44}$ : I have an intention to visit <i>anime seichi</i> in next 12 months. $\gamma_{45}$ : I want to visit <i>anime seichi</i> in the future.	0.88	0.82	Lam and Hsu (2004)

Note: Responses to all these items were given on a five-point Likert-type scale (1=strongly disagree to 5=strongly agree).

## Appendix 2: Question Items in Study 2

Variables	Items	$\alpha$	CR	Source
Image 1 (Landscape)	$\gamma_{46}$ : There was a beautiful landscape at the destination.			Gallaza, Saura, and Garcia (2001)
Image 2 (Relaxation)	$\gamma_{47}$ : There was a relaxing place at the destination.			
Image 3 (Sport Facilities)	$\gamma_{48}$ : There were many facilities to play sports at the destination.			
Image 4 (Shopping)	$\gamma_{49}$ : I could enjoy shopping at the destination.			
Image 5 (Gastronomy)	$\gamma_{50}$ : I could eat delicious food at the destination.			
Image 6 (Value)	$\gamma_{51}$ : I could have valuable experiences at the destination.			
Image 7 (Climate)	$\gamma_{52}$ : I could have fun at the destination no matter how the weather is.			
Image 8 (Social Interaction)	$\gamma_{53}$ : I could interact with other tourists at the destination.			
Image 9 (Residents’ Receptiveness)	$\gamma_{54}$ : The local people accepted me at the destination.			
Image 10 (Accommodation)	$\gamma_{55}$ : There was a decent accommodation at the destination.			
Image 11 (Cultural Attractions)	$\gamma_{56}$ : There were cultural attractions at the destination.			
Image 12 (Information)	$\gamma_{57}$ : It was easy to gather information on pilgrimaging at the destination.			
Image 13 (Service Quality)	$\gamma_{58}$ : I could enjoy the heartwarming hospitality at the destination.			
Image 14 (Nightlife)	$\gamma_{59}$ : There were many shops open in the evenings at the destination.			
Image 15 (Originality)	$\gamma_{60}$ : I could have a unique local experience at the destination.			
Image 16 (Transportation)	$\gamma_{61}$ : There were many transportation at the destination.			
Image 17 (Accessibility)	$\gamma_{62}$ : The destination was easy to access.			
Image 18 (Various Activities)	$\gamma_{63}$ : There were many tourist attractions not related to <i>anime</i> at the destination.			
Image 19 (Nature)	$\gamma_{64}$ : The destination was full of nature.			
Image 20 (Safety)	$\gamma_{65}$ : The destination was safe.			
Devoted Experience	$\gamma_{66}$ : I was excited to get close and to touch buildings which appeared in <i>anime</i> scenes. $\gamma_{67}$ : I was excited to be able to be at the location in person. $\gamma_{68}$ : I was excited to see landscapes portrayed in the <i>anime</i> scenes in person. $\gamma_{69}$ : I gazed at and took pictures of the details of the locations that appeared in <i>anime</i> scenes. $\gamma_{70}$ : I was excited to take photos with things related to my favorite characters.	0.90	0.91	Kim (2012)
Vicarious Experience	$\gamma_{71}$ : It was a great experience to perform the same action as the characters. $\gamma_{72}$ : It was a great experience to find out many behind the <i>anime</i> scenes stories about producing the <i>anime</i> . $\gamma_{73}$ : Alongside experiencing the locations, it was a great experience to know more about the interesting stories on <i>anime</i> pieces. $\gamma_{74}$ : As if I was the main character, I was so excited to re-enact some <i>anime</i> scenes in person.	0.86	0.85	
Nostalgic Experience	$\gamma_{75}$ : I immediately recognized all the things as they had appeared in the <i>anime</i> piece. $\gamma_{76}$ : I found myself to be familiar with <i>anime seichi</i> . $\gamma_{77}$ : The story from the <i>anime</i> piece went through my mind as I was here. $\gamma_{78}$ : I could feel the emotion when I was watching the <i>anime</i> again at <i>anime seichi</i> .	0.81	0.81	
Performance in Discovery	$\gamma_{79}$ : I spent my time and money to discover <i>anime seichi</i> . $\gamma_{80}$ : I think I was able to discover unexplored <i>anime seichi</i> . $\gamma_{81}$ : Since I watched the <i>anime</i> piece several times, I was able to discover <i>anime seichi</i> . $\gamma_{82}$ : I think I was the first one to be able to discover <i>anime seichi</i> in my community.	0.81	0.81	Newly developed based on Okamoto (2009)
Performance in Confirmation	$\gamma_{83}$ : I think I was able to visit the <i>anime seichi</i> which was a hot spot among my friends or peers. $\gamma_{84}$ : I was able to confirm whether the location regarded to be <i>anime seichi</i> resemble the actual scene of an <i>anime</i> piece. $\gamma_{85}$ : I think I was able to confirm the extent to which the location regarded to be <i>anime seichi</i> resemble the scene of an <i>anime</i> piece. $\gamma_{86}$ : I think I was able to confirm the information on <i>anime seichi</i> which I found online.	0.78	0.79	Newly developed based on Okamoto (2009)
Opinion Leadership	$\gamma_{87}$ : I talk to my friends and neighbors about <i>anime</i> . $\gamma_{88}$ : I give a great deal of information when I talk to my friends and neighbors about <i>anime</i> . $\gamma_{89}$ : I have told a number of people about <i>anime</i> during the past six months. $\gamma_{90}$ : Compared with my circle of friends, I am very likely to be asked about <i>anime</i> . $\gamma_{91}$ : In a discussion of <i>anime</i> , I would be most likely to convince my friends of my ideas. $\gamma_{92}$ : In discussions of <i>anime</i> , I often tell my friends about <i>anime</i> . $\gamma_{93}$ : Overall in all of my discussions of <i>anime</i> with friend and neighbors, I am often used as a source of advice.	0.93	0.93	Childer(1986)
	$\gamma_{94}$ : Other people consider me as “leading edge” with respect to <i>anime</i> pilgrimage. $\gamma_{95}$ : I have pioneered some new and different ways for <i>anime</i> pilgrimage. $\gamma_{96}$ : I have suggested to my <i>anime</i> community some new and different ways for <i>anime</i> pilgrimage. $\gamma_{97}$ : I have participated in offers by my <i>anime</i> community in new and different ways for <i>anime</i> pilgrimage. $\gamma_{98}$ : I have come up with some new and different solutions to meet my needs for <i>anime</i> pilgrimage.			Hoffman, Kopalle, and Novak (2008)
Destination Loyalty	$\gamma_{99}$ : I want to recommend the region which has the <i>anime seichi</i> to other people. $\gamma_{100}$ : I want to revisit the region which has the <i>anime seichi</i> .	0.83	0.83	Chi and Qu(2008)

