

Erasmus University Rotterdam, the Netherlands  
CSC PhD 2015 Project Description

<b>School/Department:</b>	School: Erasmus School of History, Culture and Communication Department: Arts and Culture Studies
<b>Project Title:</b>	Film Tourism in China
<b>Abstract:</b>	<p><b>This project focuses on film tourism, the phenomenon of people travelling to places because of their association with a movie or TV series.</b> Recently a significant growth has been detected in this form of tourism, with noticeable consequences – both positive and negative - for the locations concerned.</p> <p>An increasing number of studies has appeared investigating this phenomenon, from a range of different disciplines. However, <b>most studies have been limited to isolated examples related to films and tourists with a Western background, ignoring the fact that the faces of both the media and the tourism industries have been changing rapidly on a global scale.</b> For example, Bollywood overtook Hollywood in terms of film production and viewership in the past decade. At the same time, people from the BRIC-countries are increasingly present in the global tourist flows. It's therefore highly questionable whether existing concepts and models, based on inductive research in almost exclusively European and Anglo-Saxon settings, can be applied to other contexts. To what degree can we consider film tourism to be a universal and univocal phenomenon?</p> <p>In order to answer this question, <b>this project investigates the rise of film tourism in one of the largest and fastest growing, non-Western film industries: that of China.</b> Data collection will be based on a combination of qualitative content analysis, in-depth interviews and ethnographic fieldwork.</p> <p>This project is innovative in two ways. Firstly, the focus on non-Western cases of film tourism will provide a critical re-evaluation of existing theories, concepts and models of film tourism. Secondly, <b>the project will deliver important and valuable knowledge with regard to developing sustainable forms of film tourism in China and abroad.</b></p>
<b>Requirements of candidate:</b>	<p>Master degree: Yes</p> <p>Candidates must have earned a (research) master degree in either Cultural Studies, Media Studies or Tourism Studies. In addition, candidates should have experience with doing qualitative research, and are requested to show affinity with the proposed topic.</p>

**Erasmus University Rotterdam, the Netherlands**  
**CSC PhD 2015 Project Description**

	<p>IELTS Grade: 7.0 (minimal 6.0 per component)  or  TOEFL: 100 (minimal 20 per component)</p>
<b>Supervisor information:</b>	<p><u>Personal data</u>  Prof.dr. Stijn Reijnders  Professor of Cultural Heritage, in Particular in Relation to Tourism and Popular Culture  Education Director of the Erasmus School of History, Culture and Communication  Erasmus University Rotterdam  P.O. Box 1738, NL-3000 DR Rotterdam The Netherlands  Phone: +31 10 408 8889  E-mail: reijnders@eshcc.eur.nl  Visiting address: Woudestein Campus, L2-20,  Burgemeester Oudlaan 50, Rotterdam  Homepage: <a href="http://www.eshcc.eur.nl/reijnders">www.eshcc.eur.nl/reijnders</a>  <a href="http://www.locatingimagination.com">www.locatingimagination.com</a></p> <p><u>List of International Publications</u></p> <ul style="list-style-type: none"> <li>• Zwaan, K., L. Duits &amp; S. Reijnders (2015). <i>Ashgate research companion to fan cultures</i>. Farnham: Ashgate Publishing.</li> <li>• Zwaan, K., L. Duits &amp; S. Reijnders (2015). Introduction: Analyzing Fan Cultures. In: Zwaan, K., L. Duits &amp; S. Reijnders (Eds.) <i>Ashgate research companion to fan cultures</i>. Farnham: Ashgate Publishing.</li> <li>• Hoebink, D., S. Reijnders &amp; A. Waysdorf (2015). Collecting Captain Kirk. A museological view of fan cultures. <i>Transformative Works and Culture</i> (accepted for publication).</li> <li>• Boross, B. &amp; S. Reijnders (2014). Coming out with the media: the ritualization of self-disclosure in the Dutch television program 'Uit de Kast'. <i>European Journal for Cultural Studies</i> (accepted for publication).</li> <li>• Reijnders, S., G. Rooijakkers &amp; H. Verreijke (2014). From display cabinets to engine rooms. An essay about collecting present-day culture in the city museum. In: S. Elpers &amp; A. Palm (Eds.) <i>Die Musealisierung der Gegenwart. Von Grenzen und Chancen des Sammelns in kulturhistorischen Museen</i>.</li> <li>• Reijnders, S., L. Bolderman, N. van Es &amp; A. Waysdorf (2014). Research note: locating imagination. <i>Tourism Analysis</i> (accepted for publication).</li> </ul>

