

A Study of Literary Tourism in the Digital Age: Big Data Analysis and Digital Map Visualization of Author-Themed Literary Tourism in Japan

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Abstract This study aims to analyze author-themed literary tourism’s characteristics and patterns in the digital age by examining travel review data for three Japanese authors. The selected authors—namely, Natsume Sōseki (夏目漱石), Dazai Osamu (太宰治), and Shiga Naoya (志賀直哉)—are widely recognized in Japan, and their complete works have been published both domestically and internationally. many of their writings introduced internationally. Travel reviews were collected through Python web scraping from major Japanese travel websites, including “Jalan (じゃらん)” and “4travel”. Overall, 3,171 reviews explicitly related to the authors were selected for the analysis. This study’s findings are as follows: First, literary museums serve as central facilities in author-themed literary tourism. Second, the locations and facilities featured in the authors’ works play a key role as major tourist attractions. Third, author-themed literary tourism is closely connected to the authors’ real lives. Fourth, such tourism is influenced by the popularity of literary works and commemorative events marking the authors’ birth or death. These results suggest that author-themed literary tourism has potential as a sustainable tourism model embodying ethical values, such as community engagement and environmental conservation.

Keywords author-themed literary tourism; content tourism; big-data, digital mapping; literary tourism¹

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1. Introduction

In contemporary times, literary content is utilized as not only texts for literary appreciation but also as resources for creating novel cultural phenomena. For instance, since the 2010s, *Bungou Stray Dogs* (文豪ストレイドッグス) has sparked a new boom across Japanese society. Set in modern-day Yokohama, this action anime features prominent literary figures of modern Japan as protagonists with supernatural abilities. First serialized in 2013, the series continues to this day, expanding its universe by adapting the anime back into novels based on its characters and their works. Likewise, *Bungou and Alchemist* (文豪とアルケミスト), a Japanese web-based video game released in November 2016, garnered widespread acclaim for featuring modern Japanese writers as game characters. These examples demonstrate how real-life authors and their literary works are being reimagined as the foundation

of novel creative content, highlighting the need to examine how their lives and works are being utilized in the realm of literary studies.

Modern Japanese authors and their works have become significant resources in the tourism field. In Germany, beginning with guidebooks introducing authors' homes in the early 1980s, travel guides tracing author's activities, literary routes following rivers, and walking trails inspired by authors' favorite paths were published throughout the 1990s. By the 2000s, websites dedicated to literary tourism had been launched. Given this trend, literary tourism gained public and industrial recognition, precipitated the emergence of terms such as *Literaturtourismus* (literary tourism) or *Literarischer Tourismus* (literary tourism), and became a beloved leisure activity for Germans (Kyung-nan Kim, 2017). Further, in the United Kingdom, Stratford-upon-Avon has been developed into a literary tourism hub centered around Shakespeare's birthplace. Likewise, in Korea, Yi Hyo-seok's hometown in Pyeongchang, Gangwon Province, South Korea, features a reconstructed version of his birthplace, forming the Yi Hyo-seok Cultural and Artistic Village, which aims to promote literary tourism (Lee Hyo-seok Culture and Art Village, 2024).

Meanwhile, *Tokyo Kurenaidan* (Tokyo Kurenaidan, 2025), a website that provides literary-themed location information around Tokyo and enables users to explore the lives of—and settings of works by—various authors, has gained public interest. Established in the late 1990s, it covers the lives and literary settings of more than 70 modern and contemporary authors. Along with categorizing locations by author, introducing them under accessible themes, such as “Meiji Restoration,” “Prewar,” and “Postwar,” making it clear that author-themed literary tourism is actively consumed as cultural content. In this context, alongside existing research on the utilization of Japanese cultural content as tourism resources, the necessity for literary tourism studies, which explore the potential of literature as a sustainable cultural content to expand its applicability as a tourism resource, has been increasingly emphasized. Unlike large-scale tourism development that requires new infrastructure, literary tourism utilizes existing cultural heritage, thus ensuring both resource- and cost-efficiency. This ethical and sustainable tourism model has garnered attention because of its potential. Furthermore, academically analyzing and systematizing author-themed literary tourism's ethical characteristics, including its contributions to social development and environmental sustainability, will not only advance scholarly research but also open new possibilities for community engagement and cultural content utilization.

