

# Final Project Proposal

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## Introduction

“Travel to Italy” is a website that is designed for the audience of the anime JOJO’s Bizarre Adventure Part5<sup>1</sup> (hereinafter called “JOJO5”) and the pop-cultural tourism lovers. The anime is set in Italy, with events in the manga and anime happening in Naples, Pompeii, Rome, Venice and Sardinia. This website will collect all locations in Italy that appeared in JOJO5 to help users plan their pop-cultural tour.

The idea is initially driven by my interest that I am a fan of JOJO5 and also a pop-cultural tour love. When I planned on a pop-cultural trip, I needed to search for the destinations in other people’s travel note. This approach is not convenient because the notes won’t show all destinations appeared in the anime, since they were based on personal travel route. And some necessary information like tickets, opening time, weather and transportation was missing. So a website, where pop-cultural tour lovers can get as many information as needed, can make the planning process easier and enhance the travel experience.

## Problem Statement

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<sup>1</sup> These links may help you get the idea of the JOJO anime:

1)wikipedia: [https://en.wikipedia.org/wiki/JoJo%27s\\_Bizarre\\_Adventure:\\_Golden\\_Wind](https://en.wikipedia.org/wiki/JoJo%27s_Bizarre_Adventure:_Golden_Wind)

2)video introduction: <https://www.youtube.com/watch?v=oaOXHJEBGiQ>

How can “Travel to Italy” website help fans of JOJO5 and those interested in going to a pop-cultural tourism of the anime to get information on every destination featured in JOJO5 and plan their tour?

“Who”: users who are interested in or planning to go to a pop-cultural tourism of JOJO5, including JOJO’s fans and those who don’t know the anime well but are travel companions of the anime’s fan.

“What”: the problem is that when users plan a pop-cultural tour featured in JOJO5, the information of the destinations are scattered on the internet. Some fans made a list of the locations but without adding details that help to plan a pop-cultural tour. The travel notes posted by pop-cultural tour lovers didn’t cover all destinations. Hence, in the tour planning stage, it takes a lot of time and efforts to look for information in different platforms.

“Why”: Pop-cultural tourism was born from ACGN culture, which is beyond the mainstream type of tourism. The pop-cultural tourists are mostly the fans of ACGN works, movies and literature. In recent years, the popularity and acceptance level of ACGN culture is growing. More young people will consider go for a pop-cultural tour to those non-traditional locations. According to Global New Tourists Behavior Research<sup>2</sup>, 100% of respondents who were born in the 90s said they were willing to have pop-cultural tour. But the accessible travel tips are usually scattered, contributed by individuals.

So the absence of a specific channel that aggregate comprehensive information failed to serve the growing need of pop-cultural tour lovers. In order to help fans of JOJO and pop-cultural tour lovers save time and effort to collect travel information, a pop-cultural tourism website is worth creating.

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<sup>2</sup> Global New Tourists Behavior Research by Mafengwo Data Center: <http://www.mafengwo.cn/gonglve/zt-916.html>