

School/Department:	<p>School: Erasmus School of History, Culture and Communication</p> <p>Department: Arts and Culture Studies</p>
Project Title:	Media tourism in China: A local perspective
Abstract:	<p>This project is focused on media tourism, understood as the visit to locations that are associated with popular culture (Reijnders, 2011). Most of the international research conducted on this phenomenon has addressed the role that the media play in the promotion of a tourist destination. Other studies have investigated the motivations and experiences of media tourists (e.g. Araújo, 2013; Waysdorf & Reijnders, 2017). However, little is known about the impact of media tourism on local communities. Residents often have no control over their portrayal in popular culture (Kim et al., 2017), even though they are the ones who have to live with the consequences of those depictions (Heitmann, 2010; Kim & Butler, 2015).</p> <p>This PhD project seeks to answer the two following main research questions: How do locals perceive the representations of their places of residency in popular culture? How do these portrayals shape locals' place-attachment, their self-identity and, also, their interactions with media tourists? China presents an excellent location to explore the above-mentioned questions due to the long tradition of media tourism in the country (Zhang & Ryan, 2018), the current boom of domestic popular media, and the lack of research that thoroughly explores the relationship between media representation and destination images in Asia (Xu, Kim & Reijnders, 2020).</p> <p>Methodologically, the investigation will take a qualitative approach. Textual analysis will be used to analyze the mediated representations in a selection of popular culture texts filmed in well-established filming locations such as the Fujian Province. Here, we will explore, for instance, which spaces have been represented and which ones have been excluded, and what type of locals have been portrayed and which ones have been left out. Focus groups and participatory methods (e.g. photo/video voice) will be used to reach a deep understanding about locals' interpretations of those portrayals, as well as the consequences that these depictions have on their identities and on their relationship with media tourists.</p> <p>The innovation and relevance of this PhD project resides in the following main aspects. Firstly, the project will theoretically contribute to a recent body of research that explores the convergent relationship between the tourism and media industries (Mansson et al. 2020) by focusing on a country in which media tourism has not been thoroughly explored. Secondly, the project addresses the call made by international scholars (e.g. Beeton, Kim) who highlight the need for further investigations of media tourism from the locals' perspectives. Thirdly, this project will provide significant insights and information for the successful development of media tourism experiences</p>

