

STORIES THAT MOVE

A large crowd of people is gathered in a stone archway, likely a historical site. The crowd is dense and diverse, with many people looking towards the camera or taking photos. The archway is made of large, rough-hewn stone blocks. The background shows more people and the continuation of the stone structure.

Fiction, tourism &
imaginative heritage

Stijn Reijnders (EUR)

“Bestemming erfgoed”

Antwerp, October 26, 2023

Today

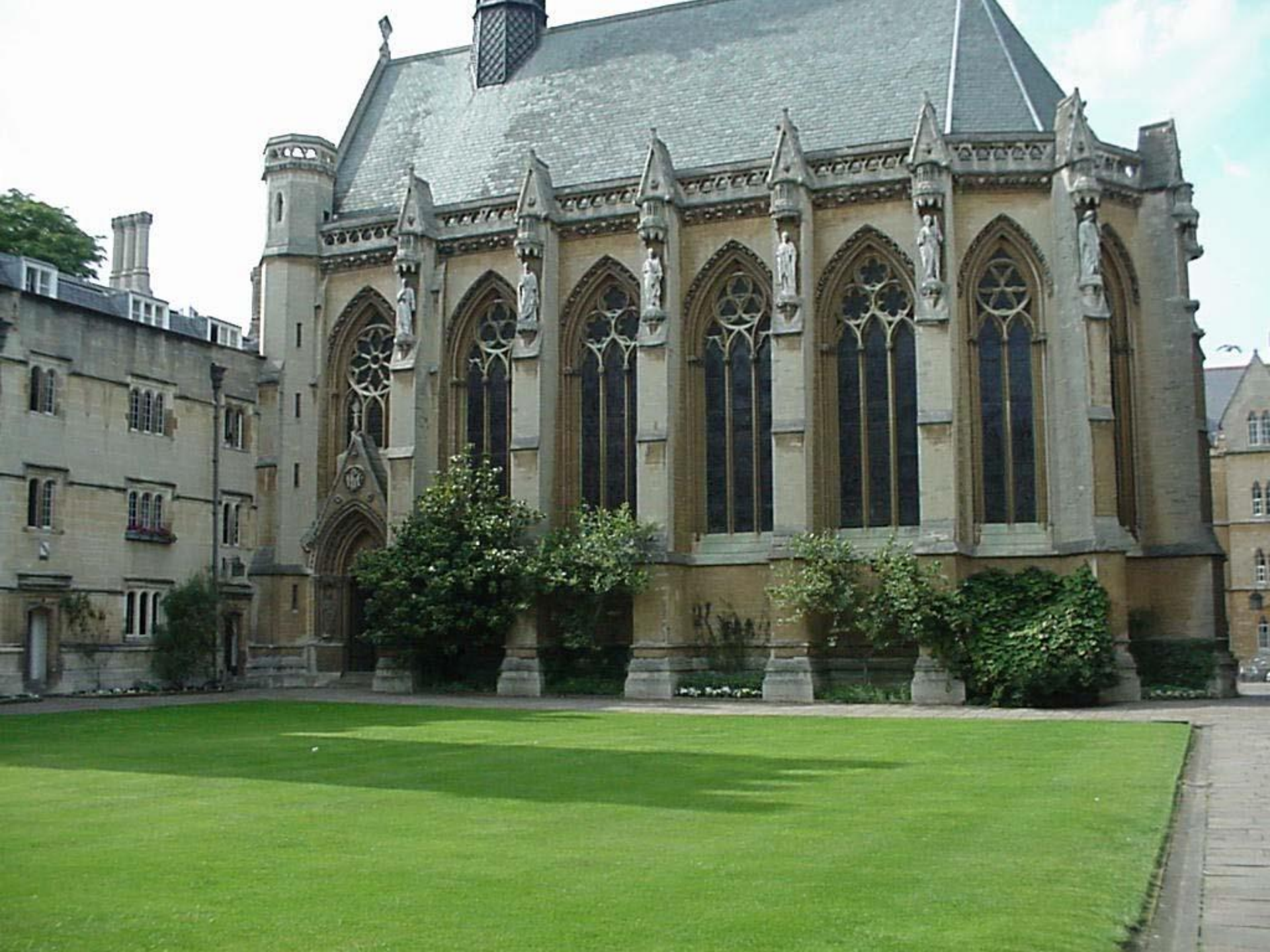
- Introduction to media tourism
 - Definition
 - Research
- Key concepts
 - Lieux d'imagination
 - Imaginative heritage
- From research to societal interventions
 - Disclosing imaginative heritage
 - Fostering future imaginations of place
 - Working towards combined policies for media, tourism & heritage