	<ul style="list-style-type: none"> <li>• Reijnders, S., M. Spijkers, J. Roeland &amp; B. Boross (2013). Close encounters: ritualizing proximity in the Age of Celebrity. An ethnographic analysis of meet-and-greets with Dutch singer Marco Borsato. <i>European Journal of Cultural Studies</i> (published online before print on 9 November 2013).</li> <li>• <b>Dung, Y. &amp; S. Reijnders (2013). Paris offscreen: Chinese tourists in cinematic Paris. <i>Tourist Studies</i> 13(3): 287-303.</b></li> <li>• Reijnders, S., L. van Zoonen &amp; G. Rooijackers (2012). Our own Idols: appropriations of popular television in Dutch festivity culture. In: J. de Bruin &amp; K. Zwaan (Eds.) <i>Adapting Idols: Authenticity, Identity and Performance in a Global Television Format</i>. Farnham: Ashgate, pp. 207-222.</li> <li>• Reijnders, S. (2011). <i>Places of the Imagination. Media, Tourism, Culture</i>. Farnham: Ashgate Publishing.</li> <li>• Reijnders, S. (2011). Stalking the count. Dracula, fandom &amp; tourism. <i>Annals of Tourism Research</i> 38(1): 231-248.</li> <li>• Sniekers, M. &amp; S. Reijnders (2011). In the grip of Dutroux. Dealing with guilty landscape in Belgium. <i>Northern Lights</i> 9 (27-44).</li> <li>• Reijnders, S. (2011). Collecting the contemporary in the imagined city. <i>Quotidian</i> 2: 104-110.</li> <li>• Reijnders, S. (2010). On the trail of 007. Media pilgrimages into the world of James Bond. <i>Area</i> 42: 369-377.</li> <li>• Reijnders, S. (2010). Places of the imagination. An ethnography of the TV detective tour. <i>Cultural Geographies</i> 17(1): 37-52.</li> <li>• Reijnders, S. (2009). Watching the detectives. Inside the guilty landscapes of Inspector Morse, Baantjer and Wallander. <i>European Journal of Communication</i> 24(2): 165-181.</li> <li>• Reijnders, S. &amp; L. van Zoonen (2008). Commemorating the myth - the myth of commemorating. Popular representations of the Titanic disaster. <i>Siegener Periodicum zur internationalen empirischen Literaturwissenschaft</i> 24(2): 325-337.</li> <li>• Reijnders, S., G. Rooijackers &amp; L. van Zoonen (2007). Community spirit and competition in Idols. Ritual meanings of a TV talent quest. <i>European Journal of Communication</i> 22(3): 275-292.</li> <li>• Reijnders, S. (2007). Holland on the slide. Television entertainment and festive culture. <i>Ethnologia Europaea</i> 36(1): 49-61.</li> <li>• Reijnders, S. (2007). Media rituals and festive culture. Imagining the nation in Dutch television entertainment. <i>International Journal of Cultural Studies</i> 10(2): 225-242.</li> <li>• Reijnders, S., G. Rooijackers &amp; L. van Zoonen (2006). Global entertainment and local celebration. Appropriations of the Idols TV</li> </ul>
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



**Erasmus University Rotterdam, the Netherlands**  
**CSC PhD 2015 Project Description**

	<p>programme in Dutch festivity culture. <i>European Journal of Cultural Studies</i> 9(2): 123-140.</p> <ul style="list-style-type: none"><li>• Reijnders, S. (2005). The people's detective. True crime in Dutch folklore and popular television. <i>Media, Culture &amp; Society</i> 27(5): 635-651.</li></ul>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------