Note: Responses to all these items were given on a five-point Likert-type scale (1=strongly disagree to 5=strongly agree).

## Appendix 3: Questionnaire of Study 1

# アニメ聖地巡礼を行う意図についての調査票

### ご挨拶

私たちは現在、三田祭論文の執筆を行っております。本調査はその一環として、アニメ聖地巡礼に関する消費者データを集計するものであり、皆さまにご意見をお伺いしております。つきましては、ご多忙中大変恐縮ではございますが、ご協力のほどよろしくお願い致します。お伺いさせて頂きましたご回答は、学術的な目的の元、統計処理上の数値として集計いたしますので、ご回答者の情報が流出することは一切ございません。また、本調査の結果につきましては、小野晃典研究会のホームページを通して、皆さまにお伝えできればと考えております。どうぞ趣旨をご理解の上、ご調査にご協力頂きますよう、重ねてお願い申し上げます。

慶應義塾大学商学部 小野晃典研究会 3年 英語論文チーム  
川村澄明 西森康斗 小黒祐貴 清水亮輔 山本彩理  
小野晃典研究会 HP (<http://news.fbc.keio.ac.jp/~onosemi/>)

Q1. あなた自身のことについて、質問いたします。

以下の質問について 該当する部分を○で囲むまたは、記述してください。		
1	あなたの性別を教えてください。	男性 女性
2	あなたの年齢を教えてください。	
3	お住まいの都道府県を教えてください。	
4	お住まいの国と地域を教えてください。 ※海外在住の方のみ	
5	あなたの職業を教えてください。	
6	あなたのアニメ聖地巡礼の回数を教えてください。	
7	あなたの一番好きなアニメを教えてください。	
8	そのアニメの聖地だと思ふ地域を記入してください。（地名が分からない場合は、空欄で構いません。）	

Q2. お答えいただいたアニメについて、質問いたします。

以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらかというとは思わない	どちらともいえない	どちらかというと思う	非常にそう思う
1	私にとって、そのアニメに登場するキャラクターは、魅力的である。	1	2	3	4	5
2	私にとって、そのアニメのストーリーは、魅力的である。	1	2	3	4	5