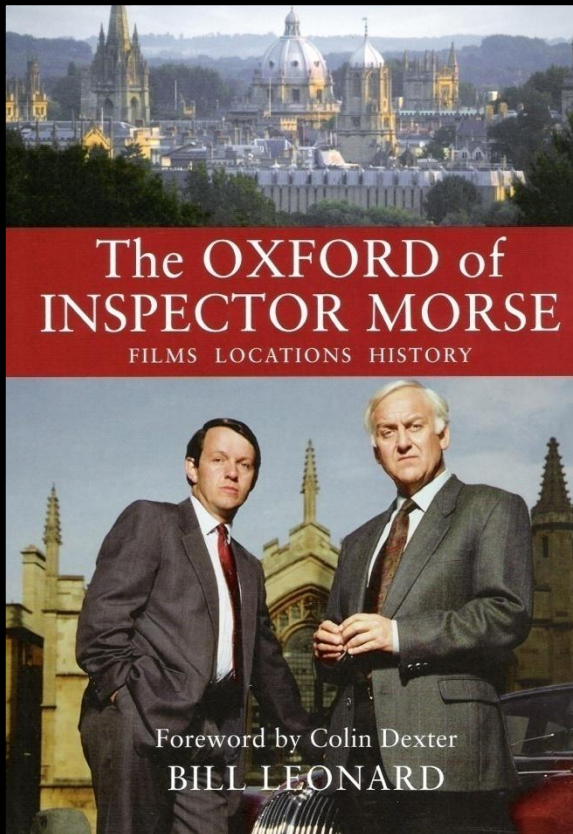


ROSE
OF LAWS

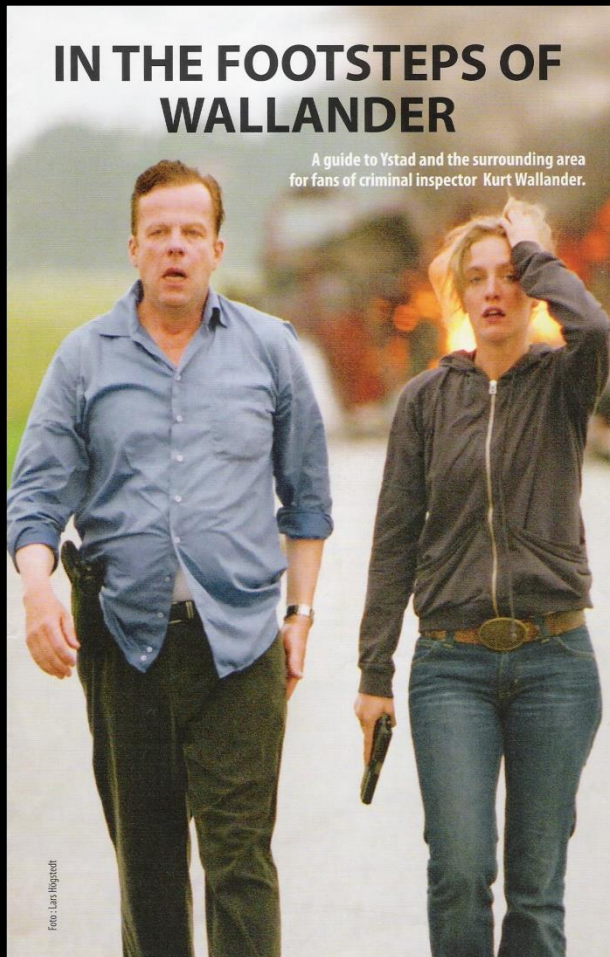




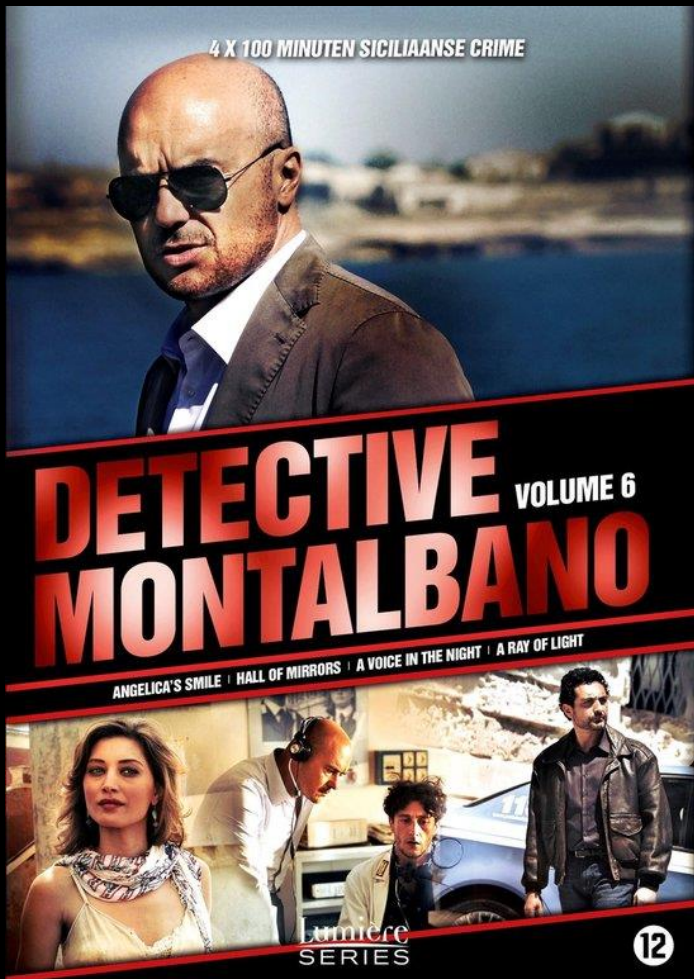
The Inspector Morse Tour



Wallander Tour



