

Keiko and Charles Belair Centre for
East Asian Studies - Japan Futures Initiative
Speaker Series

Pop Culture, History and “Contents Tourism” in Japan

Professor Philip Seaton is a professor in the Office of International Affairs/International Student Center at Hokkaido University, where he is convenor of the Modern Japanese Studies Program.



Since 2005, the Japanese government has actively encouraged local authorities to develop tourism related to works of popular culture such as manga, anime and computer games as a way of enhancing their local identity and brand, a phenomenon known in Japanese as “Contents Tourism.”

This lecture presents examples of booms in pop culture-inspired tourism to heritage sites historically linked to the Sengoku, Meiji and Showa periods, which indicate the power of popular culture, not only to inspire tourism, but also to generate new perspectives on Japan’s past.

Read the full abstract: <https://goo.gl/jXibmk>

Date: Thursday March 10, 2016

Time: 6:30 – 8 p.m.

Place: REN 2106, Renison University College, University of Waterloo

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