	<p>(e.g. best practices for media tourism policies).</p> <p>The proposed interdisciplinary PhD project fits with the research agenda of the Department of Arts and Culture Studies and, in particular, with the research interests of Dr. Deborah Castro and Prof. dr. Stijn Reijnder, the director of one of the top research groups on the topic of media tourism. Dr. Amanda Alencar's (Department of Media and Communication) will contribute with her expertise on digital media and minorities.</p> <p>References</p> <p>Araújo, A.F. (2013). The effects of negative plot films on destination image: the case of Brazil. In <i>5th Annual Global Management Conference Lisbon</i>, Portugal. The Global Academic Network & Instituto Universitário de Lisboa (ISCTE-IUL)</p> <p>Heitmann, S. (2010). Film Tourism Planning and Development—Questioning the Role of Stakeholders and Sustainability. <i>Tourism and Hospitality Planning & Development</i>, 7(1), 31–46.</p> <p>Kim, S., & Butler, G. (2015). Local community perspectives towards dark tourism development: The case of Snowtown, South Australia. <i>Journal of Tourism and Cultural Change</i>, 13(1), 78–89.</p> <p>Kim, S., Kim, S., & Oh, M. (2017). Film Tourism Town and Its Local Community. <i>International Journal of Hospitality & Tourism Administration</i>, 18(3), 334–360.</p> <p>Mansson, M., Buchmann, A., Cassinger, C., & Eskilsson, L. (Ed.) (2021) <i>The Routledge Companion to Media and Tourism</i>. New York: Routledge.</p> <p>Reijnders, S. (2011). <i>Places of the imagination: media, tourism, culture</i>. Surrey: Ashgate.</p> <p>Waysdorf, A., & Reijnders, S. (2017). The role of imagination in the film tourist experience: The case of Game of Thrones. <i>Participations. Journal of Audiences and Reception Studies</i>, 14(1), 170-191.</p> <p>Xu, M., Kim, S., & Reijnders, S. (2020). From food to feet: Analysing A Bite of China as food-based destination image. <i>Tourist studies</i>, 20(2), 145-165.</p> <p>Zhang, X., & Ryan, C. (2018). Grand view garden and a history of Chinese film tourism. In: S. Kim and S. Reijnders (eds.), <i>Film Tourism in Asia. Evolution, transformation and trajectory</i>, pp. 49-68. Singapore: Springer</p>
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<p>Requirements of candidate:</p>	<p>Master's degree: Yes</p> <p>Background: Candidates must have earned a (research) master degree in one of the following fields: Media Studies, Cultural Studies, Tourism Studies or Communication Sciences. In addition, candidates should have experience with doing qualitative research, show strong affinity with the proposed topic and excellent English communication skills (both written and spoken).</p> <p>English level: <i>IELTS Grade 7.5 (min. 6.0 per component) or TOEFL Grade 100 (min. 20 per component).</i></p>
<p>Supervisor information:</p>	<p>Prof. dr. Stijn Reijnders Position: Professor of Cultural Heritage at Department of Arts and Culture Studies, in Particular in Relation to Tourism and Popular Culture. Email address: reijnders@eshcc.eur.nl Personal website: https://www.eur.nl/people/stijn-reijnders Recent publication list (since 2015):</p> <ul style="list-style-type: none"> • Van Es, N., Reijnders, S., Bolderman, L. & Waysdorf, A. (Eds.) (Expected November 2020). <i>Locating Imagination in Popular Culture. Media, Tourism, Belonging</i>. London: Routledge (accepted for publication). • Reijnders, S., N. van Es, L. Bolderman & A. Waysdorf (2020 exp.). Introduction: Locating Imagination. In Van Es, N., L. Bolderman, A. Waysdorf & S. Reijnders (Eds.) (2020 exp.). <i>Locating Imagination in Popular Culture. Belonging, media, tourism</i>. London: Routledge (accepted for publication). • R.N. Schiavone, S.L. Reijnders & B. Balazs (2020). Losing an imagined friend: Fictional character bereavement in everyday life. <i>Participations, Journal of Audience and Reception Studies</i> (online), 16 (2), 118-134. • S.L. Bolderman & S.L. Reijnders (2019). Sharing Songs on Hiragata Square. On Playlists and Place Attachment in Contemporary Music Listening. <i>European Journal of Cultural Studies</i>. doi: 10.1177/1367549419847110 • M. Xu, S. Kim & S.L. Reijnders (2019). From food to feet: Analysing A Bite of China as food-based destination image. <i>Tourist Studies</i>. doi: 10.1177/1468797619888305 • D. Póvoa, S.L. Reijnders & E.S. Martens (2019). The Telenovela Effect: Challenges of Location Filming and Telenovela Tourism in the Brazilian Favelas. <i>Journal of Popular Culture</i>, 52 (6), 1536-1556. doi: 10.1111/jpcu.12861 • S.R. Driessen, M.C.R. Grever & S.L. Reijnders (2019). Lessons of War. The Significance of Battlefield Tours for the Dutch Military. <i>Critical Military Studies</i>. doi: 10.1080/23337486.2019.1651044 • M. Xu, S.L. Reijnders & S. Kim (2019). Inside the movie roadshow: a critical approach to media events in China. <i>Chinese Journal of Communication</i>. doi: 10.1080/17544750.2019.1653341 • M. Xu, S.L. Reijnders & S. Kim (2019). 'Mingren are the respectable ones': an analysis of everyday engagements with contemporary celebrity culture in China. <i>Celebrity Studies</i>, 1-18. doi: 10.1080/19392397.2019.1611461

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- **S.L. Reijnders**, K. Zwaan, L. Duits & A.S. Waysdorf (2017). Fandom and Fan Fiction. Open external In Patrick Rössler (Ed.), *International Encyclopedia of Media Effects* (pp. 581-592). New Jersey: Wiley
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Dr. Deborah Castro

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Recent publication list (since 2015):

- **D. Castro.** *Élite*: la ficción *teen* española que juega en la NBA. In: M.A. Huerta Floriano and P. Sangro Colón (Ed.), *El futuro ya está aquí: las series españolas del cambio*. Tirant Humanidades (*accepted for publication*)
- L. Mikos & **D. Castro**. Binge-watching and the organization of everyday life. In: M. Jenner (Ed.), *Binge-Watching and Contemporary Television Research*. Edinburgh University Press (*accepted for publication*)
- D. Cabral, **D. Castro**, J.M. Rigby, H. Vasanth, M. S. Cameirão, S. Bermúdez i Badia & V. Nisi (2020). To Binge or not To Binge: viewers' moods and behaviors observed during the consumption of SVOD content. In *Proceedings of the International Conference on Entertainment Computing*. Springer Lecture Notes in Computer Science (*accepted for publication*)
- M. L. Wayne & **D. Castro** (2020). SVOD Global Expansion in Cross-National Comparative Perspective: Netflix in Israel and Spain. *Television and New Media*. doi: 10.1177/1527476420926496
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Fans and Community Managers' Comments about Television Fiction and Webseries. *Palabra Clave*, 21(1), 86-110.