Montelbano Tour



Baantjer Tour

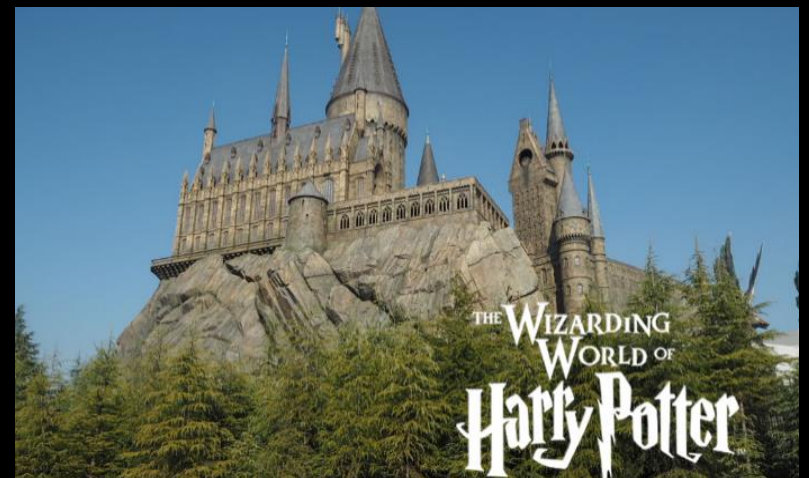




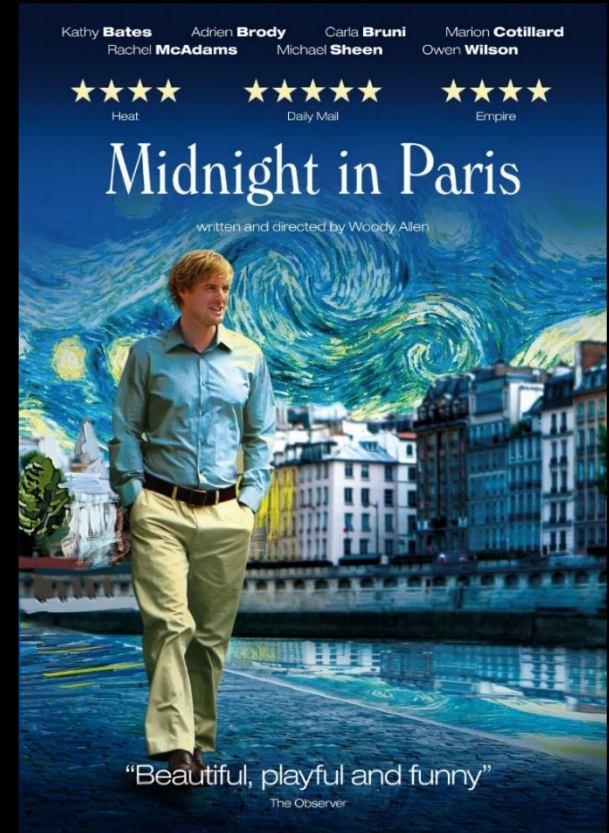
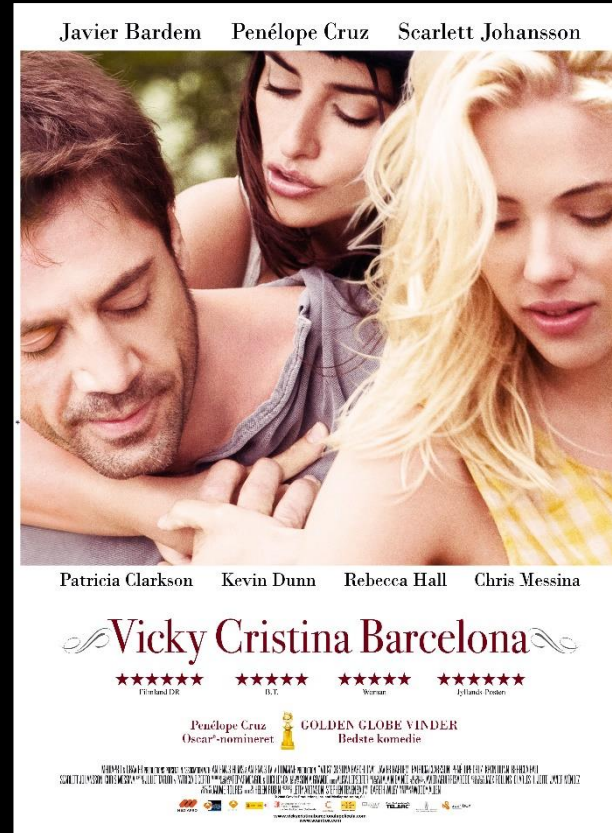
Wuthering Heights (Haworth)