Based on the necessity of treating the content derived from literary works and authors' lives as a new subject of academic inquiry, this study selected three

prominent figures from modern Japanese literature. Focusing on these authors, it examined real-world data on author-themed literary tourism. By conducting data analysis and digital map visualization, this study identified author-themed literary tourism's characteristics and types, thereby also exploring literature's social impact.

2. Research Methods and Subjects

2-1. Research Subjects

This study examines real-world data on author-themed literary tourism centered around the following three figures: Natsume Sōseki (夏目漱石 ; hereafter, Natsume), Dazai Osamu (太宰治 ; hereafter, Dazai), and Shiga Naoya (志賀直哉 ; hereafter, Shiga). These authors were selected because of status as “canon authors,” whose complete works have been published in Japan and translated or discussed in related publications by major publishers, such as Changbi and university presses, thus attesting to their domestic and international popularity and influence.

2-2. Data Collection

This study conducted digital map visualization based on travel review data collected from across Japan to identify patterns by author and period and systematically examine the social development and environmental sustainability promoted by author-themed literary tourism. To this end, travel reviews were collected from the domestic travel review boards (口コミ) of two major Japanese travel websites—namely, Jalan (じゃらん) and 4travel—using the keywords : “漱石” (Sōseki), “太宰” (Dazai), and “志賀” (Shiga). The initial dataset consisted of 12,801 posts—specifically, 8,446, 2,209 to Dazai, and 2,146 were related to Natsume, Dazai, and Shiga, respectively. To extract reviews specifically related to the authors, only documents containing the following keywords were selected: “漱石” (Sōseki), “太宰” (Dazai), “志賀” (Shiga), “作家” (author), and “文豪” (literary master). Consequently, 3,171 travel reviews were analyzed—specifically, 1,616, 1,102, and 453 for Natsume, Dazai, and Shiga, respectively.

2-3. Data Preprocessing

The collected review data were processed using information such as facility names, facility categories, travel dates, review content, and search keywords. As two different websites—namely, Jalan and 4travel—were used, discrepancies arose in naming the same facility. For instance, the Kanagi region of Aomori City has a souvenir shop called Kanagi Tourism and Product Center Sanjiku Melos (金木観光物産館「産直メロス」), which operated under the name Kanagi Tourism and Product Center Madini(金木観光物産館 マディニー) until April 2024. Thus, the same location was recorded under different names. Preprocessing was conducted to

standardize such discrepancies. Moreover, facility categories exhibited variations between the two sites. Therefore, facilities were reclassified into the following 25 categories: parks/gardens (公園・庭園), buildings(名所(建造物)), landmarks (specialties) (名所(名物)), cemeteries (名所(墓)), Statues(名所(像)), birthplaces(名所(生家)), historical sites(名所(跡)), literary monuments (文学碑), Literary museums(博物館(文学)), museums (other) (博物館(その他)), temples/shrines (寺・神社), lodging facilities (宿), daily facilities (日常施設), natural landscapes (自然景観), townscapes (町並み), festivals/events (祭り・イベント), transportation facilities (乗り物), hot springs (温泉), tourist information centers (観光案内所), stations (駅), campgrounds (キャンプ場), dining establishments (グルメ), shopping malls (ショッピングモール), sports viewing (スポーツ観戦), and theme parks (テーマパーク). Regarding travel dates, only reviews written up to November 2024 were included as the data were gathered in December 2024. Ten reviews from years with two or fewer entries—1984, 1992, 1999, 2002, 2005, and 2006 (one entry each); and 2003 (two entries)—were excluded. Thus, data from 2007 to 2024 were organized, resulting in 12,791 entries. For the review content, Python web scraping was employed to extract reviews mentioning “漱石” (Sōseki), “太宰” (Dazai), “志賀” (Shiga), “作家” (author), or “文豪” (literary master) to identify reviews related to the authors.

Additionally, constructing the digital map necessitated latitude and longitude data, which was obtained using Google Maps API, while Python was used to collect geolocation data for standardized facility names. For facilities whose geolocation data could not be retrieved because of naming discrepancies, address information from the review content and Google Maps was utilized to manually obtain latitude and longitude data. This preprocessing stage helped establish a reliable and precise dataset, thereby enhancing this study’s accuracy and credibility in analyzing author-themed literary tourism’s patterns.

2-4. Analytical Methods

Examining the geographic distribution and interrelationships among the study subjects is essential for analyzing author-themed literary tourism’s patterns. To this end, map visualizations and bar graphs were employed. In the subsection “Analysis of Life-Based Maps and Review-Based Tourist Maps by Author,” the findings are presented using visualized maps. The refined data and geolocation information were processed using the open graph visualization platform Gephi 0.10. (GeoLayout, Gephi Plugins, 2025).

