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The Creation, Consumption, and Reconstruction of a Narrative World and Tourism: Seen from the Boundary-Crossing Consumption of the *Heidi* Narrative through *Contents Tourism*

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"Contents tourism" is a relatively new term in the fields of tourism studies and media studies. It refers the practice of giving reality to the product of human creation, the world of fantasy, through the act of visiting and experiencing a location in a process of reconstruction. In this presentation, I would like to examine contents tourism related to the Japanese anime series *Heidi* (1974) as a typical example, and look at three viewpoints that relate to the influence of the anime on subsequent international tourism.

The first viewpoint is from the creators of the animation *Heidi* who traveled in search of the literary work *Heidi*. Location hunting (*lokehan*) for the production of anime *Heidi* in 1973 was a search for the narrative world of *Heidi*, a work of literature born in Switzerland, by Japanese creators with a totally different cultural background, whose physical experience through the Swiss journey enabled them to rebuild the narrative into different media contents. This practice formed the culture of *lokehan* within the tradition of Japanese anime, and established the direction of lokehan-based anime production until this day.

The second viewpoint is from the viewpoint of the fans who traveled for the anime *Heidi*. The 1974 Japanese TV broadcast of the *Heidi* anime attracted many viewers and triggered a desire to visit the actual locations depicted within the anime. The liberalization of overseas travel in Japan took place in 1964, and soon after this newfound freedom, the anime strongly instilled a Swiss image on the Japanese people; something that should be seen as an important event in the history of overseas travel by the Japanese. Furthermore, the anime *Heidi* has been viewed in various forms in Japan since that time, and continues to be a great driving force for Japanese travel until this day. The film has also been broadcasted in many countries other than Japan, and continues to influence the way how Heidi images and narratives are drawn in other media. As a result, the anime has also greatly affected the consumption behaviors of non-Japanese travelers to Switzerland.

And third viewpoint is the cross-reference between the anime *Heidi* and the original literature *Heidi*. Tourists who travel to Switzerland because of the anime gain cross-references to the original literature through tourism practices in the actual locations.

The process by which tourists rediscover original literature through the anime *Heidi* forms the dynamism of contents tourism.