Media tourism

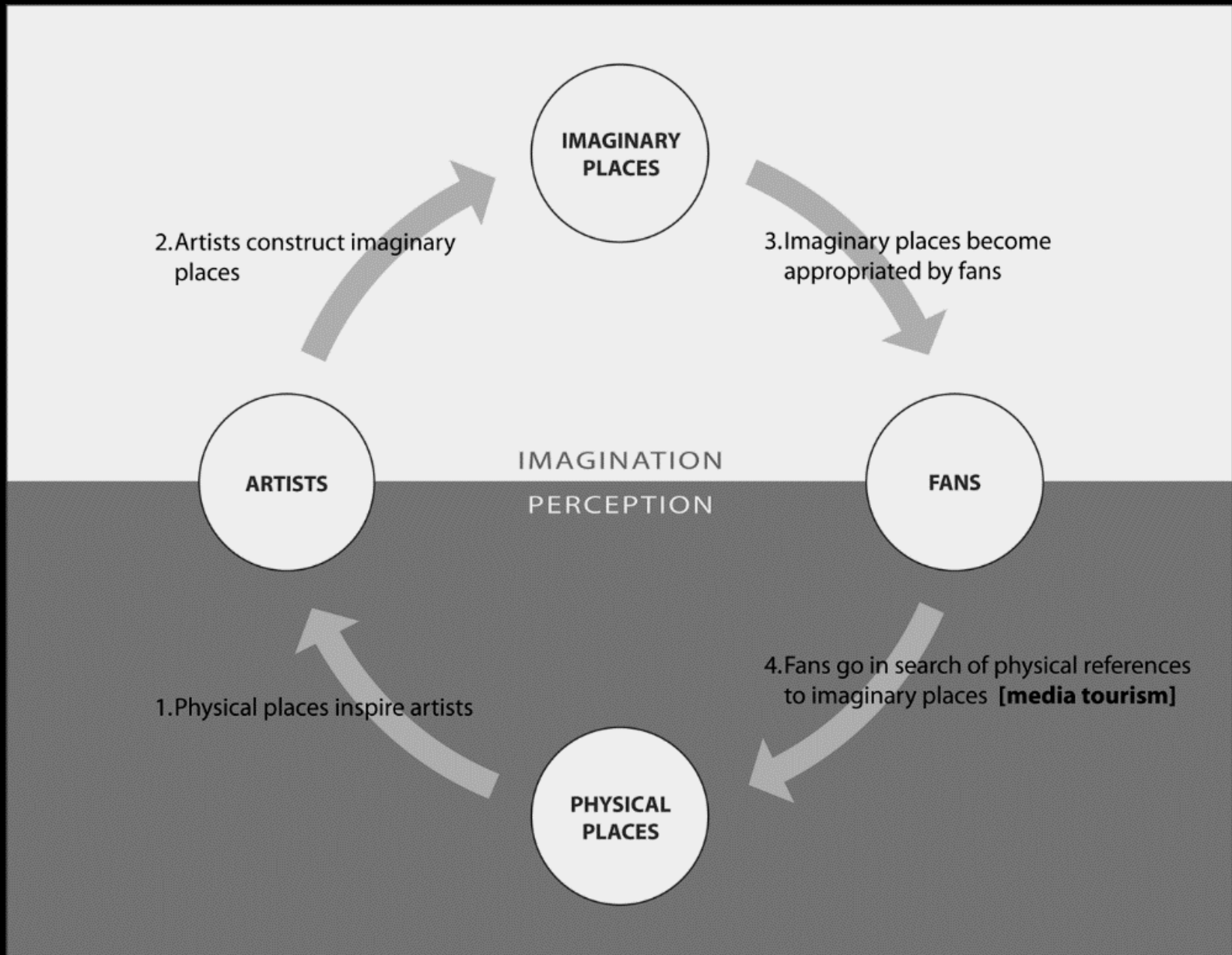


From fan-based activity to a booming, multi-million euro industry



Initial questions

- Why would people be interested in visiting 'fictional' locations?
- How do popular stories affect our 'sense of place'?



Places of the imagination

From “lieux de mémoire” ...



...to “lieux d’imagination”



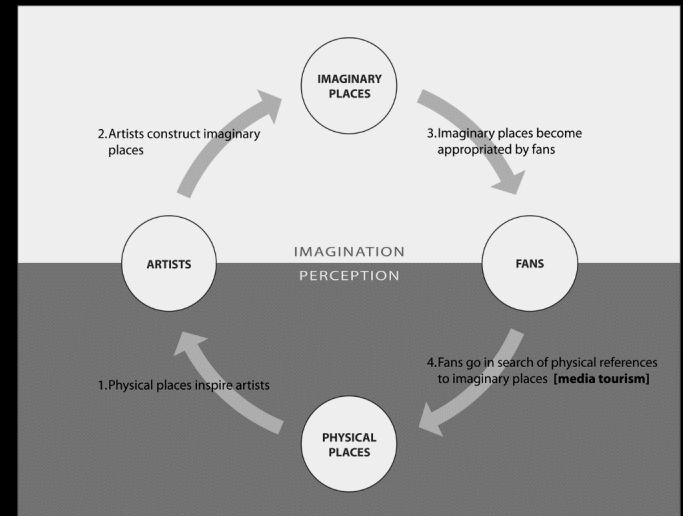
Worlds of imagination

- Aim: comparative analysis of media tourism in five non-Western countries (India, Brazil, South Korea, Jamaica, Scotland*)
- Run time: 2017-2022
- Funding: ERC Consolidator Grant
- Team: Reijnders (PI), Martens (PD), Nanjangud, Povoas, Shiavone, Chow (PhDs)



Follow-up questions

- How does this cycle work in the case of different genres?
- How do places of the imagination affect local histories?
- What happens if the cycle is repeated over time?



Imaginative heritage

- Imaginative heritage (Reijnders 2021): generic term for the multitude of popular, fictional narratives that have been projected upon and appropriated by specific sites throughout time and that together make up an important part of local place identity.
- Why do we need this concept?
 - From individual cases towards a holistic approach
 - Attention to power dynamics
 - Conceptualizing the synergy between fiction & place

Syngery between fiction & place

- Place identity results from a dynamic between geographical characteristics, living practices and symbolic representations of a certain location (Vanclay 2008)
- However, role of popular media has increased in today's mediatized society (Morley 2001, Edensor 2002; Orgad 2014)
- Likewise, we see a 'mediatization' of tourism (Jansson 2013; Champion et al. 2023)
- This has caused a convergence of 'sign industries' (Tzanelli 2007) together commodifying place

