Erasmus School of History, Culture and Communication

Worlds of Imagination

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Media, place and tourism in today's global world

Online conference 7-9 April 2021

Organisers:

Stijn Reijnders Débora Póvoa Emiel Martens Apoorva Nanjangud Rosa Schiavone Henry Chow Sara Haverkamp

Erasmus University Rotterdam

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Welcome

Dear participants,

A very warm welcome to our conference Worlds of Imagination: Media, Place and Tourism in Today's Global World! It is a pleasure to meet you virtually on Airmeet during the upcoming days and share insights, knowledge, and ideas about the relation between media and tourism among scholars from so many different parts of the world.

In today's globalized, transnational and digitalized media environment, popular culture plays a significant role in the establishment and (re)negotiation of place identities and the ways in which people relate to physical locations. Traveling to film locations, participating in fan re-enactments or visiting theme parks are some of the varied and multifaceted ways in which the ties between people's worlds of imagination and the real worlds they inhabit are made tangible through place.

This conference highlights the interconnections between media, tourism and place and aims to bring together the diverse perspectives, approaches and actors involved in this process. We venture off the beaten track by adopting a decidedly global perspective and putting emphasis on the exploration, analysis and comparison of cases from around the world. Consider the Indian film industry, which produces more films, for a larger audience, than Hollywood does every year, and how Chinese, Indian and Russian travellers increasingly determine the face of international tourist flows. This conference aims to broaden the horizons by including and comparing research into, for example, Bollywood films, Brazilian telenovelas and South Korean K-drama.

We proudly present the following keynote speakers:

Prof. Dal Yong Jin (Simon Fraser University), editor of *Transmedia Storytelling in East Asia: The Age of Digital Media* (2020) and author of *Transmational Korean Cinema: Cultural Politics, Film Genres, and Digital Technologies* (2019);

Prof. Sangkyun Kim (Edith Cowan University), editor of *Food Tourism in Asia* (2019, with Ian Yeoman and Eerang Park) and *Film tourism in Asia: Evolution, transformation and trajectory (2018, with prof. dr. Stijn Reijnders);*

Prof. Mimi Sheller (Drexel University), author of *Island Futures: Caribbean Survival in the Anthropocene* (expected 2020) and *Mobility Justice: The Politics of Movement in an Age of Extremes* (2018);

Prof. Lúcia Nagib (University of Reading), author of *Realist Cinema as World Cinema: Non-cinema, Intermedial Passages, Total Cinema* (expected 2020) and *Brazil on screen: Cinema Novo, new cinema and utopia* (2007); and

Prof. Matt Hills (University of Huddersfield), author of Fan Cultures (2002) and Doctor Who: The Unfolding Event (2015).

In addition, this conference provides the stage for more than fifty presentations from researchers from all over the world as well as a special panel with six film commissioners.

This conference would not have been possible without the financial support of the European Research Council, for which we are incredibly grateful.

We hope you learn and enjoy!

The Worlds of Imagination team,

Stijn Reijnders, Débora Póvoa, Emiel Martens, Apoorva Nanjangud, Rosa Schiavone, Henry Chow, Sara Haverkamp

Conference programme

View the livestream of the opening night on Wednesday 7 April via this link:

https://www.youtube.com/watch?v=dZtBtPNLBOc

Access the conference on Thursday 8 April and Friday 9 April via this link:

https://bit.ly/worlds-of-imagination

Times listed below are in Central European Summer Time (UTC+2).

Wednesday 7 April 2021

Time	Programme
19.30	Opening night in collaboration with Studium Generale, Erasmus University Rotterdam Host: Audilla Vaughn (Femmetastic)
	 Welcome by Stijn Reijnders, principal investigator of the Worlds of Imagination research project Address by Saskia Kagchel, film commissioner of Rotterdam Q&A session with the Worlds of Imagination research team Screening of the documentary Welcome to the Smiling Coast, produced by Emiel Martens
	Link to Welcome to the Smiling Coast: https://vimeo.com/ondemand/welcometothesmilingcoast
	Instructions to get the film for free: 1. Click the rent button on the right 2. Click 'Apply promo code' 3. Apply promo code 'Conference2021' 4. Rent the film for free (for 48 hours)
	NB. The promo code is valid from Wednesday 7 April, 00:01 until Friday 9 April 23:59. Attendees need (to create) a Vimeo account, but do not need to provide any payment information.