Q3. そのアニメ聖地の訪問意図について、質問いたします。

以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらかというとは思わない	どちらともいえない	どちらかというと思う	非常にそう思う
1	私は、1年以内にそのアニメ聖地を訪れる可能性がある。	1	2	3	4	5
2	私は、1年以内にそのアニメ聖地を訪れようと思う。	1	2	3	4	5
3	私は、いつかそのアニメ聖地を訪れたい。	1	2	3	4	5

Q4. そのアニメ聖地があると思う地域のイメージについて、質問いたします。

以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらかというとは思わない	どちらともいえない	どちらかというと思う	非常にそう思う
1	その地域には、綺麗な風景がある。	1	2	3	4	5
2	その地域には、リラックスできる場所がある。	1	2	3	4	5
3	その地域には、スポーツ施設が充実している。	1	2	3	4	5
4	その地域では、買い物を楽しむことができる。	1	2	3	4	5
5	その地域では、美味しい食事をとることができる。	1	2	3	4	5
6	その地域では、価値のあることができる。	1	2	3	4	5
7	その地域では、天気にかかわらず楽しむことができる。	1	2	3	4	5
8	その地域では、他の旅行者と交流ができる。	1	2	3	4	5
9	その地域では、地元の人々が受け入れてくれる。	1	2	3	4	5
10	その地域では、良い宿泊施設を利用することができる。	1	2	3	4	5
11	その地域では、文化的なものに触れることができる。	1	2	3	4	5
12	その地域では、巡礼に関する情報が集めやすい。	1	2	3	4	5
13	その地域では、親切な対応を受けることができる。	1	2	3	4	5
14	その地域では、夜でもお店が開いている。	1	2	3	4	5
15	その地域では、その場所特有の体験ができる。	1	2	3	4	5
16	その地域は、交通手段が豊富である。	1	2	3	4	5
17	その地域は、交通の利便性が良い。	1	2	3	4	5

Q6. あなたのアニメやアニメ聖地巡礼に関する特徴について、質問いたします。

以下の質問について「全くそう思わない: 1」から「非常にそう思う: 5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらかというそう思わない	どちらかというそう思う	非常にそう思う	
1	私は、友人や周りの人とアニメについてよく話す。	1	2	3	4	5
2	私は、友人や周りの人とアニメについて話すとき、多くの情報を提供する。	1	2	3	4	5
3	私は、過去6ヶ月の間、アニメについて、多くの人々と話した。	1	2	3	4	5
4	私は、所属しているコミュニティの友人と比べて、アニメについて頻繁に尋ねられる。	1	2	3	4	5
5	私は、友人や周りの人とアニメについて議論する時、人を脱得することが多い。	1	2	3	4	5
6	私は、友人や周りの人とアニメについて議論する時、アニメについて積極的に意見を言う。	1	2	3	4	5
7	私は、友人や周りの人とのアニメに関する議論において、情報源として使われることが多い。	1	2	3	4	5
8	私は、友人や周りの人に、聖地巡礼に関して「先駆者」とであると思われている。	1	2	3	4	5
9	私は、コミュニティに対して、新しい聖地巡礼に関する情報を発信している。	1	2	3	4	5
10	私は、聖地巡礼に関する何らかのアイデアをよく思いつく。	1	2	3	4	5
11	私は、新しい聖地巡礼の方法を開拓している。	1	2	3	4	5
12	私は、新しい聖地巡礼の方法を提案された場合、積極的に取り入れる。	1	2	3	4	5

以下の質問について「全くそう思わない: 1」から「非常にそう思う: 5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらかというそう思わない	どちらかというそう思う	非常にそう思う	
18	その地域は、アニメに関連しない観光資源が充実している。	1	2	3	4	5
19	その地域は、自然が豊かである。	1	2	3	4	5
20	その地域は、安全である。	1	2	3	4	5

Q5. あなたのアニメや聖地巡礼に対する価値観について、質問いたします。

以下の質問について「全くそう思わない: 1」から「非常にそう思う: 5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらかというそう思わない	どちらかというそう思う	非常にそう思う	
1	私は、未だ発見されていない聖地を見つけたい。	1	2	3	4	5
2	私は、新しい聖地を発見するために、 <sup>いと</sup> 努力を割くことを厭わない。	1	2	3	4	5
3	私は、新しい聖地を発見するために、作品を何度も見直す。	1	2	3	4	5
4	私は、所属するコミュニティの中で、誰よりも先に聖地を見つけたい。	1	2	3	4	5
5	私は、すでに聖地だと言われている場所が、実際にアニメのシーンと似ているかどうか興味がある。	1	2	3	4	5
6	私は、友人や周りの人の間で、話題に挙がっている聖地に対して興味がある。	1	2	3	4	5
7	私は、すでに聖地だと言われている場所が、どれほどアニメのシーンに似ているかどうか確かめたい。	1	2	3	4	5
8	私は、インターネット上で、聖地に関する情報を見て、その地域に対して、興味を持った。	1	2	3	4	5