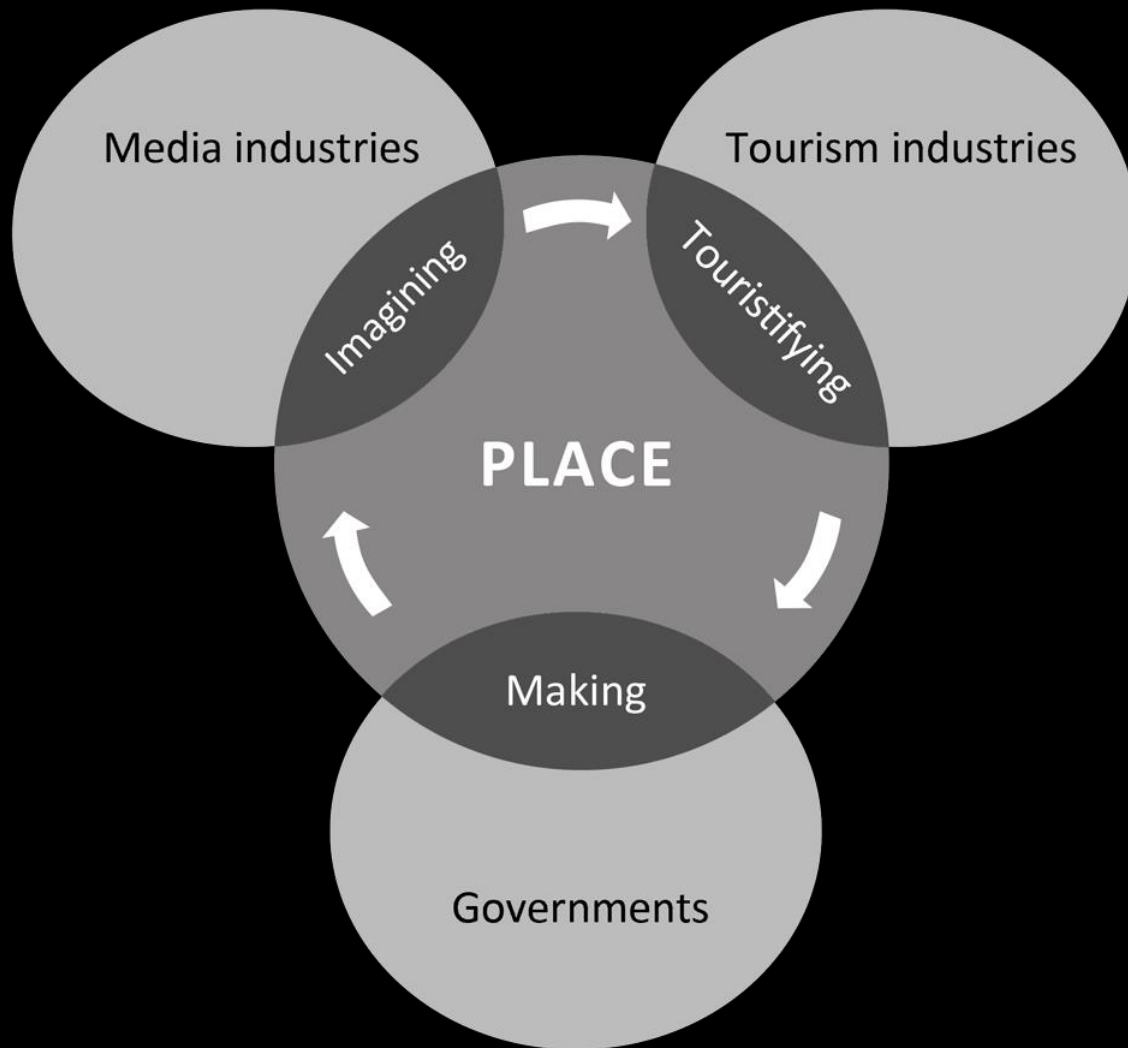
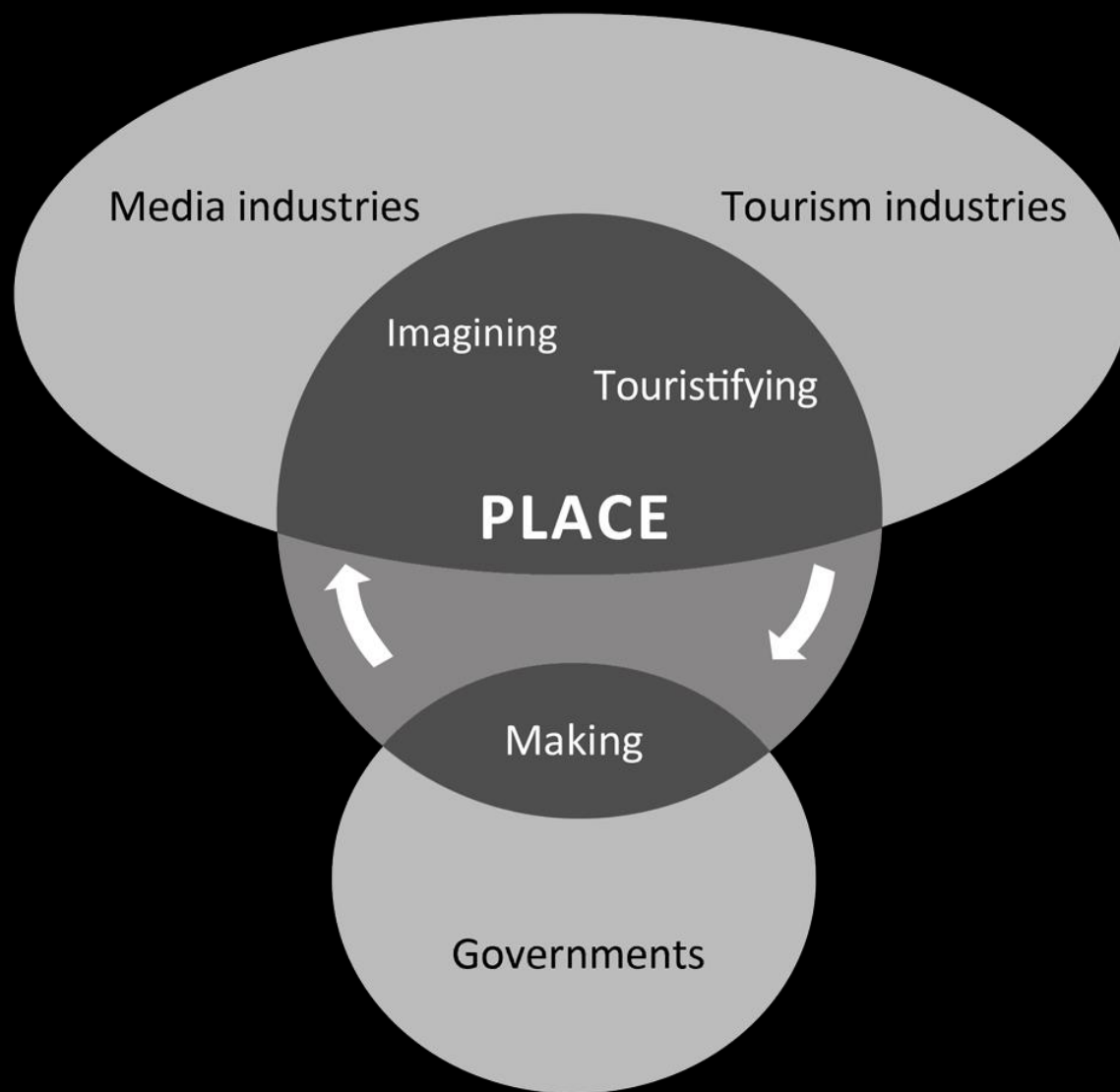