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- C. Silva, A. Bettencourt, M. Dionísio, **D. Castro**, D. Dionísio, D. Teixeira & V. Nisi (2017). Há-Vita: a participatory platform about Madeira's nature and culture. In Proceedings of 5th IFIP Conference on Sustainable Internet and ICT for Sustainability. IEEE Xplore and IFIP Digital Libraries
- N. Correia, **D. Castro** & A. Tanaka (2017). The role of live visuals in audience understanding of electronic music performances. In Proceedings of the 12th International Audio Mostly Conference on Augmented and Participatory Sound and Music Experiences. Association for Computing Machinery (ACM)
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- C. Lacalle & **D. Castro** (2016). The promotion of Spanish scripted television on the Internet: analyzing broadcast-related websites' content and social audience. *El Profesional de la Información*, 25(2), 246-253. Doi: <https://doi.org/10.3145/epi.2016.mar.11>
- C. Lacalle, **D. Castro** & M. Sánchez (2016). Spain: Innovation and tradition. In (Re)Invention of TV Fiction Genres and Formats. Obitel Yearbook 2016. Porto Alegre: Sulina-Globo Comunicação
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Recent publication list (since 2015):

- G. Urdan, K. Leurs & **A. Paz Alencar** (2020). Digital resilience tactics of Syrian refugees in the Netherlands: Social media for social support, health, and identity. *Social Media + Society*, in press.
- C. Sarria Sanz & **A. Paz Alencar** (2020). Rebuilding the Yanacona Home in the City: The role of digital technologies for indigenous place-making practices in Bogota, Colombia. *Global Perspectives*, in press.

- **A. Paz Alencar** (2020). Mobile communication and refugees. An analytical review of academic literature. *Sociology Compass*. doi: 10.1111/soc4.12802Opens external
- J.S. Lee & **A. Paz Alencar** (2019). Cultural values and context in news narratives: A comparative study of Dutch, Spanish and Irish television news. *Mass Communication and Society*.
- **A. Paz Alencar** (2020). Digital place-making practices and daily struggles of Venezuelan forced migrants in Brazil. In K..S. Kevin Smets, K.L. Koen Leurs, M.G. Myria Georgiou, S.W. Saskia Witteborn & R.G. Radhika Gajjala (Eds.), *The Sage Handbook of Migration and Media* (pp. 503-514). London: Sage
- A. Lopez-Gomez, S. Barreiro & **A. Paz Alencar** (2019). Festival peripheries. Linguistic diversity and documentary films in the EU. In A. Aida Vallejo & E. Ezra Winton (Eds.), *Documentary Film Festivals. History, Politics, Industry* (pp. 144-153). London: Palgrave Macmillan.
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- **A. Paz Alencar**, N. Noemi Mena Montes & M. Miguel Vicente-Mariño (2019). From fragmentation to integration: Addressing the role of communication in refugee crises and (re)settlement processes. *International Communication Gazette* (online), 1-6. doi: 10.1177/1748048519883522
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- **A. Paz Alencar** & T. de la Hera Conde-Pumpido (2018). Gaming in Multicultural Classrooms: The Potential of Collaborative Digital Games to Foster Intercultural Interaction. In K. Lakkaraju, G. Sukthakar & R.T. Wigand (Eds.), *Social Interactions in Virtual Worlds: An Interdisciplinary Perspective* (pp. 288-309). Cambridge, United Kingdom: Cambridge University Press
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- A. Paz Alencar (2018). Refugee integration and social media: a local and experiential perspective. *Information, Communication and Society* (online), 21 (11), 1588-1603. doi: 10.1080/1369118X.2017.1340500
- **A. Paz Alencar** & M. Deuze (2017). News for Assimilation or Integration? Examining the Functions of News in Shaping Acculturation Experiences of Immigrants in the Netherlands and Spain. *European Journal of Communication*, Online. doi: 10.1177/0267323117689993

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