Thursday 8 April 2021

Time	Programme		
11.00	Opening Keynote address by Matt Hills Transmedial, transnational, transcultural: Tourism and worlds of imagination in 'experience societies'		
11.45	Break		
12.00	Panel 1. Impact of media production on local communities Chair: Deborah Castro "Switzerland has it all": The unique infrastructure for Indian film making in Swiss locations Metka Hercog & Hania Janta City and the film city: Tourism and film nexus in the global city C. Yamini Krishna Film-related stakeholders and their role in regional economic development: The case of Rocco Schiavone and Aosta Valley Valeria Pagani & Lénia Marques Film tourism in Brazil: Learning from local perspectives Débora Póvoa	Panel 2. Digital technologies and placemaking Chair: Henry Chow Screen tourism on the smartphone: A typology and critical evaluation of the first decade of smart screen tourism Cathrin Bengesser & Anne Marit Waade Tourism and identity through the lens of digital placemaking practices Helena Atteneder, Michaela Jahn & Christine Lohmeier Imagineering at home: Postmodernity, themed living, and virtual travel during the pandemic and beyond Matthew J. Trew Mediatization of space: How media and publics create a tourism destination Viktorija Car & Hrvoje Jakopović	Panel 3. Fan pilgrimage and spatial poaching Chair: Abby Waysdorf El Camino del Anillo: A journey through Madrid's Middle-earth Leticia Cortina Aracil Fanship, imagination, and experience: Exploring the bidirectional transformation experience at Platform 9 ³ / ₄ Liselle Milazzo Gazing upon an imaginary ghost town: The integration of literary and dark tourism and the thought process of Rulfo aficionados at San Gabriel, Mexico Mark Speakman Transnational fan tourism and spatial poaching: Japanese Attack on Titan fans in Germany Timo Thelen

Thursday 8 April 2021 (continued)

Time	Programme		
13.30	Lunch break		
14.00	Panel 4. Destination image and imaginative geographies Chair: Nicky van Es What to expect from the Turkish tourism suprastructure: portrayal in international films Handan Aytekin, G. Zeynep Egeli, Z. Gokce Sel, Sinan Sener & Gurhan Aktas Croseo i Gymru: I'm A Celebrity Get Me Into Wales! Bethan Jones City of stars, City of spies: Film and postwar U.S. tourism to Rome and Berlin Aimée Plukker Imagining Hokkaido: Examining the media construct of Hokkaido and its impact on Chinese tourists Jin Qian	The workings of film locations: A discussion with six film commissioners Chairs: Débora Póvoa, Emiel Martens Mohannad Al Bakri The Royal Film Commission Jordan Teresa Azcona Spain Film Commission Rosie Ellison Film Edinburgh José Castro Chacón Costa Rican Film Commission Luiz Toledo São Paulo Film Commission Marianna Vargas Dominican Republic Film Commission	
15.30	Coffee break		
16.00	Panel 5. Authenticity, immersion and themed tourism Chair: Stijn Reijnders Entering the 'back stages' of film scenes: film tourists' journeys to off-location film tourism sites Xin Cui Reorienting a theme: Bollywood Parks Dubai and off-screen filmic imaginaries R. Benedito Ferrão A tale of two authenticities: Imagining Hallstatt, China in Austria Desmond Wee Affective & appreciative immersion in themed spaces: Mapping potential responses to spatial transmedia Rebecca Williams	Panel 6. Critical approaches in media and tourism Chair: Deborah Castro Dharavi (mis)re-present?: Slum tourism in Mumbai and/as postcolonial response Elloit Cardozo & Anmol Dutta Making "rolês" blacker: Activism and identity affirmation in online collaborative hosting networks Thais Costa da Silva A city by any other name: Censoring 'Bombay' Prateek Gupta Disney's Society of Explorers and Adventurers, armchair colonialism and transmedia tourism Sabrina Mittermeier	Panel 7. Tourist generated content and digital work Chair: Rosa Schiavone Analysing the literary tourist experience in urban literary neighbourhoods Jordi Arcos-Pumarola, Nayra Llonch-Molina & Estela Marine-Roig (Digitally-entangled) touristic world-making: Affective labour, reflexive practice, and algorithmic navigation by practitioners of Edinburgh's Harry Potter tourism scene Kath Bassett Tracing the scene: fan professionalism in K-drama location blogging Henry Chow Imagining Everest: Technologies of visual cultures and the work of tourism Jolynna Sinanan
17.30	Keynote address by Dal Yong Jin Korean popular culture, soft power, and virtual cultural activities: a new cultural place		
18.15	End of Day 1		