## Appendix 4: Questionnaire of Study 2

# アニメ聖地巡礼におけるロイヤルティについての調査票

### ご挨拶

私たちは現在、三田祭論文の執筆を行っております。本調査はその一環として、アニメ聖地巡礼に関する消費者データを集計するものであり、皆さまにご意見をお伺いしております。つきましては、ご多忙中大変恐縮ではございますが、ご協力のほどよろしくお願い致します。お伺いさせて頂きましたご回答は、学術的な目的の元、統計処理上の数値として集計いたしますので、ご回答者様の情報が流出することは一切ございません。また、本調査の結果につきましては、小野晃典研究会のホームページを通して、皆さまにお伝えできればと考えております。どうぞ趣旨をご理解の上、ご調査にご協力頂きますよう、重ねてお願い申し上げます。

慶應義塾大学商学部 小野晃典研究会 3年 英語論文チーム  
川村澄明 西森康斗 小黒祐貴 清水亮輔 山本彩理  
小野晃典研究会 HP (<http://news.fbc.keio.ac.jp/~onosemi/>)

Q1. あなた自身のことについて、質問いたします。

以下の質問について 該当する部分を○で囲むまたは、記述してください。		男性	女性
1	あなたの性別を教えてください。		
2	あなたの年齢を教えてください。		
3	お住まいの都道府県を教えてください。		
4	お住まいの国と地域を教えてください。 ※海外在住の方のみ		
5	あなたの職業を教えてください。		
6	あなたのアニメ聖地巡礼の回数を教えてください。		

Q2. 今回訪れた聖地やそこを舞台としたアニメに関する今後の行動について、質問いたします。

以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらともいえない	どちらか一方に思っている	非常にそう思う	
1	私は、その聖地のある地域を他の人に薦めたいと思った。	1	2	3	4	5
2	私は、その聖地のある地域にまた行きたいと思った。	1	2	3	4	5

Q3. 今回訪れた聖地がある地域について、質問いたします。

以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 1つの数字のみを○で囲んでください。		全くそう思わない	どちらともいえない	どちらか一方に思っている	非常にそう思う	
1	その地域には、綺麗な風景がある。	1	2	3	4	5
2	その地域には、リラックスできる場所がある。	1	2	3	4	5
3	その地域には、スポーツ施設が充実している。	1	2	3	4	5
4	その地域では、買い物を楽しむことができる。	1	2	3	4	5
5	その地域では、美味しい食事をとることができる。	1	2	3	4	5
6	その地域では、価値のあることができる。	1	2	3	4	5
7	その地域では、天気にかかわらず楽しむことができる。	1	2	3	4	5
8	その地域では、他の旅行者と交流ができる。	1	2	3	4	5
9	その地域では、地元の人々が受け入れてくれる。	1	2	3	4	5
10	その地域では、良い宿泊施設を利用することができる。	1	2	3	4	5
11	その地域では、文化的なものに触れることができる。	1	2	3	4	5
12	その地域では、巡礼に関する情報が集めやすい。	1	2	3	4	5
13	その地域では、親切な対応を受けることができる。	1	2	3	4	5
14	その地域では、夜でもお店が開いている。	1	2	3	4	5
15	その地域では、その場所特有の体験ができる。	1	2	3	4	5
16	その地域は、交通手段が豊富である。	1	2	3	4	5
17	その地域は、交通の利便性が良い。	1	2	3	4	5
18	その地域は、アニメに関連しない観光資源が充実している。	1	2	3	4	5
19	その地域は、自然が豊かである。	1	2	3	4	5
20	その地域は、安全である。	1	2	3	4	5

