

CO-CREATING THE FUTURE OF TOURISM

Call for submissions on

FILM-INDUCED TOURISM

Thematic session at the INVTUR 2017 Conference

Organised by:

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In order to complement the regular program with emerging topics in tourism research, the INVTUR 2017 conference on 'Co-creating the Future of Tourism' will include a thematic session on 'Film-Induced Tourism'. INVTUR 2017 aims to stimulate discussion and to introduce new approaches to explore emerging paradigms of value and knowledge co-creation in the marketplace that will lay the foundations for a new tourism ecosystem. This session addresses the conference aims by analyzing and discussing film-induced tourism approaches that may contribute to co-create the future of tourism. Although definitions vary amongst authors, film-induced tourism includes, in a broader sense, trips and visits to destinations and attractions where their attractiveness is directly or indirectly related to feature films, TV-series or other audio-visual products, excepting tourism programs and promotional videos. The potential of audio-visual products to influence destination image and visit intentions has lead both to destination managers making efforts in order to capitalize on this phenomenon and scholars trying comprehend it through different approaches. Therefore, film-induced tourism is a topic of multi-disciplinary research which, although having been frequently addressed by scholars for the last decade, still features many gaps and research opportunities, as well as a great potential to be used as leverage by many destinations worldwide. In this sense, it would be of utmost importance to develop further research to analyze how film-induced tourism studies have evolved, to study the effect of cinema and TV on tourist transits, and to point ways for destinations to effectively create and seize opportunities offered by such phenomenon.

The thematic session seeks submissions that attempt to address key issues, including (but not limited to) the following:

- The relationship between cinema and tourism, and how film-induced tourism will contribute to the co-creation in tourism;
- Films' and TV's influence on destination image and visit intentions;
- Film-induced tourists' experiences;
- Authenticity in film-induced tourism;
- General awareness towards film-induced tourism, and whether it contributes to destinations;
- Current state and opportunities of film-induced tourism in each country or region;
- Film-induced tourism and destination marketing and management;
- Television series as a film-induced tourism powerful tool;
- Film-tourism stakeholders: aligning interests of destination managers and film-makers;
- Film-induced tourism sustainability: Is it possible to reach consistent results in the long run?;
- Films affecting specific tourism segments: eco-tourism, adventure tourism, slum-tourism...;
- Beyond romance and beautiful landscapes: Can films that depict a harsh reality also bring tourists?.

Extended abstracts (up to 6,000 characters), full papers or posters should be submitted electronically by October 31st, 2016 to Armando Luís Vieira (aluisvieira@ua.pt) and Arthur Filipe Araújo (arthurfilipearaujo@gmail.com). Papers presented at the session will be considered for publication in a special issue of the Journal of Tourism and Development published by the University of Aveiro. For further information regarding submission guidelines, conference fees and program, accommodation, how to get to the conference venue, and registration forms, please visit the INVTUR 2017 conference website: <http://www.ua.pt/invtur/>.

