



Film, promotion of cultural and natural heritage, and tourism



Analysis of the promotion of heritage in audiovisual media (internet, television, radio, cinema, video games), referring to their discourses, contents and the impact on the audience of their messages. From here, it is proposed as a laboratory for the creation of new communication strategies in the field of the promotion and dissemination of cultural and natural heritage.

- * The effects of audiovisual fiction on different areas of tourism: the image of destinations and attractions, visit motivations, and the tourist experience.
- * The representation of tourist attractions in audiovisual fiction, as well as the interaction of audiences with them, since both aspects influence the effect.
- * The interactions between different media texts in the promotion of natural and cultural heritage.
- * Cinema and television tourism and the film tourist.
- * The impact on territories of their media exposure and the cultural sustainability issues it generates.