

Perspectives on Screen Tourism

Organized by

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SCOPE

In 2021, the World Tourism Organisation (UNWTO) and Netflix teamed up to produce the UNWTO white paper “Cultural Affinity and Screen Tourism – The Case of Internet Entertainment Services”. The purpose of the paper was to explore how screen tourism can contribute to building bridges between communities across cultures while fostering tourism. This timely white paper pinpoints the important role that screen tourism can play for the tourism industry while meeting the many challenges posed by the Covid-19 pandemic. It concludes that this (pre-pandemic) growing form of tourism can contribute to sustainable development of tourism by “widening the economic and cultural impact beyond tourism” and “facilitating stronger connections and empathy for the local communities, people and traditions, creating a positive relationship between the viewer and said country or culture, whether or not travel ever occurs.”

Our aim is to bring together a small group of researchers to discuss the role of screen tourism – now and in the future. We welcome presentations with a broad understanding of the topic; destination perspectives, tourists/fans, and communities, with potential themes including:

TOPICS OF INTERESTS

- The role of multiple stakeholders in planning, developing and managing screen destinations
- Screen destinations, place-making, and regional development
- Socio-cultural, environmental and economic impacts of screen tourism on communities including sustainability
- Screen tourists’ motivations, expectations, practices, and experiences
- Authenticity and audience’s perceptions of places featured on screen
- Theoretical aspects of screen tourism

SUBMISSIONS OF PAPERS

Abstracts of no more than 300 words should be submitted electronically by 13/05/2022 to Dr Hania Janta (hanna.janta@unibas.ch). For further enquiries regarding the conference, please visit the conference’s website: <http://iatour.org/icot2022/>