Gephi’s GeoLayout plugin was employed to analyze author-themed literary tourism’s characteristics. GeoLayout is a visualization plugin that displays graphs

based on geocoded attributes, such as latitude and longitude, using standard projections. Datasets in formats such as CSV or XLSX are necessary to create map visualizations. In this study, an Excel file (XLSX) was prepared with columns including unique identifiers (ID)—containing appropriate data, either the facility name or category, depending on the context—and weight, latitude, longitude, category, cluster, travel period, and text data. These datasets were selectively used according to the analysis requirements. The prepared Excel file was imported into Gephi, and the GeoLayout plugin was used to arrange the nodes geographically based on their latitude and longitude. Through this process, the nodes were visually placed on the screen per their actual geographic coordinates. The nodes size were adjusted based on their weight values to emphasize each element's relative importance. The nodes's colors were modified depending on context using author classification, category, or cluster values, and clusters were formed by calculating the Euclidean distance between nodes and grouping them based on their proximity. To this end, Python's pandas and NumPy libraries were used to compute the distances between all node pairs within the same cluster: To display the visualized data on an actual map, the GeoLayout output was exported as a KMZ file and uploaded to Google Earth to complete the visual representation.

In the subsection “Analysis of Tourist Site Types by Author,” each category's frequency(weight) was first calculated using Python code and presented in a table. Subsequently, the nodes and edges were created using Gephi 0.10. Author nodes representing Natsume, Dazai, and Shiga—along with nodes representing each facility category—were generated. The author nodes' size was manually set to a visually identifiable scale, whereas the size of the nodes representing facility categories was determined based on their frequency relative to the total number of documents(i.e., 3,171). For the edges, the 3,171 documents were divided into 1,616, 1,102, and 453 for Natsume, Dazai, and Shiga, respectively. Thereafter, each facility category's frequency was then calculated, and the weights were applied accordingly. Thicker edges and colors closer to red (as opposed to blue) indicate higher frequencies.

The subsection “Analysis by Period” bar graphs were created using Python's Pandas and Matplotlib to visualize the review data's yearly distribution. First, the data were imported from the aforementioned Excel file, and the number of reviews for each year was aggregated based on the “Period” column. Subsequently, a bar graph was generated, with the x-axis representing the year and the y-axis representing the number of reviews, respectively. The review count for each year was displayed at the top of each bar, enabling an intuitive interpretation of the data.

The following section identifies the patterns of author-themed literary tourism in Japan by author and period based on the data collection, preprocessing, and analysis conducted. Additionally, it seeks to build a foundational dataset for further research. This study's findings implicate the goal of academically analyzing and systematizing literary tourism's sustainability and ethical characteristics and propose novel possibilities for utilizing literary content and formulating tourism strategies for local communities.

3. Analysis Results

3-1. Analysis of Life-Based Maps and Review-Based Tourist Maps by Author

This study utilized life-based maps, which plot locations associated with the authors' lives, and tourist facility location maps created based on travel reviews. Figures 1–3 present paired maps for each author; the map on the left presents locations linked to the authors' lives based on their actual timelines, whereas the map on the right displays tourist sites based on location data from travel reviews.



<Figure 1> Natsume's Life-Based Map (Left) and Tourist Map (Right)

<Figure 1> illustrates Natsume's life-based and tourist map. A comparison of the geographic distribution of nodes on the two maps reveals significant similarities. One notable characteristic is the high tourism activity level in regions featured as settings in Natsume's works. Particularly, noteworthy is the Matsuyama area, which serves as the backdrop for the novel *Botchan* (坊っちゃん). In this region, Natsume's literary content has been integrated with local tourism resources, such as Dōgo Onsen (道後温泉), precipitating a concentrated influx of visitors. In *Botchan*, the hot spring frequented by the protagonist is referred to as "Sumida" (住田), but the descriptions in the novel strongly suggest that it is Dōgo Onsen. Additionally, the protagonist enjoys dumplings at a shop near the hot spring, and today, shops in front of Dōgo Onsen sell Dango—sweet rice balls—inspired by those

mentioned in the novel. Furthermore, the Botchan Train, which the protagonist used to commute between his boarding house and the hot spring, still operates. This active marketing strategy in Matsuyama likely contributed to the developing Natsume-themed literary tourism. An onsen village near Kumamoto serves as the setting in *Kusamakura* (草枕), while *Sanshirō* (三四郎) depicts the protagonist's hometown in Kumamoto before he moves to Tokyo. These locations—both associated with Sōseki's life and featured in his works—likely captured the interest of tourists.

