

School/Department:	Erasmus School of History, Culture & Communication
Project Title:	Media Tourism in China: Travel, Culture & Communication
Abstract:	<p>This research project focuses on media tourism: the phenomenon of people visiting locations from popular films, TV series, novels, games or other examples of popular culture. 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, research outside the West is essential. This project aims to do so, by exploring and investigating examples of media tourism in China. The principal question underlying this project is: why, under what conditions and in which ways do films, TV series, books or games give rise to new and diverse tourism flows in China? Alternatively, this research could also focus on Chinese media tourists abroad.</p>
Requirements of candidate:	<p>Background: the candidate should have finished a Masters in Humanities or Social Sciences, with some experience in doing qualitative research. We expect excellent students with above average study results, a high GPA and good English language skills.</p> <p>Master's degree: Yes</p> <p>EUR requirement: See Table Information about English requirements</p>
Supervisor information:	<p>Name: Prof.dr. Stijn Reijnders Title: Full Professor in Cultural Heritage, in Particular in Relation to Tourism and Popular Culture Position: Vice-Dean of Research, ESHCC Homepage: https://www.eur.nl/people/stijn-reijnders Project leader: www.worldsofimagination.eu Latest publication: Locating Imagination in Popular Culture Taylor & Francis Group Email: reijnders@eshcc.eur.nl</p>

List of publications (2011-2021)

- Van Es, N., L. Bolderman, A. Waysdorf & S. Reijnders (Eds.) (2021). *Locating Imagination in Popular Culture. Belonging, media, tourism*. London: Routledge.
- Reijnders, S., N. van Es, L. Bolderman & A. Waysdorf (2021). Introduction: Locating Imagination. In Van Es, N., S. Reijnders, L. Bolderman & A. Waysdorf (Eds.) *Locating Imagination in Popular Culture. Belonging, Media, Tourism*. London: Routledge.
- Reijnders, S. (2021). Imaginative heritage in the making. Media, tourism, governance. In Van Es, N., L. Bolderman, A. Waysdorf & S. Reijnders (Eds.) *Locating Imagination in Popular Culture. Belonging, media, tourism*. London: Routledge.
- Póvoa, D., S. Reijnders & E. Martens (2019). The Telenovela Effect: Challenges of Location Filming and Telenovela Tourism in the Brazilian Favelas. *Journal of Popular Culture* 52(6): 1536-1556.
- Nanjangud, A. & S. Reijnders (2020). Cinematic Itineraries and Identities: studying Bollywood Tourism among the Hindustani's in Netherlands. *European Journal of Cultural Studies* (accepted for publication).
- Xu, M., S. Kim & S. Reijnders (2019). From food to feet: analysing *A Bite of China* as food-based destination image. *Tourist Studies* (accepted for publication).
- Xu, M., S. Reijnders & S. Kim (2019). Inside the movie roadshow: a critical approach to media events in China. *Chinese Journal of Communication*. First published online, DOI: [10.1080/17544750.2019.1653341](https://doi.org/10.1080/17544750.2019.1653341).
- Bolderman, S.L., & S. Reijnders (2019). Sharing Songs on Hiragata Square. On Playlists and Place Attachment in Contemporary Music Listening. *European Journal of Cultural Studies*.
- Schiavone, R., S. Reijnders & B. Boross (2019). Losing an imagined friend: Fictional character bereavement in everyday life. *Participations, Journal of Audience and Reception Studies* 16-2: 118-134.
- Waysdorf, A. & S. Reijnders (2018). Fan homecoming: analyzing the role of place in long-term fandom of The Prisoner. *Popular Communication*, DOI: [10.1080/15405702.2018.1524146](https://doi.org/10.1080/15405702.2018.1524146).
- Boross, B. & S. Reijnders (2018). Dating the media: participation, voice and ritual logic in the disability dating show *The Undateables*. *Television and New Media* (accepted for publication).
- Xu, M. & Reijnders, S. (2018). Getting close to the media world? On the attraction of encountering film industry professionals at Shanghai International Film Festival. *Participations, Journal of*

