



## II International Conference on **Literary & Film Tourism**

**Routes, Sustainability  
and Digital Media**

January 17th & 18th 2025  
At Universidade do Algarve (Portugal)

**CONFERENCE PROGRAMME**

School of Management, Hospitality & Tourism (ESGHT)  
 Penha Campus, University of the Algarve (UAlg), Faro, Portugal  
 17-18 January 2025

**FRIDAY • 17 JANUARY 2025**

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9:45	<b>REGISTRATION</b>	
	<b>AUDITORIUM 1.4</b>	<b>AUDITORIUM 1.5</b>
10:00	<b>OPENING SESSION</b> Alexandra Rodrigues Gonçalves (ESGHT Director) Rita Baleiro (ESGHT-UAlg) & Jordi Arcos-Pumarola (CETT - Univ. Barcelona)	----
10:15	<b>KEYNOTE SESSION: Professor Graham Busby</b> <i>Sustainability in Literary and Film Tourism</i>	
<b>COFFEE-BREAK</b>		
	<b>Session 1</b> <b>Moderator:</b> Rita Baleiro	<b>Session 2</b> <b>Moderator:</b> Rosária Pereira
11:35	<i>Travel stories: From the route experience to the analysis of the tourism phenomenon</i> Jordi Arcos-Pumarola & Marta Salvador-Almela CETT - University of Barcelona, Spain	<i>Sustainable development sensemaking in screen tourism: Exploring Norwegian stakeholders narratives</i> Sara Coimbra Trigo, Åsa Grahn & Christine Lundberg University of Stavanger, Norway
11:55	<i>Creating a cultural route by unlocking the hidden potential of Ivana Brlić Mažuranić's literary heritage</i> Đurđana Ozretić Došen & Darko Prebežac University of Zagreb, Croatia	<i>Exploring the discrepancy: Film industry's impact on destination marketing in Bulgaria</i> Ani Istatkova & Sonia Mileva Sofia University, Bulgaria
12:15	<i>Planning and designing literary routes in Slovenia: Integrating cultural heritage and modern tourism strategies</i> Jasna Potočnik Topler University of Maribor, Slovenia	<i>'So you's got the production, we've got the location': A comparative analysis of the competitive dynamics between four Caribbean film locations</i> Emiel Martens University of Amsterdam, the Netherlands
12:35	<i>Tour guides and Chiado as a literary district</i> Isabelle Andrade & Marcelo Oliveira CETRAD, Europeia University, Portugal	<i>Navigating narratives of the nation: Cultural professionals on heritage, nationalism and screen tourism through 'The Story of Flanders'</i> Sofie Vermoesen Vrije Universiteit Brussel, Belgium
<b>13:00 LUNCH</b>		
14:30	<b>Round Table.</b> <b>Moderator: Analídio Ponte</b> <i>Reflecting on Literary and Film Tourism in the Algarve/Portugal</i>	

	Ana Marques, Portugal Film Commission; Cristina Marreiros, Tourist Guides Association; Luísa Correia, Algarve Tourism Board & Manuel Baptista, Loulé Film Office	
	<b>Session 3</b> <b>Moderator:</b> Jordi Arcos-Pumarola	<b>Session 4</b> <b>Moderator:</b> Deborah Castro-Mariño
15:30	<i>Semiotics in the provision of authentic literary tourism experiences: A tour guide perspective</i> Zoe Roberts University of Plymouth, UK	<i>Evaluating film tourism's impact on local communities in Portugal</i> Isa Neves, Kelly Maguire & Nuno Almeida Technological University of the Shannon, Ireland & Polytechnic of Leiria, Portugal
15:50	<i>Literary travel guides with embedded digital media: Challenges and technology solutions for place-based storytelling</i> Nikolai Gorbunov The Reality Clutch Project: Travels Inspired by Literature	<i>The implications of film festivals on tourism destinations: Systematic literature review and future research agenda</i> Partho Pratim Seal & Senthilkumaran Piramanyagam Manipal Academy of Higher Education, India
16h10	<i>Photography and literary tourism: Capturing rural Spain in the 1960s through Sonia and Tim Gidal's Lens</i> Jorge Pérez Burgueño University Castilla-La Mancha, Spain	<i>'Eat Pray Love' Tourism: Wellness tourism for tourists? Well-mess for locals...</i> Jaeyeon Choe, Michael O'Regan & Michael Di Giovine Glasgow Caledonian University, UK & West Chester University of Pennsylvania, US
16h30	<i>A case study of dark literary tourism in Hungary: The role of the Eclipse of the Crescent Moon in the city branding of Eger</i> Titanilla Virág Tevely University of Sopron, Hungary	<i>Why do place attachment and perceived realism matter for residents' support for film tourism development?</i> Deborah Castro-Mariño, Sangkyun Kim, S. Mostafa Rasoolimanesh & Sam Huang University of Groningen, The Netherlands & Edith Cowan University, Australia
<b>END OF DAY 1</b>		

