



Tourism, Image and the Media

Teaching the Relationships

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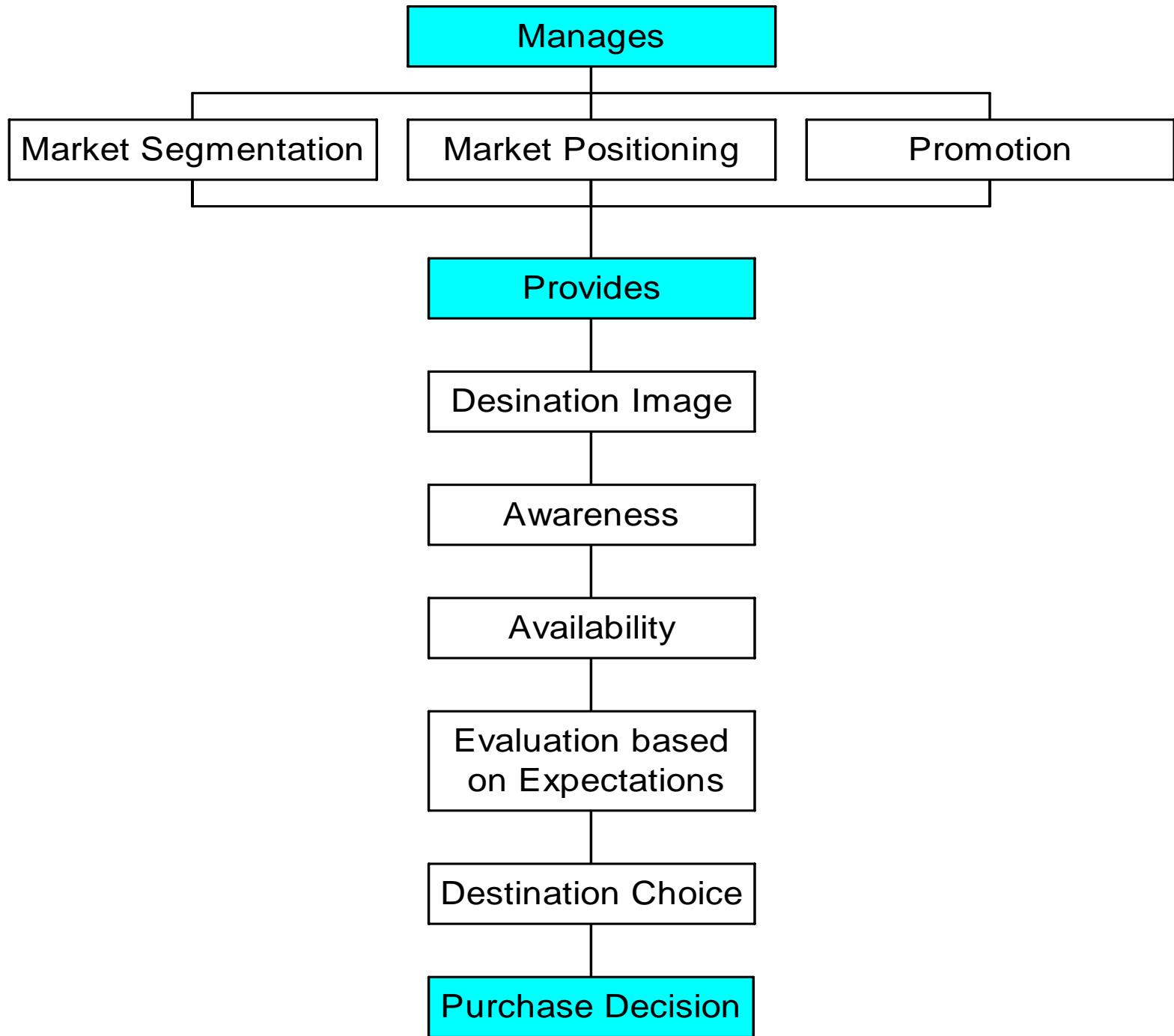
Introduction

- Toohey's (1999) course design process
 - Establish a need and demand for the unit
 - Tourism, image and the media?
 - Establish student characteristics
 - 'New' tourism students
 - Determine content
 - Conversation domains
 - Set goals and objectives
 - Learning objectives
 - Choose teaching and assessment methods
 - To achieve learning objectives
 - Implement, evaluate and adjust components as necessary



Importance of Image

- Creates expectations
- Use in marketing strategy and segmentation
- Image as a form of consumption
- Construction and reinforcing of images of people
- Effects on prospective markets
- Role in satisfaction
- Role in destination selection

