

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 Part5¹ (hereinafter called “JOJO part5”) and the pop-culture 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 JOJO part5 to help users plan their pop-culture tour.

The idea is initially driven by my interest that I am a fan of JOJO part5 and also a pop-culture tour love. When I planned on a pop-culture 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-culture tour lovers can get as many information as needed, can make the planning process easier and enhance the travel experience.

¹ 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>

Problem Statement

How can “Travel to Italy” website help fans of JOJO part5 and those interested in going to a pop-culture tourism of the anime to get information on every destination featured in JOJO part5 and plan their tour?

“Who”: users who are interested in or planning to go to a pop-culture tourism of JOJO part5, 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-culture tour featured in JOJO part5, 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-culture tour. The travel notes posted by pop-culture 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-culture tourism was born from ACGN culture, which is beyond the mainstream type of tourism. The pop-culture 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-culture tour to those non-traditional locations. According to Global New Tourists Behavior Research², 100% of respondents who were born in the 90s said they were willing to have pop-culture 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-culture tour lovers. In order to help fans of JOJO and pop-culture tour lovers save time and effort to collect travel information, a pop-culture tourism website is worth creating.

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