However, not all places connected to Natsume's life have been developed into tourist sites. Interestingly, some tourism occurs in locations unrelated to his life. For example, a review mentioned a reading event titled “The World of Natsume Sōseki” (「夏目漱石の世界」) held at the Watanabe Jun'ichi Literary Museum (渡辺淳一文学館) in Hokkaido. These one-time events, such as reading sessions, face challenges in attracting sustained tourist interest, thus represent a relatively small proportion of the overall tourism data. Nevertheless, this phenomenon reflects the widespread organization of small-scale events, even in regions without strong connections to the author's life, indicating that Natsume's literary content has significant potential as a tourism resource.

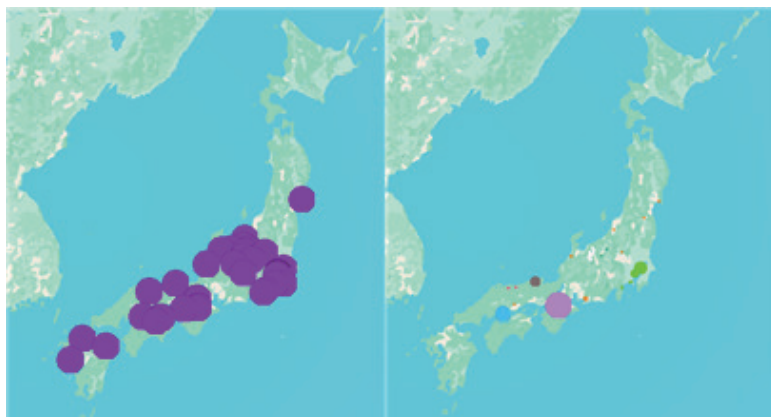


<Figure 2> Dazai's Life-Based Map (Left) and Tourist Map (Right)

Next, <Figure 2> visualizes Dazai's life-based and tourist maps. The Dazai-themed tourist map on the right indicates that tourism spans a wide area from Hokkaido to Honshu's southern tip, as indicated by the nodes. However, the size of the nodes in the tourist map suggest that Dazai-themed tourism is primarily concentrated in Aomori Prefecture and Tokyo. Tourism in Aomori Prefecture is centered around Shayokan (斜陽館), Dazai's birthplace and literary museum. Additionally, several locations featured in his works—such as Unshoji Temple (雲祥寺), which

appears in *Memories* (思ひ出) and *The Setting Sun* (斜陽), are clustered around Shayokan, which has organized and operated a program connecting these sites—namely, Dazai’s Hometown Kanagi Literary Walk(太宰治ゆかりの地かなぎ文学散歩)(Kwon, 2022). This indicates that the area surrounding Shayokan is a key region for Dazai-themed literary tourism.

Meanwhile, tourist visits are also concentrated in Mitaka City (三鷹市), Tokyo, where traces of Dazai’s writing activities and life remain. The Mitaka City Sports and Culture Foundation (三鷹市スポーツと文化財団)—a public interest incorporated foundation—sells the Mitaka Dazai Osamu Map (三鷹太宰治マップ) online. This map, which introduces 19 Dazai-related locations, including Zenrinji Temple (禅林寺), where his grave is located, features photographs and illustrations. It is promoted as an essential item for literary walks(Mitaka City Sports and Culture Foundation, 2025). Additionally, both the life-based map and the tourist map reveal significant similarities, as Dazai once delivered a lecture at Niigata (新潟) High School, which lies between Aomori and Tokyo. Moreover, numerous tourists visit Tenkachaya (天下茶屋) in Yamanashi Prefecture, near Misakatōge (御坂峠), where Dazai stayed at the invitation of his mentor, Ibuse Masuji (井伏鱒二). Regions such as Mitaka City and Misakatōge are prominently marked on the tourist map due to their accessibility from the metropolitan area, unlike other tourist sites. This accessibility—combined with the efforts of the local communities— suggests a growing trend in tourist visits to these areas(Exploring Sites Associated with Dazai Osamu, 2025).



