TANGIBLE - INTANGIBLE HERITAGE(S) – DESIGN, SOCIAL AND CULTURAL CRITIQUES ON THE PAST, PRESENT AND THE FUTURE

• Paper / Proposal Title:
Cinema and city: New heritage typologies, new tourist motivations.

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• Presentation Method. I would like to:
   i. present in person (with/without a written paper)
   ii. present via pre-recorded film (with/without a written paper)

• Abstract (300 words):
The increasingly growing demand for tourism in recent years has a considerable impact on the increasing competition in the sector and is developing an exponential diversity of offers, typologies and models.
The complexity of the tourist's motivations is beginning to take their place in other typologies related to the purely gastronomic, ethnological or cinematographic, among others.
One of these typologies is "tourism induced by cinema" (Beeton, 2005) generated by the appearance of certain cities, landscapes, locations or environments in film or television productions. The cinema forms an imaginary in the viewer that impacts in the
choice of their tourist destination (Del Rey-Reguillo, 2007), a contemporary heritage to take into account in the strategies of exploitation of local funding resources. There are many examples of film or television productions that have had a decisive impact on the increase of tourist visits to the places where they have been filmed or set. In this sense, cinema also becomes not only a product of mass consumption, but also a potential tool to position and differentiate qualitatively a tourist destination. The objective of the paper is to analyze cinema as a patrimonial element in a double aspect: that of the final artistic cinematographic product and that of the physical factors necessary for the generation of said final product. Architecture and the city have this heritage typology to analyze, identify, classify and value those places that have been the scene of film and television shoots, and which is currently becoming a new tourist attraction, unprecedented in the city and able to generate funding resources that make it sustainable and potentially growing.

References:
BEETON, S. (2005): Film-Induced Tourism, Bristol, Channel View Publications.

• Author(s) Biography (200 words each):

Alberto E. Garcia-Moreno holds an MSc in Heritage and Architecture (University of Seville, 2010) and a PhD in Architecture (University of Malaga, 2013). Assistant Professor, teaches Theory and History of Architecture since 2009 in the Higher Technical School of Architecture of Malaga (Spain) in degrees and Master's degree. He has been visiting professor at the University of Seville (Spain), University of Applied Arts of Vienna (Austria) and the Center for Social Studies of the University of Coimbra (Portugal). Member of several research groups, currently member of UTOPIA (Urbanism, Tourism, Landscape and Architectural Innovation) in the University of Málaga.

PhD María José Marquez-Ballesteros (b. Málaga, 1975) holds a PhD from Universidad de Málaga, and works as a researcher at Instituto Hábitat, Turismo y Territorio (UPC-UMA). He has received several prizes, such as the Urbanism and Architecture Biennale Research Award (2016). She is researcher of several research projects on Sustainable neighborhood development and renewal, eco-urbanism and energy.

PhD Carlos Rosa-Jimenez holds an MSc in Heritage and Architecture (University of Seville, 1997) and a PhD in Architecture. He got an Andalusia Agency of Education and Science scholarship (1999-2003). In 2007 he joined the University of Malaga, where he is Adjunct Professor and Director of Higher Technical School of Architecture. From 2012 to 2015, he was Director for Buildings, Management and Campus. He has received several prizes, such as the Doctorate Award from the University of Seville (2003) and the Urbanism and Architecture Biennale Research Award (2016). He has published several
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