Friday 9 April 2021

Time	Programme		
09.00	Keynote address by Sangkyun (Sean) Kim An integrated model of social impacts and residents' perceptions: From a film tourism destination		
09.45	Break		
10.00	Panel 8. Place identity and film Chair: Abby Waysdorf The mediated city of Ostrava: Investigation of place identity through media archives Petra Jansa Filmic paratexts and geographical imaginings: Ireland on screen Neil O'Boyle Place and the Scottish film industry: Ethical, aesthetic and professional considerations in selecting film locations Rosa Schiavone The tourism genre: Placing heritage in the hyperreal UAE Alia Yunis Panel 9. Tourism in film Chair: Nicky van Es Pandemic visions of Venice: What three cinematic portraits can tell us of a city plagued by tourism Vincent Baptist "You just let her get away? And I'm the one who's unfit?": Mobility, neglect, and the ideological and material misfitting of underprivileged childhood in The Florida Project Joseph V. Giunta Backpackers, female sex tourists, and the 'African primitive other': Reflections on the influence of popular representations of Africa and Africans on imagined touristic destinations Karin Willemse Panel 10. Music, memory and imaginary Chair: Apoorva Nanjangud #Detroit music city: Analyzing Detroit's musical urban imaginary through a cultural justice lens Leonieke Bolderman Japanese animation and the musical journey to an imaginary homeland: Anime, Furusato, and Dvořák's New World Symphony Heike Hoffer Musical heritage in Yekaterinburg: Memory of the Sverdlovsk Rock Club Alexandra Kolesnik Popular music heritage in Ekaterinburg, Russia: From local "Ural Rock" to international popstars Alisa Maximova		
11.30	Coffee break		
12.00	Keynote address by Lúcia Nagib An amorous discourse: Remapping the world through cinephilia		
12.45	Lunch break		

Friday 9 April 2021 (continued)

Time	Programme		
13.45	Panel 11. Heritage and popular culture Chair: Rosa Schiavone Imagining a new karate land in Cool Japan: Heritage-based contents tourism and martial arts in Okinawa Eduardo González de la Fuente Soviet popular music and heritage discourses in contemporary Belarus Lisaveta N. Lysenka Little Houses on the Prairie: Fan tourism and the politics of remembering colonial settlement in the American Midwest Nancy Reagin Rise Like A Phoenix: Archives, identity, and Eurovision fandom Abby Waysdorf	Panel 12. Transnational audiences and intercultural connections Chair: Henry Chow Chiffon saree on a Swiss mountain: Touristy imaginations of women film audiences in an Indian village Charusmita Experiencing cinematic itineraries: Transnational perspectives on contemporary Bollywood tourism through the sights, sounds and sites of popular Hindi cinema Apoorva Nanjangud Gender, drama tourism and intercultural promotion: The roles of language mediation and cultural adaptation Chidi Ezegwu Finding Korean Mr. Perfect: A case study of Hallyu fans who were inspired by romantic Korean television dramas to transnationally travel to Korea Min Joo Lee Mediated gazes: Analyzing performances of heteronormativity in Indian tourism advertisements between 2015 -2019 Akansh Khandelwal, Shreya Surana & Dibyadyuti Roy	Panel 13. Film tourism in Spain: From brand image to local community Chair: Stijn Reijnders Enchantment and Andalusia in bloom: Precedents of film- induced tourism and the Spanish brand (1953-1959) María C. Puche-Ruiz Barcelona: The tourism image of the city in international films and series Eugeni Osácar Media tourism in Madrid: Reality and fiction Víctor Aertsen, Agustín Gámir & Carlos Manuel Media tourism in the Balearic Islands and the dynamic role of the regional film office Concepción Cascajosa & Andreu Fullana What about the locals? Analyzing residents' experiences in the mediatized city of Seville Deborah Castro
15.15	Coffee break		
15.30	Keynote address by Mimi Sheller Re-imagining Caribbean tourism: After disaster and beyond extraction Closing		
16.30	End of conference		