Q4. 今回の聖地での経験について、質問いたします。

		全くそう思わない	どちらかというとは思わない	どちらかというと思う	どちらともいえない	非常にそう思う
	以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 <b>1つの数字のみ</b> を○で囲んでください。					
1	私は、アニメ上の衣装や小道具、建物などの <b>モデルとなった事物を見たり、それらに触れたり</b> することができて、気分が高揚した。	1	2	3	4	5
2	私は、そのアニメ作品の <b>雰囲気を感じる</b> ことができて、気分が高揚した。	1	2	3	4	5
3	私は、そのアニメ作品内で描写されたシーンに <b>似たような風景を見る</b> ことができて、気分が高揚した。	1	2	3	4	5
4	私は、そのアニメで描かれた風景と <b>同じ角度から写真を撮る</b> ことができて、気分が高揚した。	1	2	3	4	5
5	私は、お気に入りの <b>キャラクターに関連したものを撮る</b> ことができて、気分が高揚した。	1	2	3	4	5
6	<b>キャラクターと同じような行為</b> ができたのは、良い経験だった。	1	2	3	4	5
7	作中に登場したものにまつわる、興味深い話を知ることができたのは、良い経験だった。	1	2	3	4	5
8	聖地がある <b>地域に関する知識</b> を得ることができたのは、良い経験だった。	1	2	3	4	5
9	私は、作中のシーンを真似ることで、 <b>キャラクターの気持ち</b> を、より <b>現実感</b> をもって感じられ、気分が高揚した。	1	2	3	4	5
10	私は、その聖地を見た時に、すぐに <b>アニメの特定のシーンと関連付ける</b> ことができたと思う。	1	2	3	4	5
11	私は、その聖地が <b>初めて来た場所</b> だとは思えなかった。	1	2	3	4	5
12	私は、その聖地にいた時ふと、その <b>アニメのストーリー</b> が今まさに展開されているかのように感じる <b>ことができた</b> と思う。	1	2	3	4	5
13	私は、 <b>作品を視聴していたときの感覚</b> や <b>思い</b> を、もう一度感じる <b>ことができた</b> と思う。	1	2	3	4	5

Q5. 今回のアニメ聖地巡礼の成果について、質問いたします。

		全くそう思わない	どちらかというとは思わない	どちらかというと思う	どちらともいえない	非常にそう思う
	以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 <b>1つの数字のみ</b> を○で囲んでください。					
1	私は、新しい聖地を発見するために、 <b>労力を割いた</b> と思う。	1	2	3	4	5
2	私は、未だ発見されていない <b>聖地を発見することができた</b> と思う。	1	2	3	4	5
3	私は、 <b>作品を何度も見直していた</b> ので、聖地を発見することができたと思う。	1	2	3	4	5
4	私は、所属しているコミュニティの中で、 <b>誰よりも先に聖地を見つけることができた</b> と思う。	1	2	3	4	5
5	私は、友人や周りの人の間で、 <b>話題に挙がっている聖地を訪れることができた</b> と思う。	1	2	3	4	5
6	私は、一般的に聖地だと言われている場所が、実際にアニメのシーンと <b>似ているかどうかを確かめることができた</b> と思う。	1	2	3	4	5
7	私は、聖地と言われている場所が、 <b>どれほどアニメのシーンに似ているかどうかを確かめることができた</b> と思う。	1	2	3	4	5
8	私は、 <b>インターネット上で見た聖地に関する情報</b> を、その地域に行つて <b>確かめることができた</b> と思う。	1	2	3	4	5

Q6. あなたのアニメやアニメ聖地巡礼に関する特徴について、質問いたします。

以下の質問について「全くそう思わない:1」から「非常にそう思う:5」の5つのうち、 1つの数字のみを○で囲んでください。		非常にそう思う				
		1	2	3	4	5
1	私は、友人や周りの人とアニメについてよく話す。	1	2	3	4	5
2	私は、友人や周りの人とアニメについて話すとき、多くの情報を提供する。	1	2	3	4	5
3	私は、過去6ヶ月の間、アニメについて、多くの人々と話した。	1	2	3	4	5
4	私は、所属しているコミュニティの友人と比べて、アニメについて頻繁に尋ねられる。	1	2	3	4	5
5	私は、友人や周りの人とアニメについて議論する時、人を説得することが多い。	1	2	3	4	5
6	私は、友人や周りの人とアニメについて議論する時、アニメについて積極的に意見を言う。	1	2	3	4	5
7	私は、友人や周りの人とのアニメに関する議論において、情報源として使われることが多い。	1	2	3	4	5
8	私は、友人や周りの人に、聖地巡礼に関して「先駆者」であると思われる。	1	2	3	4	5
9	私は、コミュニティに対して、新しい聖地巡礼に関する情報を発信している。	1	2	3	4	5
10	私は、聖地巡礼に関する何らかのアイデアをよく思いつく。	1	2	3	4	5
11	私は、新しい聖地巡礼の方法を開拓している。	1	2	3	4	5
12	私は、新しい聖地巡礼の方法を提案された場合、積極的に取り入れる。	1	2	3	4	5

質問は以上になります。  
 ご協力ありがとうございました。