<Figure 3> Shiga’s Life-Based Map (Left) and Tourist Map (Right)

Finally, <Figure 3> visualizes the locations associated with Shiga and related tourist sites. For Shiga, evidently, tourists’ interest is focused on facilities linked to his

life, such as his birthplace. This is because while writing his works, Shiga traveled extensively through regions with stunning natural landscapes, such as Kyushu, Shikoku, and Kinosaki. Several of his novels are set in places where he stayed during his lifetime. For example, *At Kinosaki* (城の崎にて) is a realist novel he wrote while recuperating at Kinosaki Onsen in Hyogo Prefecture, and *A Dark Night's Passing* (暗夜行路) reflects the atmosphere of Tokyo and Kyoto, where he lived. Additionally, works such as *Reconciliation* (和解) and *The God of Small Things* (小僧の神様) are primarily set in Tokyo. The tourist map indicates that significant interest in the regions featured in these works. On the tourist map, the Kyoto and Nara regions are marked using pink nodes, while the Hyogo Prefecture Kinosaki Onsen region are marked using brown nodes. The node sizes reveal that more tourism occurs in the Kyoto and Nara regions than in the Kinosaki Onsen area. The Kinosaki Onsen region features numerous Shiga-related literary tourism spots, including the Kinosaki Literary Museum(城崎文芸館), 24 literary monuments, and the mulberry tree mentioned in *At Kinosaki*. The integration of local tourism resources, such as the hot springs, is a distinctive feature.(Kwon, 2024). However, a geographic inconvenience exists as reaching the Kinosaki Onsen area via the JR Kounotori Line(JR こうのとり線) from Shin-Osaka Station(新大阪駅) takes approximately 2 hours and 30 minutes. Therefore, the characteristics observed in Shiga's tourist map are attributable to the limited accessibility from other regions.

This section analyzed and compared each author's life-based maps, which display locations associated with their lives, and the tourist maps, which are based on reviews left by tourists. A common feature observed across all three authors was the remarkably similar node distribution patterns between the life-based and tourist maps. Additionally, key tourist facilities in author-themed literary tourism include literary museums, birthplaces, former residences, and writing locations, where visitors can experience the aura of the authors' aura. One notable characteristic is that single-event exhibitions tend to lose their appeal to tourists after their conclusion. By contrast, locations such as Dōgo Onsen in Matsuyama, which combines regional tourism resources, such as hot springs, with literary content, demonstrate the potential to grow as attractive tourist destinations. However, for the Kinosaki Onsen area, the transportation-related inconvenience could negatively affect its ability to attract tourists.

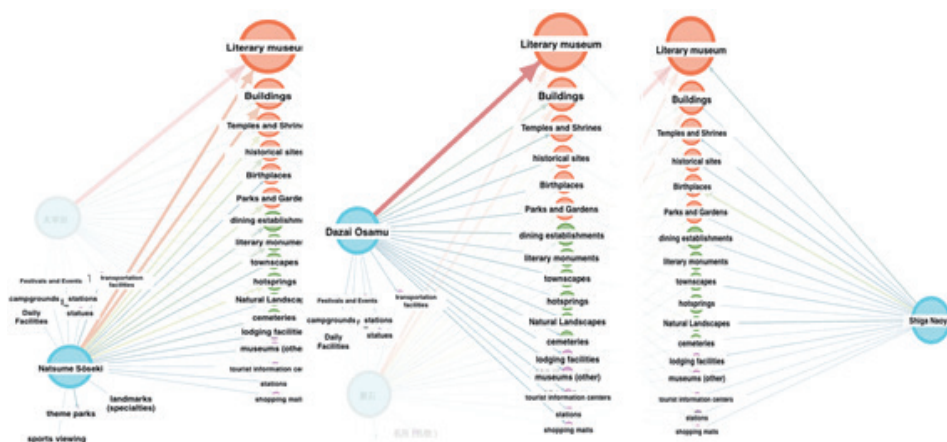
3-2. Analysis of Tourist Site Types by Author

This section analyzes the commonalities and unique characteristics of literary tourism patterns for each author using tables and visualized data organized according to facility category and frequency weight. Overall, 3,171 reviews

containing the keywords “漱石” (Sōseki), “太宰” (Dazai), “志賀” (Shiga), “作家” (author), and “文豪” (literary master) were extracted from the tourism reviews collected on Jalan and 4travel. Facility categories were assigned based on each facility’s attributes, and the data were visualized through tables and networks.