Figure 1: formation of place identity in the modern world



*Figure 2: formation of place identity in a **mediatized** world*

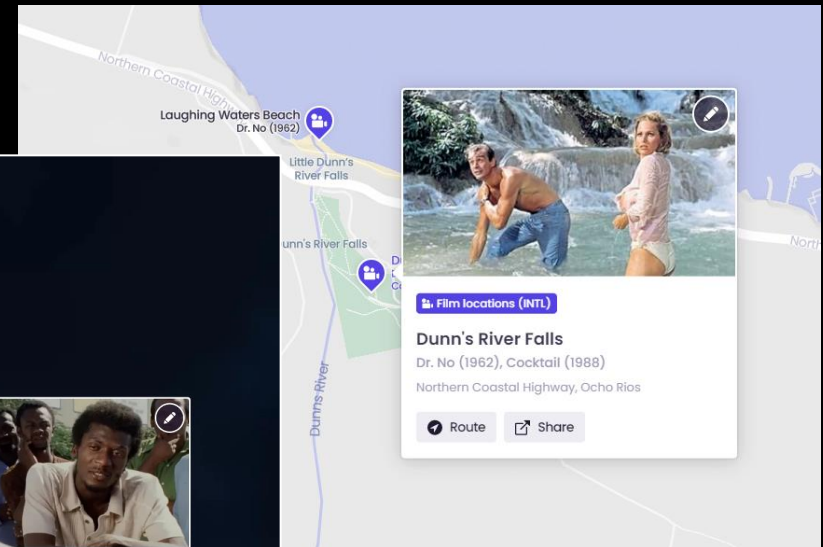
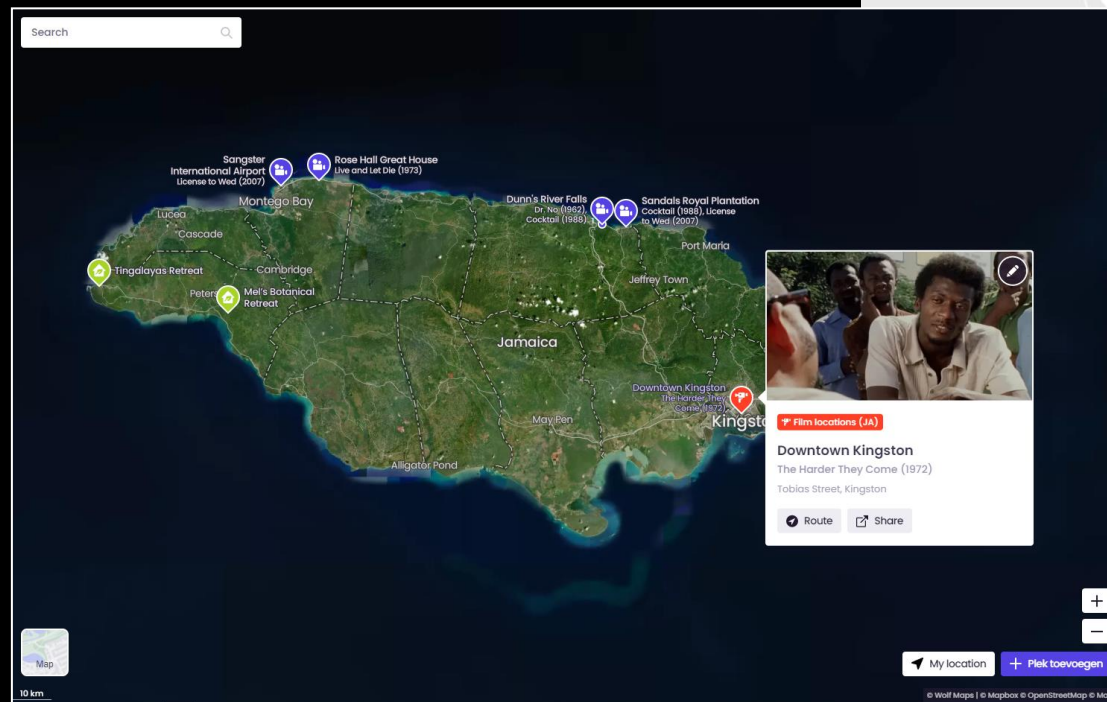
Societal interventions

