

SBL PROFESSORIAL RESEARCH TALK

Film tourism: representation, imagination, travel

The SBL Professorial Research Talks are organised by SBL Research Office for our Professors to share their research insights with the School, the University, and the broader community. It also provides an ideal platform to promote SBL's research capacity.

In each one-hour talk, there will be a presentation by one of our Professors, followed by an interactive discussion. Attendees will have the opportunity to network and engage with our Professors over refreshments.

On this occasion, we feature one of our Professorial Research Fellows, Associate Professor Sangkyun (Sean) Kim.

When: Friday, 12 October 2018

Where: Council Chambers JO.1.447

Time: 13:00 - 14:00

To register and obtain your free admission pass for this event, please log on to the Eventbrite website:

<https://sblproftalk19.eventbrite.com.au>

I warmly invite you to join us for an exciting and sociable gathering.

*Associate Professor Hadrian Djajadikerta
Associate Dean Research
School of Business and Law*

The Louvre Museum in Paris received a record number of visitors in 2006. This interest was not generated by a famous exhibition but by the fact that the museum figured prominently in the popular thriller *The Da Vinci Code* (2006), a blockbuster movie adaptation of the bestselling novel *The Da Vinci Code* (2005). My research talk focuses on film tourism, the phenomenon of people travelling to locations or sites because of their associations with films or TV series. Recent years have experienced explosive growth in this type of tourism, with far-reaching implications for various stakeholders including policy makers, media production, creative industry, DMOs, host communities, and tourists. Film tourism is a true testimonial to an interdisciplinary or multidisciplinary research area that involves work from social psychology, media and audience studies, cultural studies, geography, cultural heritage, marketing and environmental studies. The time and effort that both scholars and stakeholders have invested in the study of film tourism have led to a much better understanding of the phenomenon in recent years. However, critical gaps still remain in our knowledge about this phenomenon. In this talk, five concerns will be outlined and discussed one by one.

[Sangkyun \(Sean\) Kim](#) is Associate Professor of Tourism in the School of Business and Law. He is one of the world leading scholars in film tourism studies and co-editor of a recently published book *Film Tourism in Asia: Evolution, Transformation and Trajectory*, which is the first book on film tourism phenomenon in the Asian context. He is currently working as co-leader for the South Korean Case of European Research Council (ERC) Consolidator Grant project (2016-2021) on "World of Imagination: A Comparative Study of Film Tourism in India, Brazil, Jamaica, South Korea and the U.K (€1.9 million)".