

MONASH University

Tourism Research Unit



# Tourism, Image and Film

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# Introduction

- Tourism
  - Industry to reinvigorate, redevelop and reenergise communities and economies
- Image
  - The interface between the destination and the tourist
- Film
  - An increasingly important source of image

# Tourism

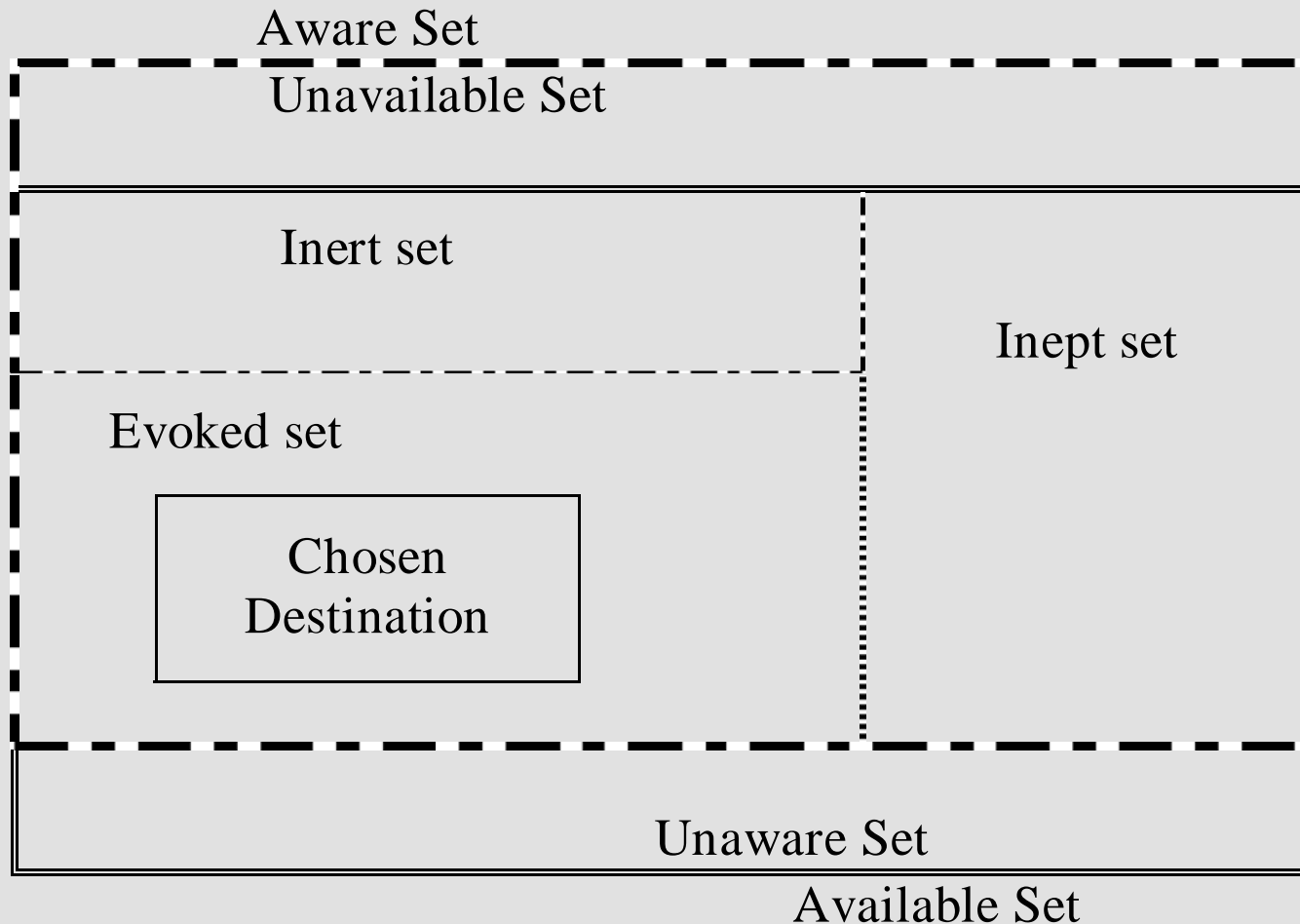
- Industry to reinvigorate, redevelop and reenergise communities and economies
  - Local and central government have all placed a focus on tourism
    - + local industry
    - + tourists
  - Boosterism approach – tourism is all good
    - Some consideration of other impacts – still all good
  - Need to maximise the industry

# Image

- The interface between the destination and the tourist
  - Formed through a process of exposure, awareness, familiarity and complexity
  - Implemented in the decision making process
  - Image is the deciding factor between destinations
  - Evaluative components of image the most important
    - What destinations are evaluated on
    - Nonetheless much importance placed on designative components

# Decision Making

Woodside and Sherrell 1977: 15



# Film

- Film is an increasingly important source of image
  - Organic agent, hence credible source of image
  - Increased emphasis on organic sources
    - Culture
    - Entertainment, leisure
    - Industry
  - Increased usage in tourism promotion

# Tourism, Image and Film

- Film produces images that enhance tourism opportunities
  - Lack of appreciation of Post Production Effects (PPE) of film
    - Emphasis on production impacts
  - Lack of appreciation of the role of film and the potential for exploitation for tourism
  - Lack of appreciation of potential negative impacts for the destination

# My Research

- What am I doing?
  - Identifying the evaluative components of destination image
  - Measuring change in these evaluative components due to film
- What does this provide?
  - Provides an indication of important components to emphasise
  - Indicates ways to manipulate these components
  - Indicates an image and film management process and practices