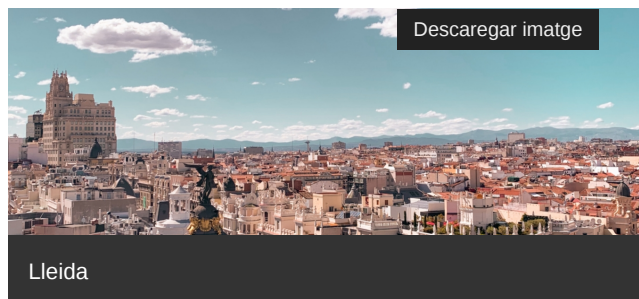


2ND TRAMA INTERNATIONAL CONFERENCE "FICTION AND TOURISM"

Lleida (Catalonia, Spain), July 8 and 9, 2027

The cultural and tourism industries are experiencing an increasing convergence of interests. Tourism managers are turning to fictional content as an ally in the promotion of their destination and its cultural and natural heritage. The capacity of television series, films, literature, and video games to induce tourism is informing destination marketing strategies. The interest in the imaginaries created by popular fiction can help both to deseasonalize or redirect visitor flows and to put destinations that previously attracted little attention on the tourist map.



Topics

The relationship between fiction and tourism is a very active field of research. With this in mind, the second edition of the TRAMA Conference, under the title "Fiction and Tourism," invites **researchers** to submit papers of an analytical, theoretical, or methodological nature that address any of the following **topics**:

- Effects of fiction on the perceived image of destinations, motivations, and intentions to visit
- Effects of fiction on tourist experiences
- Projected image of tourist destinations in film, television, literature, video games, etc.
- Tourism induced by fiction: the placement of natural and cultural heritage in fiction
- Representation of tourism and tourists in fiction
- Stereotypes, tourism, and fiction
- Fans and media pilgrimages
- Common ground between the tourism and audiovisual industries: film commissions and destination marketing organizations
- Typologies of film, television, literature, video games... tourism
- Literary-audiovisual fiction and tourism
- Effects of fiction on destinations
- Research methods in film, television, literature, video games... tourism
- Media celebrities and tourism promotion
- Beyond fiction: travel, virtual reality, and tourism docudrama

Organizers:



[<https://www.aei.gob.es/>] *Ministerio de Ciencia e Innovación. Agencia Estatal de Investigación* [<https://www.aei.gob.es/>]



Universitat de Lleida
Departament de Filologia i Comunicació

Universitat de Lleida - Department of Philology and Communication [[/sites/Fil/ca/](#)]



Departament de Teoria dels Llenguatges
i Ciències de la Comunicació

*Universitat de València - Department of Language Theory and Communication Sciences
[<https://www.uv.es/>] Tourism, Social and Knowledge Economy Research Group (TURESCO) [<https://portalrecerca.udl.cat/grupos/45044/detalle>] (Universitat de Lleida)*

TRAMA

Grup de recerca en transformacions
en els mitjans audiovisuals i les seves
implicacions en el desenvolupament
polític, cultural i social

Grup d'investigació en transformacions en els mitjans audiovisuals i les seves implicacions en el desenvolupament polític, cultural i social ([TRAMA](#)) [[/sites/Trama/](#)] - Universitat de Lleida.



**Cine, Imaginario
y Turismo**

Grup internacional d'investigació sobre Cinema, Imaginari i Turisme ([CITUR](#) [<http://proyectocitur.es/>]) - Universitat de València.

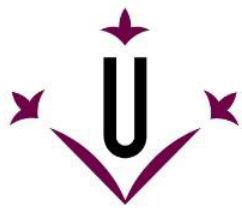
Grup de Recerca en Turisme, Economia Social i del Coneixement ([TURESCO](#) [<https://portalrecerca.udl.cat/grupos/45044/detalle>]]) (Universitat de Lleida)

Grupo de Investigación en Márketing y Turismo ([EMITUR](#) [<https://emitur.webs4.uvigo.es/>]) - Universidade de Vigo

Funding

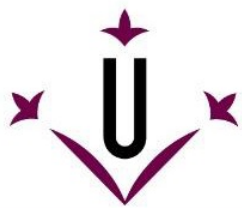
R&D&I Project "Análisis de los efectos de la ficción audiovisual en los destinos turísticos y en las experiencias de los turistas (ADYTUR)" (PID2023-147875NB-I00), funded by the Spanish Ministry of Science and Innovation and the State Research Agency.

Collaborators



Universitat de Lleida
Facultat de Lletres

Faculty of Arts [https://www.udl.cat/ca/es/centros/facultad_letras/] (Universitat de Lleida)



Universitat de Lleida
Vicerectorat de Cultura
i Extensió Universitària

Vice-Rectorate for Culture and University Extension [<https://www.udl.cat/ca/organs/vicerectors/vceu/>]
(Universitat de Lleida)

Papers

Those interested in submitting a communication must send an email to ficcioiturisme@udl.cat with the following information: title of the communication, authors, affiliation and contact email, keywords (4 or 5), and an abstract of 250–300 words (in Spanish, Catalan or English).

The deadline for submitting proposals is **31 March 2027**. Acceptance notifications will be sent, where appropriate, before **30 April 2027**. Accepted communications will have 10–15 minutes for presentation, which may be delivered either online or in person.

Communications may be selected for publication in the special issue **“Fiction and Tourism”**, published by **Tirant lo Blanch**. Authors wishing to be considered for publication must submit the full final paper (50,000 characters, APA 7th edition style) before **30 June 2027**.

Submissions [

https://publicalt.xeria.es/ii_congres_internacional_tra
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https://publicalt.xeria.es/ii_congres_internacional_trama_ficcio_turisme/es/register/Registerpage/RegistrationForr
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Fees:

- Student presenters (Bachelor's, Master's or PhD): **€50**
- Presenters: **€120**

Schedule:

- **03/31/2027:** Submission of communication proposals
- **04/28/2027:** Notification of acceptance
- **06/30/2027:** Full papers eligible for publication
- **07/08-09/2027:** Conference dates