<Table 1> Frequency Weights by Facility Category for Each Author

Natsume		Dazai		Shiga	
Category	Weight	Category	Weight	Category	Weight
Literary museum	228	Literary museum	328	Birthplaces	135
Buildings	223	Buildings	104	Literary museum	82
Temples and Shrines	147	dining establishments	74	Natural Landscapes	56
Hot Springs	147	Temples and Shrines	70	Temples and Shrines	37
Parks and Gardens	137	townscapes	46	historical sites	36
historical sites	124	historical sites	45	townscapes	30
literary monuments	116	Parks and Gardens	44	dining establishments	25
dining establishments	99	museums (other)	44	Parks and Gardens	21
cemeteries	77	shopping malls	37	lodging facilities	15
townscapes	71	lodging facilities	36	Buildings	13
transportation facilities	47	Natural Landscapes	36	literary monuments	5
theme parks	44	cemeteries	35	Hot Springs	4
lodging facilities	43	tourist information centers	34	shopping malls	2
Birthplaces	41	literary monuments	29	museums (other)	2
museums (other)	28	Birthplaces	27	cemeteries	1
Natural Landscapes	18	transportation facilities	24	tourist information centers	1
stations	18	stations	18	stations	1
shopping malls	10	statues	10		
tourist information centers	8	Daily Facilities	10		
landmarks (specialties)	7	Hot Springs	9		
Festivals and Events	3	campgrounds	3		
campgrounds	1	Festivals and Events	2		
sports viewing	1				
statues	1				
Daily Facilities	1				



<Figure 4> Network Visualization by Facility Category (From Left to Right, Natsume, Dazai, and Shiga)

<Table 1> summarizes the frequencies of different facility categories based on the destinations mentioned in travel reviews. <Figure 4> visualizes the data from <Table 1> using Gephi. Analyzing the visualized data in <Figure 4> reveals each author's unique characteristics as well as their commonalities and differences. The authors' names are displayed as peripheral light-blue nodes, while the vertically aligned nodes in the center represent facility categories. The size of the facility category nodes was determined by the total frequency of mentions across all authors' travel reviews, while the thickness and color of the edges connecting the author nodes to the facility category nodes indicate the frequency for each author. Thicker edges and colors closer to red (as opposed to blue) represent higher frequencies.

This analysis first examines the commonalities among the authors before exploring their individual characteristics. Among the top-ranking facility categories, "Literary museum" stands out. The Weight values for Natsume, Dazai, and Shiga are 228, 328, and 82, respectively. In all three author groups, "Literary museum" ranks first or second, indicating that museums are among the most popular tourist spots. This can be attributed to their role in recreating the authors' literary worlds and commemorating their lives, enabling visitors to experience the authors' aura and literary legacy. The subsequent notable category is "Temples and Shrines" (寺・神社), with weight values of 147, 70, and 37 for Natsume, Dazai, and Shiga, respectively, demonstrating the close connection between the traditional Japanese culture and literary heritage. As discussed in the subsection "Analysis based on Life-Based Maps and Review-Based Tourist Maps by Author", Dazai's novel *Memories* (思ひ出) includes Unshoji Temple (雲祥寺) as a setting. Temples and shrines may serve as local tourism resources near literary museums or as literary

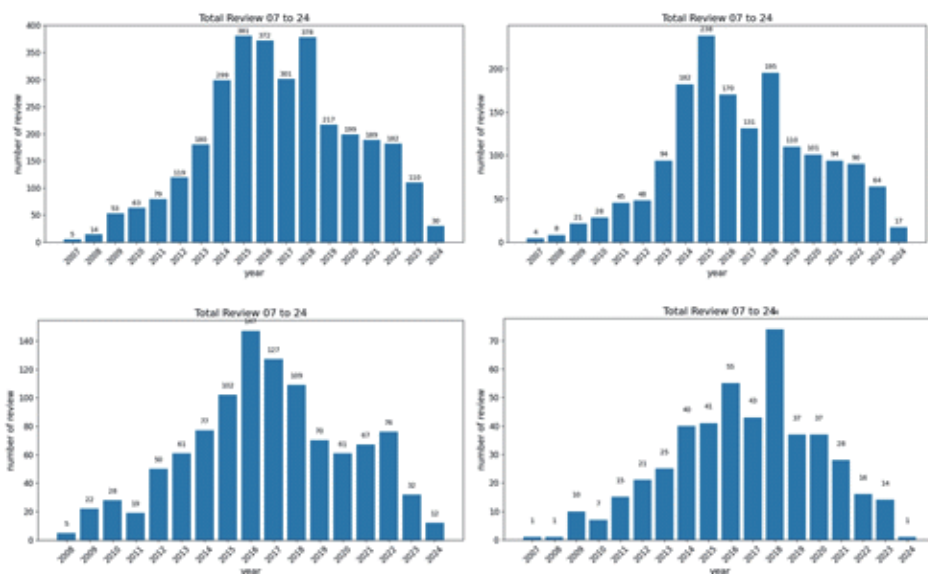
settings, offering multiple layers of appeal to tourists.