- Hypothesis: local governments should take control and counter one-dimensional commodification; promoting place → making place (Richards 2017)
- Acknowledge popular culture as a key contributor to place identity.
- How to use popular culture for place-making practices?
 - disclose existing imaginative heritage
 - foster the production of future imaginative heritage
 - develop integrated, cross-sector policies (media, tourism, heritage)

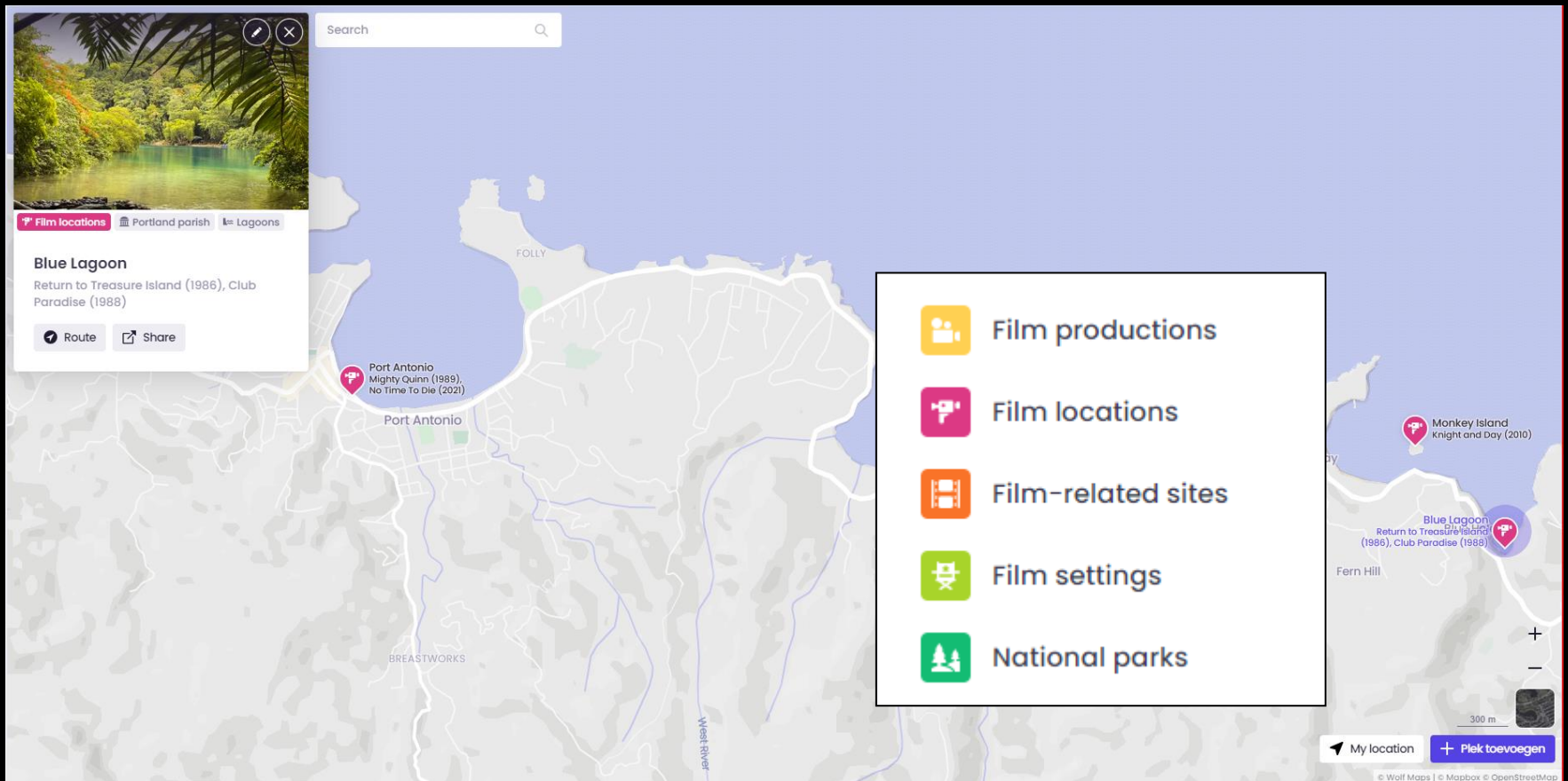
Example project

- Full name: Erasmus Knowledge Centre for Film, Heritage & Tourism (FIHETO)
- Development phase: 2023-2024
- Non-profit organization, funded by the European Research Council
- Aim: stimulating media tourism in a sustainable and inclusive way
- Pilots: Jamaica and Barcelona

Disclosing imaginative heritage through 'deep maps'



