



Worlds of Imagination. A Comparative Study of Film Tourism in India, Brazil, Jamaica, South Korea and the United Kingdom.

Fact Sheet

Project Information

Film Tourism

Grant agreement ID: 681663

[Project website](#)

DOI

[10.3030/681663](https://doi.org/10.3030/681663)

Project closed

EC signature date

1 August 2016

Start date

1 September 2016

End date

30 November 2021

Funded under

EXCELLENT SCIENCE - European Research Council (ERC)

Total cost

€ 1 908 986,25

EU contribution

€ 1 908 986,25

Coordinated by

ERASMUS UNIVERSITEIT
ROTTERDAM



Netherlands

Objective

This research project focuses on film tourism: the phenomenon of people visiting locations from popular films or TV series. Recent years have seen a dramatic, worldwide increase of this type of tourism, with far-reaching implications for the experience and organization of landscapes. While the number of empirical studies on

film tourism is growing, most have been limited to isolated, Western examples. This Western focus tends to overlook the fact that the face of the media industry as well as the tourism industry has been changing rapidly on a global scale.

In order to take the next step and move this field of research to a higher level, a more comparative and cross-case approach is essential. This project aims to do so, by exploring more generic processes and relationships of power involved in the development and experience of film tourism worldwide. The principal question underlying this project is: why, under what conditions and in which ways do films and TV series give rise to new and diverse tourism flows across the globe?

This question is addressed by analysing and comparing film tourism in five geographically and culturally different contexts: South Korea, Brazil, United Kingdom, Jamaica and India. These cases will be subjected to the same lines of inquiry, focusing on 1) the visual traditions in the local media cultures; 2) the effect of local policies aimed at developing film tourism; 3) the commonalities and differences in motives and experiences of film tourists with diverse backgrounds.

This project is ground-breaking in at least three ways: 1) its international and comparative approach delivers a fundamental contribution to a growing but fragmented field of investigation; 2) it will deliver a theorization of the role and importance of imagination in everyday life, based on an elaboration of the concept lieux d'imagination; 3) methodologically, the project is located on the cutting edges of the humanities and social sciences and applies new methods.

Fields of science (EuroSciVoc)

[humanities](#) > [history and archaeology](#) > [history](#)

[natural sciences](#) > [biological sciences](#) > [ecology](#)

[humanities](#) > [arts](#) > [modern and contemporary art](#) > [cinematography](#)

[engineering and technology](#) > [electrical engineering, electronic engineering, information engineering](#) > [information engineering](#) > [telecommunications](#) > [radio technology](#) > [radar](#)

[social sciences](#)



Programme(s)

[H2020-EU.1.1. - EXCELLENT SCIENCE - European Research Council \(ERC\)](#)

MAIN PROGRAMME

Topic(s)

[ERC-CoG-2015 - ERC Consolidator Grant](#)

Call for proposal

[ERC-2015-CoG](#) 

[See other projects for this call](#)

Funding Scheme

[ERC-COG - Consolidator Grant](#)

Host institution



ERASMUS UNIVERSITEIT ROTTERDAM

Net EU contribution

€ 1 908 986,25

Total cost

€ 1 908 986,25

Address

BURGEMEESTER OUDLAAN 50

3062 PA Rotterdam

 **Netherlands** 

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Beneficiaries (1)



ERASMUS UNIVERSITEIT ROTTERDAM

 Netherlands

Net EU contribution

€ 1 908 986,25

Address

BURGEMEESTER OUDLAAN 50

3062 PA Rotterdam 

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 1 908 986,25

Last update: 15 September 2022

Permalink: <https://cordis.europa.eu/project/id/681663>

European Union, 2025