	<p><i>Audience and Reception Studies</i> 15(1): 84-104.</p> <ul style="list-style-type: none"> • Van Es, N. & S. Reijnders (2018). Making sense of capital crime cities. Getting underneath the urban façade on crime-detective fiction tours. <i>European Journal of Cultural Studies</i> 21(4): 502-520. • Kim, S. & S. Reijnders (Eds.) (2017). <i>Film tourism in Asia. Evolution, Transformation and Trajectory</i>. Singapore: Springer Verlag. • Waysdorf, A.S. and Reijnders, S. (2017). The role of imagination in the film tourist experience: the case of Game of Thrones. <i>Participations</i> 14(1): 170-191. • Reijnders, S. (2016). Stories that move. Fiction, imagination, tourism. <i>European Journal of Cultural Studies</i> 19(6): 672-689. • Waysdorf, A.S. & S. Reijnders (2016). Immersion, authenticity and the theme park as social space: Experiencing the Wizarding World of Harry Potter. <i>International Journal of Cultural Studies</i> 21 (2): 173-188. • Bolderman, L. & S. Reijnders (2016). Have you found what you're looking for? Analysing tourist experiences of Wagner's Bayreuth, ABBA's Stockholm and U2's Dublin. <i>Tourist Studies</i>, first published on August 29, 2016 as doi:10.1177/1468797616665757. • Van Es, N. & S. Reijnders (2016). Chasing sleuths and unravelling the metropolis. Analyzing the tourist experience of Sherlock Holmes' London, Philip Marlowe's Los Angeles and Lisbeth Salander's Stockholm. <i>Annals of Tourism Research</i> 57: 113-125. • Boross, B. & S. Reijnders (2016). 'These cameras are here for a reason' - media coming out, symbolic power and the value of 'participation'. Behind the scenes of the Dutch reality programme <i>Uit de Kast</i>. <i>Media, Culture & Society</i> 0163443716643152, first published on April 18, 2016 as doi:10.1177/0163443716643152. • Reijnders, S., L. Bolderman, N. van Es & A. Waysdorf (2015). Research note: locating imagination. <i>Tourism Analysis</i> 20(3): 333-341. • Boross, B. & S. Reijnders (2015). 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> 18(3): 245-264. • Zwaan, K., L. Duits & S. Reijnders (2014). <i>Ashgate research companion to fan cultures</i>. Farnham: Ashgate. • Hoebink, D., S. Reijnders & A. Waysdorf (2014). Collecting Captain Kirk. A museological view of fan cultures. <i>Transformative Works and Culture</i> 16. • Reijnders, S., M. Spijkers, J. Roeland & B. Boross (2014). 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> 17(2): 149-169. • Dung, Y. & S. Reijnders (2013). Paris offscreen: Chinese tourists in cinematic Paris. <i>Tourist Studies</i> 13(3): 287-303. • Reijnders, S. (2011). <i>Places of the Imagination. Media, Tourism,</i>
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Erasmus University Rotterdam, the Netherlands
CSC PhD 2022 Project Description
Application to: EuccChinaOffice@eur.nl
Application deadline: Friday Mar 4, 2022



	<p><i>Culture</i>. Farnham: Ashgate Publishing.</p> <ul style="list-style-type: none">• Reijnders, S. (2011). Stalking the count. Dracula, fandom & tourism. <i>Annals of Tourism Research</i> 38(1): 231-248.

English requirements: Please refer to Erasmus University China Center official website for your information www.eur.nl/eucc

Erasmus University China Center -> CSC Scholarship -> "I am a prospective CSC PhD Candidate" -> Table 1

Please note that each institute requires difference level of English, make sure to find the right institute. 2022 CSC-PhD programme information will be shared and updated soon!