Fostering future imaginations through online portfolios



The screenshot displays the FIHETO online portfolio interface. At the top left, there is a search bar and a thumbnail image of a tropical lagoon. Below the thumbnail, the text reads "Blue Lagoon" and "Return to Treasure Island (1986), Club Paradise (1988)". There are "Route" and "Share" buttons. A central map shows Port Antonio with several film-related locations marked with red pins. A legend on the right side of the map lists the following categories:

- Film productions
- Film locations
- Film-related sites
- Film settings
- National parks

Other locations marked on the map include "Port Antonio" (Mighty Quinn (1989), No Time to Die (2021)), "Monkey Island" (Knight and Day (2010)), and "Blue Lagoon" (Return to Treasure Island (1986), Club Paradise (1988)). The map also shows "FOLLY", "BREASTWORKS", and "West River". At the bottom right, there is a "My location" button and a "Plek toevoegen" button. The footer contains the text "© Wolf Maps | © Mapbox | © OpenStreetMap".



Search



Film locations  Great houses

Rose Hall Great House

Live and Let Die (1973), The Amazing Race (2005), America's Next Top Model (2012)

Springfarm Drive, Saint James

 Route  Share

Sangster International Airport
License to Wed (2007)
















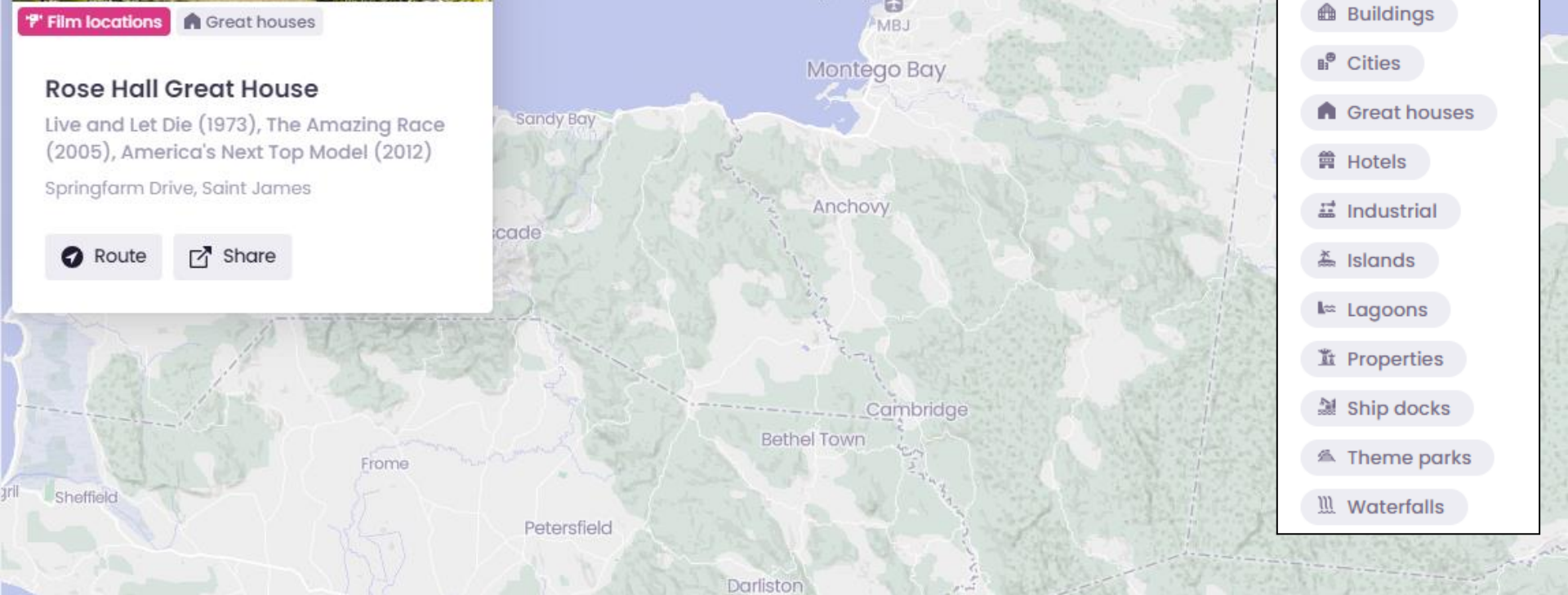
MBJ

Montego Bay



Rose Hall Great House
Live and Let Die (1973),
The Amazing Race (2005),
America's Next Top Model (2012)

-  Airports
-  Beaches
-  Buildings
-  Cities
-  Great houses
-  Hotels
-  Industrial
-  Islands
-  Lagoons
-  Properties
-  Ship docks
-  Theme parks
-  Waterfalls



Stimulating collaboration through co-creative workshops

- Aim: boosting local collaboration between film, heritage & tourism sectors
- Co-creative workshops on location, working towards a memorandum of understanding
- Making communities masters of their own story



Desk research



Workshop on location



Mem. of understanding

Questions for discussion

- Which movies, TV series, cartoons, novels or other types of popular narrative are set in Flanders and would be interesting to visit?
- How do these narratives contribute to notions of Flemish identity?
- How to set up collaborations between local tourism, film & heritage commissions?
- How would these deep maps of Flanders look like?

More information

Latest book: ***Locating Imagination in Popular Culture (2021)***, now available at [routledge.com](https://www.routledge.com) (open access)

Upcoming: ***Worlds of Imagination. A Global Approach to Media, Tourism & Power (2024)***, available June '24 at [routledge.com](https://www.routledge.com) (open access).

Upcoming: **www.filmtourism.org**

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