**SATURDAY • 18 JANUARY 2025**

<b>AUDITORIUM 1.4</b>		<b>AUDITORIUM 1.5</b>	
<b>Session 5</b> <b>Moderator:</b> Luciane Todeschini Ferreira		<b>Session 6</b> <b>Moderator:</b> Jordi Arcos-Pumarola	
10:00	<i>A voz institucional do Ministério do Turismo Brasileiro sobre turismo literário e cinematográfico: O que dizem os documentos oficiais?</i> Luciane Todeschini Ferreira & Ronaldo Leites Diaz Universidade de Caxias do Sul, Brasil	10:00	<i>Montalbano's magic touch: Panacea for tourism in Sicily</i> Chiara Nencioni University of Pisa, Italy
10:20	<i>Turismo literário: Entre Escritores e Turistas-Leitores</i> Alberto Roiphe Universidade Federal do Estado do Rio de Janeiro, Brasil	10:20	<i>Cinematic representations of home: Fijian communities' perspectives</i> Marit Piirman & Stephen Pratt University of Tartu Pärnu College, Estonia & University of Central Florida, USA

10:40	<i>Explorando as areias de Arrakis: Uma análise dos produtos de turismo cinematográfico inspirados em Duna</i> Ronaldo Leites Diaz, Luciane Todeschini Ferreira & Rita Baleiro Universidade de Caxias do Sul, Brasil, ESGHT-UAlg, CiTUR	<i>From Die Hard 5 to Poor Things: Budapest at the forefront of European film production</i> Timea Toth Kodolányi János University, Hungary
11:00	<i>Espelhos, desejos e imaginários do turismo em narrativas cinematográficas e literárias</i> Maria Luiza Cardinale Baptista Universidade de Caxias do Sul, Brasil	<i>Pottourism: Assessing the impact of Harry Potter on British tourist attractions</i> Michael O'Regan Glasgow Caledonian University, UK

**COFFEE-BREAK**

**Session 7**

**Moderator:** Georgette Andraz

11:30	<i>Unlocking tourism potential: Value creation and integrated tourist experiences in Monsanto's 'House of Dragons' project</i> Anabela Monteiro, Gabriela Marques, Sara Sousa & Marco Arraya Europeia University, Portugal
11:50	<i>Immersive narratives: A netnographic study on visitor experiences at the Game of Thrones studio</i> Senthilkumaran Piramanyagam & Partho Pratim Seal Manipal Academy of Higher Education, India
12:10	<i>Filming locations, fan cultural capital and loyalty. The case of "Cáceres: City of Dragons"</i> Beatriz Gomez-Morales Lleida University, Spain
12:30	<i>Screen tourism in the province of Barcelona</i> Eugeni Osácar Marzal, Esther Velasco Ferreira, Irene Martín Montero, Leila Cuello Busquets, Jordi Arcos Pumarola & Daniel Imbert-Bouchard CETT - University of Barcelona, Spain
12:45	<i>Location in creation: On the role and significance of place in the creative process of contemporary Dutch novelists</i> Stijn Reijnders Erasmus University Rotterdam, The Netherlands

**CLOSING SESSION**

Jordi Arcos-Pumarola (CETT - Univ. Barcelona) & Rita Baleiro (ESGHT-UAlg)

**14h30 - FARO LITERARY WALK**

**END OF DAY 2**

**Conference chairs:**

Rita Baleiro (ESGHT, University of Algarve, Portugal)

Jordi Arcos Pumarola (CETT - University of Barcelona, Spain)

**Organising committee at the University of the Algarve:** Rita Baleiro, Ana Paula Correia, Georgette Andraz & Rosária Pereira  
**Scientific Committee:** [on the conference page.](#)

**Host**



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**Co-organizers**



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 groningen

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**Partners of the Conference:**



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