List of participants in alphabetical order

Surname	Given name	Institutional affiliation
Aertsen	Víctor	Madrid Film Office / University Carlos III of Madrid
Aktas	Gurhan	Dokuz Eylul University
Arcos-Pumarola	Jordi	Barcelona School of Tourism, Hospitality and Gastronomy, University of Barcelona (CETT-UB)
Atteneder	Helena	University of Duisburg-Essen / University of Salzburg
Aytekin	Handan	Dokuz Eylul University
Baptist	Vincent	Erasmus University Rotterdam
Bassett	Kath	University of Edinburgh
Bengesser	Cathrin	Aarhus University
Bolderman	Leonieke	University of Groningen
Car	Viktorija	University of Zagreb
Cardozo	Elloit	Maulana Abul Kalam Azad Institute of Asian Studies
Cascajosa	Concepción	University Carlos III of Madrid
Castro	Deborah	Erasmus University Rotterdam
Charusmita		University of Westminster
Chow	Henry	Erasmus University Rotterdam
Cortina Aracil	Leticia	Independent researcher
Costa da Silva	Thaís	State University of Rio de Janeiro
Cui	Xin	University of Liverpool
Dutta	Anmol	University of Western Ontario
Egeli	G. Zeynep	Dokuz Eylul University
Ezegwu	Chidi	
Ferrão	R. Benedito	College of William and Mary / Bayreuth University
Fullana	Andreu	Universitat Oberta de Catalunya / University Carlos III of Madrid
Gámir	Agustín	University Carlos III of Madrid
Giunta	Joseph V.	Rutgers University
González de la Fuente	Eduardo	Universitat Autònoma de Barcelona
Gupta	Prateek	Tata Institute of Social Sciences
Haverkamp	Sara	Erasmus University Rotterdam
Hercog	Metka	University of Basel
Hills	Matt	University of Huddersfield
Hoffer	Heike	Ohio State University
Jahn	Michaela	
Jakopović	Hrvoje	University of Zagreb
Jansa	Petra	Charles University
Janta	Hania	University of Surrey / University of Basel
Jin	Dal Yong	Simon Fraser University
Jones	Bethan	Cardiff University
Khandelwal	Akansh	Indian Institute of Management
Kim	Sangkyun (Sean)	Edith Cowan University
Kolesnik	Alexandra	Higher School of Economics, Moscow
Krishna	C. Yamini	English and Foreign Languages University, Hyderabad
Lee	Min Joo	Wellesley College
Llonch-Molina	Nayra	University of Lleida
Lohmeier	Christine	University of Salzburg
Lysenka	Lisaveta N.	Higher School of Economics, Moscow
Manuel	Carlos	University Carlos III of Madrid
Marine-Roig	Estela	University of Lleida
Marques	Lénia	Erasmus University Rotterdam
Martens	Emiel	Erasmus University Rotterdam / University of Amsterdam
Maximova	Alisa	Higher School of Economics, Moscow
Milazzo	Liselle	University of Kessel
Mittermeier	Sabrina	University of Reading
Nagib	Lúcia	University of Reading
Nanjangud O'Boylo	Apoorva	Erasmus University Rotterdam
O'Boyle	Neil	Dublin City University

List of participants in alphabetical order (continued)

Surname	Given name	Institutional affiliation
Osácar	Eugeni	Barcelona School of Tourism, Hospitality and Gastronomy, University of Barcelona (CETT-UB)
Pagani	Valeria	Erasmus University Rotterdam
Plukker	Aimée	Cornell University
Póvoa	Débora	Erasmus University Rotterdam
Puche-Ruiz	María C.	University of Seville
Qian	Jin	Hokkaido University
Reagin	Nancy	Pace University
Reijnders	Stijn	Erasmus University Rotterdam
Roy	Dibyadyuti	Indian Institute of Management
Schiavone	Rosa	Erasmus University Rotterdam
Sel	Z. Gokce	Manisa Celal Bayar University
Sener	Sinan	Dokuz Eylul University
Sheller	Mimi	Drexel University
Sinanan	Jolynna	University of Sydney
Speakman	Mark	Autonomous University of Guerrero
Surana	Shreya	Indian Institute of Management
Thelen	Timo	Kanazawa University
Trew	Matthew J.	
Waade	Anne Marit	Aarhus University
Waysdorf	Abby	Utrecht University
Wee	Desmond	CBS Cologne
Willemse	Karin	Erasmus University Rotterdam
Williams	Rebecca	University of South Wales
Yunis	Alia	New York University Abu Dhabi