Subsequently, each author's characteristics were analyzed. For Natsume, a notable feature is that while literary museums occupy the central position, tourists also experience and visit a various other locations relatively evenly, including "Buildings" (名所(建造物)), "Temples and Shrines" (寺・神社), "Hot Springs" (温泉), "Parks and Gardens" (公園・庭園), and "Historic Sites" (名所(跡)). This reflects the trend(as discussed in the Introduction section) of developing tourism products by linking local tourism resources, such as streets that offer literary experiences or hot springs, with the settings of his works. The defining characteristic for Dazai is that the Dazai Osamu Memorial Hall, Shayokan (斜陽館), located at his birthplace, plays a central role and accounts for a significant portion of overall tourism. A considerable gap exists between the top-ranking category, "Literary museum" (博物館(文学)), and the second-ranking category, "Buildings" (名所(建造物)). This indicates that tourists primarily visit Shayokan—both his childhood home and a memorial hall. Additionally, the inclusion of campsites, festivals, events, and general tourist spots in Dazai-related tourism suggests that the tourism content based on his life is accessible and widely popular, harmoniously blending with local tourism resources. Finally, for Shiga, unlike the other two authors, "Birthplaces" (名所(生家)) form the core of tourism, while the proportion of other locations is significantly lower. Unlike Natsume and Dazai, the proportion of facility categories such as "Festivals and Events" (祭り・イベント) or "Daily Facilities" (日常施設) is relatively lower, whereas that of "Natural Landscapes" (自然景観) is evidently higher. This suggests that Shiga's extensive travels have exerted a lasting influence on modern Shiga-themed literary tourism.

3-3. Analysis by Period

This section analyzes author-themed literary tourism's temporal characteristics and patterns by examining Japanese literary tourism review data. The review data are divided into following three periods: Period 1 (2007–2013), Period 2 (2014–2018), and Period 3 (2019–2024). Changes in the number of reviews and key patterns for each period were analyzed using Python bar graphs.

First, the graph for all authors reveals the following: During Period 1, the total number of reviews was 513, exhibiting a gradual increase from 2007 onward. In Period 2, the number of reviews increased significantly to 1,731, which is 3.4 times higher than that in Period 1. The review counts for Natsume, Dazai, and Shiga all exhibited a steady increase. However, in Period 3, the total number of reviews decreased to 927, indicating a decline of nearly half compared to the previous period. While the COVID-19 pandemic indubitably impacted this trend during



<Figure 5> From Top Left: All Authors, Natsume, Dazai, and Shiga

Period 3, noteworthy, the decline in review numbers commenced in 2019, before the pandemic. This suggests that literary tourism's popularity had begun waning before the global outbreak of COVID-19.

Notably, literary tourism peaked for Natsume and Dazai in 2015 and 2016, respectively. By comparison, Shiga's peak occurred somewhat later, in 2018. Several factors could explain this trend. For Natsume, 2015 marked the 100th anniversary of his death, sparking a wave of commemorative activities across Japan (100 Years Since Natsume Sōseki's Death, 2015). Additionally, 2016 marked the 150th anniversary of Natsume Sōseki's birth, which likely contributed to an increase in literary tourism centered around him and influenced the other authors' literary tourism during this period.

Furthermore, the manga *Bungou Stray Dogs* (文豪ストレイドッグス), whose serialization commenced in *Young Ace* in December 2012, gradually gained popularity from 2013 onward and was adapted into an anime in 2016. According to its publisher, Kadokawa, the series had surpassed 7.5 million copies in cumulative sales by 2019 (Cumulative Sales of 7.5 Million Copies for the Series, 2019). Additionally, the web game *Bungou and Alchemist* (文豪とアルケミスト)—released by DMM GAMES on November 1, 2016—gained significant popularity. An anime adaptation based on the game—namely, *Bungou and Alchemist: Shinpan no Haguruma* (文豪とアルケミスト ~ 審判ノ歯車 ~)—was subsequently produced and aired from April 2020, consisting 13 episodes. This highlights the potential of cultural content inspired

by literary figures’ lives and works. This trend likely contributed to revitalizing literary tourism. Considering this growing interest, examining how the rankings of popular tourist facilities evolved across period, particularly in relation to literary tourism’s heightened frequency during Period 2, is essential.

