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|  <p>UNIVERSITY OF<br/><b>LIVERPOOL</b></p>  <p><b>LIVERPOOL<br/>JOHN MOORES<br/>UNIVERSITY</b></p>  <p><b>LUND UNIVERSITY</b></p> | <h1>ITAM 2018   LIVERPOOL</h1> <p>INTERNATIONAL TOURISM &amp; MEDIA<br/>CONFERENCE</p> <p>University of Liverpool</p> |
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**Venue:** School of the Arts Library, 19 Abercromby Square, Liverpool, L69 3BX, UK  
[www.liverpool.ac.uk/arts/about/](http://www.liverpool.ac.uk/arts/about/)

## PROGRAMME

### THURSDAY 5 JULY

0830-0945 Registration

0945-1000 Introduction and welcome

1000-1050 Keynote: Rodanthi Tzanelli (University of Leeds)

*The Production of Location: Imagineering Atmospheres* [Chair: Les Roberts]

1050-1110 Tea/coffee

#### **1110-1250 Panel 1: Social media and image sharing [Chair: Maria Månsson]**

- *Selfies, Filters and Followers: Instagramming Screen Tourism Research*, James Cateridge (Oxford Brookes University, UK)
- *Instagram as Location Producer*, Ana Garner (City University of Hong Kong)
- *Searching for 'K-drama place': tracing and sharing media tourism locations with online mapping and social media platforms*, Henry Chow and Stijn Reijnders (Erasmus University Rotterdam, Netherlands)
- *Image's Agency in Destination Imaging: a Case of Chinese Tourists Experiencing Europe through Tourist Photographs*, Shenghan Zhou (University of Lapland, Finland)

1250-1400 Lunch – Victoria Gallery and Museum (Waterhouse Café):  
[www.vgm.liverpool.ac.uk/your-visit/cafe/](http://www.vgm.liverpool.ac.uk/your-visit/cafe/)

#### **1400-1520 Panel 2: Fan worlds and imaginary worlds [Chair: Hazel Andrews]**

- *Fan Homecoming: Analyzing the Role of Place in Long-Term Fandom of The Prisoner*, Abby Waysdorf and Stijn Reijnders (Erasmus University Rotterdam, Netherlands)
- *Travels in Transmediality: Spatial Convergence, Participatory Cultures and the 'Lecterverse'*, Rebecca Williams (University of South Wales, UK) and Ross Garner (Cardiff University, UK)
- *Inhabiting places. Imagination, Place and Everyday Life*, Stijn Reijnders (Erasmus University Rotterdam, Netherlands)

1520-1540 Tea/coffee

**1540-1700 Panel 3: Landscape and environment [Chair: Les Roberts]**

- *Focusing on film landscapes: from spectators' readings to film tourists' experiences*, Giulia Lavarone (University of Padova, Italy)
- *Location, location... what location? Understanding the Mediatiation of Environment*, Anne Buchmann (The University of Newcastle, Australia)
- *The Land of No-destination Around the 11 Lookout Towers: the hidden meanings behind the media interpretations of a story of corruption in the Hungarian periphery*, Eva Mihalovics (Central European University, Budapest, Hungary)

1700-1800 Roundtable discussion

1930 Conference dinner – The London Carriage Works, 40 Hope St:  
[www.thelondoncarriageworks.co.uk](http://www.thelondoncarriageworks.co.uk)

**FRIDAY 6 JULY**

0900- Registration

**0920-1040 Panel 4: Creativity and location branding [Chair: MM]**

- *Regional Art Galleries as Drivers of Liveability, Social Cohesion and Tourism*, Jennifer Laing and Warwick Frost (La Trobe University, Melbourne, Australia)
- *Musical topophilia: how music is involved in the production of location*, Leonieke Bolderman (University of Groningen, Netherlands)
- *Taking it to the Streets: Public Art and Events*, Warwick Frost, Jennifer Laing, Trevor Hogan and Edwin Wise (La Trobe University, Melbourne, Australia)

1040-1100 Tea/coffee

**1100-1220 Panel 5: Film tourism and in/tangible heritage [Chair: LR]**

- *Towards visitor taxonomy at film-induced heritage visitor attractions*, Justyna Bakiewicz (Edinburgh Napier University, UK)
- *The construction of cinematic heritage in film tours in Edinburgh*, Rosa Schiavone (Erasmus University Rotterdam, Netherlands)
- *Paddington Bear as a Heritage Socialisation Tool*, Hazel Andrews (Liverpool John Moores University, UK)

1220-1300 Lunch – School of the Arts Library

**1300-1420 Panel 6: Location searching & the diasporic imagination [Chair: HA]**

- *The whys or why nots of visiting a place – information search at home and en route*, Lena Eskilsson, Maria Månsson and Malin Zillinger, (Lund University, Sweden)
- *'You've Got the Production, We've Got the Location': Towards A Jamaican Film Tourism Industry?*, Emiel Martens (Erasmus University Rotterdam, Netherlands)

- *The Bollywoodized Imaginary of India: Bollywood induced imaginaries and Tourism amongst the Hindustani community in the Netherlands*, Apoorva Nanjangud and Stijn Reijnders (Erasmus University Rotterdam, Netherlands)

1420-1440 Tea/coffee

**1440-1600 Panel 7: Placing location and location placement [Chair: LR]**

- *Location placement in screen productions: New Nordic Noir*, Anne Marit Waade (Aarhus University, Denmark)
- *“We Love the Favela”*: *Favela consumption through telenovela tourism in Brazil*, Débora Póvoa (Erasmus University Rotterdam, Netherlands)
- *Liverpool: The Filmmaker’s Muse*, Ruth Doughty (Liverpool John Moores University, UK)

1630-1800 Relocation to St George’s Hall in Lime Street: Presentation and short walking tour of locations in the surrounding St George’s Quarter, part of Liverpool’s UNESCO World Heritage Site: <https://whc.unesco.org/en/list/1150>

The presentation will be given by Kevin Bell, Film and Events Location Coordinator at Liverpool Film Office: [www.liverpoolfilmoffice.tv/](http://www.liverpoolfilmoffice.tv/)

1800-1900 Close of conference reception at St George’s Hall:  
[www.visitliverpool.com/things-to-do/st-georges-hall-p8033](http://www.visitliverpool.com/things-to-do/st-georges-hall-p8033)