

Title	エンタテインメント産業の創造的専門家による地域の伝統文化を活用した創作活動に関する研究:映像制作専門家と落語家を対象とした探求
Author(s)	竹内, 宏文
Citation	
Issue Date	2026-03
Type	Thesis or Dissertation
Text version	ETD
URL	https://hdl.handle.net/10119/20573
Rights	
Description	Supervisor: 由井 蘭 隆也, 先端科学技術研究科, 博士

Research on Creative Activities in Local Communities Utilizing Traditional Culture by Creative Professionals in the Entertainment Industry ; Exploration in the Practice of Video Production Experts and Rakugo Storytellers

Abstract

The purpose of this study is to clarify how the creative capabilities of pro-c experts(= creative professionals) in the entertainment industry (hereafter referred to as pro-c experts) are applied to local regions as new markets through case studies. The study specifically focuses on the practices of video production experts (producers) and Rakugo storytellers, both of whom are specialists in the performing arts, as key subjects of inquiry.

Rogers (2007) discusses the innovation-decision process in the field of innovation studies, where an individual (or other decision-making unit) acquires knowledge of an innovation for the first time, forms an attitude toward the innovation, makes a decision whether to adopt or reject it, implements the innovation, and finally confirms the decision. While prior research has addressed strategies for spreading ideas, there has been insufficient study on the innovation-decision process model for pro-c experts engaging in regional innovation. Therefore, this study focuses on the innovation-decision process, examining the ability of pro-c experts to foster creative ideas for regional development through their creative activities.

The Major Research Question (MRQ) of the study is: "How can pro-c experts apply their creative capabilities in local regions?" Based on issues identified from related studies and following the definition of creativity in this research, Sub-Research Question (SRQ) 1 explores the innovation in production processes, SRQ2 examines the factors contributing to the ability to create new value, and SRQ3 investigates the influence of civic pride in the creative attitudes of pro-c experts. The study aims to explore how pro-c experts can unleash creativity in new markets such as regions. Based on the findings, a model of the innovation-decision process for pro-c experts in local contexts will be presented.

The SRQs are as follows:

SRQ1: What are the elements and characteristics of creative ideas by pro-c experts?

SRQ2: What is the relationship between the creative attitudes of pro-c experts and civic pride?

SRQ3: How have pro-c experts developed tourism resources?

Chapter 2 summarizes the current state of related research and outlines the challenges, positioning this study within the academic discourse.

Chapter 3 discusses the framework of the study, presenting the MRQ and corresponding SRQs, and outlines the case studies and research methods.

Chapter 4 addresses SRQ1, focusing on the elements and characteristics of creative ideas by pro-c experts.

Chapter 5 addresses SRQ2, exploring the relationship between the creative attitudes of pro-c experts and civic pride.

Chapter 6 addresses SRQ3, investigating how pro-c experts have developed tourism resources.

Chapter 7 presents the conclusions of this study. The chapter examines the findings derived from the three SRQs and provides an answer to the MRQ, namely, how pro-c experts can apply their creative capabilities in local regions. As a result, SRQ1 clarifies six elements of creative ideas generated by pro-c experts and presents a loop model of creative ideas by pro-c experts. These six elements consist of (1) memorable emotional experiences from the past, (2) exploration and examination of elements and plans, (3) meaning-making through repeated simulations and research, (4) the emergence of a core concept, (5) a state in which confidence is established, and (6) evaluation and reputation by third parties. In SRQ2, the study reveals that the emotional attachment of pro-c Rakugo storytellers to their local regions influences their creative self-efficacy, which subsequently shapes their attitudes toward creative activities in the region and tends to contribute to creative performances that utilize local traditional culture. SRQ3 clarifies how pro-c experts developed tourism resources, and the findings indicate that the tourism products developed by pro-c experts received high evaluations from tour participants. Finally, this study discusses the creative capabilities of pro-c experts and presents an innovation-decision process model for pro-c experts aimed at regional development.

As a result, this study contributes to addressing challenges in the entertainment industry in the context of regional revitalization by integrating creativity research, tourism studies, and social research, and offers valuable insights into knowledge science.

Keywords: Entertainment Industry, Innovation-Decision Process, Pro-c, Creativity, Civic Pride