	Natsume			Dazai			Shiga		
Period 1(2007~2013)	Buildings	54	16	Literary museum	53	18	birthplaces	25	12
	hot springs	41		Buildings	28		Literary museum	18	
	Literary museum	23		dining establishments	17		natural landscapes	8	
Period 2(2014~2018)	Literary museum	142	22	Literary museum	200	21	birthplaces	76	14
	Buildings	135		Buildings	55		Literary museum	48	
	temples/shrines	93		temples/shrines	37		natural landscapes	32	
Period 3(2019~2024)	Literary museum	63	26	Literary museum	75	22	birthplaces	33	17
	literary monuments	53		dining establishments	23		temples/shrines	18	
	historical sites	38		historical sites	23		Literary museum)/natural landscapes	16	

<Table 2> Analysis of Popular Tourist Facilities By Period for Each Author

<Table 2> displays the rankings of popular tourist facilities for each author. The yellow cells represent each period, while the blue cells indicate the number of facilities visited during that period. This enable a direct comparison of how the types of tourist destinations associated with Natsume, Dazai, and Shiga have evolved. Overall, the number of tourism reviews sharply increased from Periods 1 to 2, corresponding to an increase in the number of tourist facilities for all three authors. Notably, for Natsume, popular tourist destinations diversified from Periods 1 to 3, suggesting the widespread use of his works as literary tourism content across Japan. By contrast, for Dazai, “Literary museum” (博物館 (文学)) consistently dominated as the most popular facility type throughout all three periods, indicating a strong focus on a specific type of tourist site. For Shiga, although the number of reviews increased between Periods 1 and 2, the facility type exhibited minimal variation. However, in Period 3, the frequency of visits to “Temples and Shrines” (寺・神社) surpassed that of “Literary museum” and “Natural Landscapes” (自然景観) for the first time.

In this manner, the analysis of review data and rankings of popular tourist facilities from Periods 1 to 3 revealed the evolving trends in Japanese literary tourism. Natsume has been widely utilized as universal literary tourism content across various locations, whereas Dazai exhibited a specialized tourism pattern centered around literary museums (博物館 (文学)). Meanwhile, Shiga tended to integrate with traditional and religious sites, thus establishing a novel form

of tourism. These findings suggest that literary tourism may develop differently, depending on the author and period, highlighting its potential to significantly contribute to regional economies and cultural content development. Furthermore, this study's findings are expected to provide foundational data for more in-depth analyses of author-themed literary tourism.

4. Conclusion

This study aimed to explore a new research area in Japanese literary tourism by analyzing the characteristics and patterns of author-themed literary tourism centered on three prominent figures in modern Japanese literature—namely, Natsume, Dazai, and Shiga. To this end, travel review data from Jalan and 4travel were employed to comprehensively examine literary tourism's key elements.

This study's findings revealed four major characteristics of author-themed literary tourism. First, literary museums are essential tourist destinations, providing exhibition spaces as well as immersive educational environments wherein visitors directly engage with the authors' literary worlds and personal histories. Second, the settings of literary works and related facilities offer significant tourism value by integrating literary content with regional tourism resources, thereby contributing to local economic revitalization and the promotion of regional identity. Third, the authors' hometowns and settings of their works naturally become key tourist sites, acting as powerful conduits for conveying literary and historical contexts to tourists. Fourth, literary tourism is closely connected to commemorative events, including anniversaries of an author's birth or death, and the popularity of related literary content, such as *Bungou Stray Dogs*, *Bungou*, and *Alchemist*.

This analysis demonstrates that literary tourism can evolve into a sustainable tourism model aligned with the ethical values of community engagement and environmental preservation. However, this study has some limitations, particularly the lack of text-mining analysis to explore tourists' specific motivations and experiences based on the review content. Future research should address this gap by analyzing travel review data both quantitatively and qualitatively to gain deeper insight into tourists' motivations and satisfaction levels. Such efforts could further establish literary tourism's academic foundation and enhance its potential as a sustainable model integrating cultural content with regional tourism resources.

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