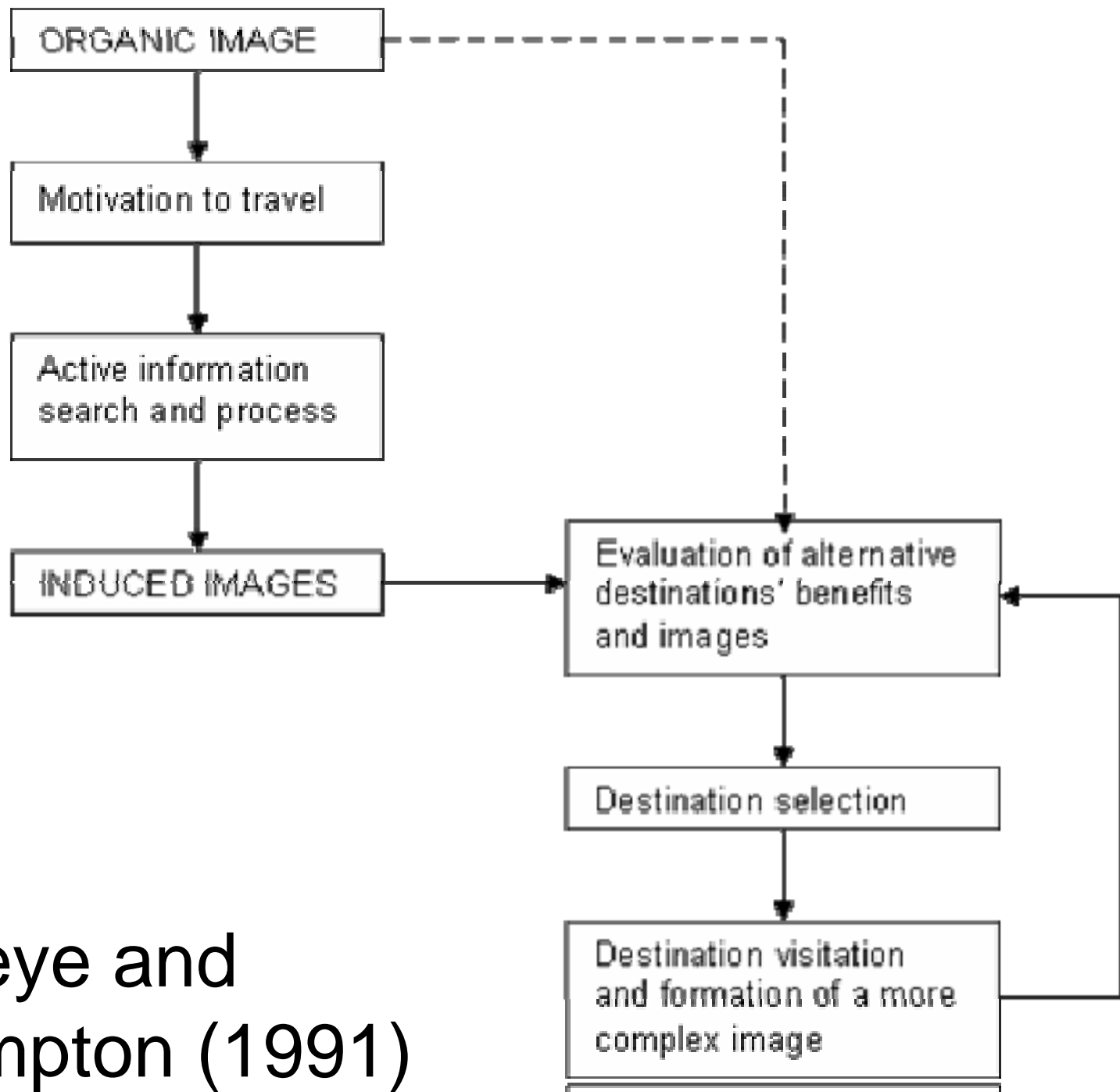


The Media

- Media is a pervasive and invasive part of culture
 - It repeats and spreads the culture of its origins and is one of the most prolific examples of ‘modern’ society
 - It reinforces, provides and maintains the norms of society
 - It is a significant influence in the creation of images and perceptions of people, place, race, country and culture
- Conversely the media is also a force that creates, modifies and challenges the norms of society
 - “Social reality is constituted, recognized, and celebrated in the media” (Altheide 1997: 19)

Media in Tourism

- Image is formed through three general agents
 - These generally conform to personal *organic*, destination generated *induced*, and experience *real* agents
 - Organic formed through general life experiences, not specific to tourism
 - Induced are tourism specific, provided by the destination
 - Real formed through experience of the destination
- All the above agents modify destination image to a degree
- The agents of image have differing levels of credibility in the modification process



**Fakeye and
Crompton (1991)**

Gartner (1993)

Formation Agent	Examples	Control	CREDIBILITY INCREASING ↓
Overt Induced I	Direct destination advertising	Destination	
Overt Induced II	Travel agency information	Destination	
Covert Induced I	Direct but use third party (celebrity)	Destination	
Covert Induced II	Familiarisation tours	Destination	
Autonomous	News and popular culture	Third party	
Unsolicited Organic	Volunteered by unbiased others	Third party	
Solicited Organic	Requested from unbiased others	Third party	
Organic	Past experience of destination	Self	

Connections

- The main connection of concern is between the tourist and the destination (and industry)
 - Tourists form images (become aware) of destinations through the media
 - Tourists' perceptions of a destination are based on these images
 - Tourists form motivations to visit place and expectations about that place through these images
- Images are the interface between the tourist and the destination, and the media provides this image

Tourism Students

- Entering university directly from secondary school
 - Increasing ‘second chance’ or adult learners
 - Increasing number and percentage of international students
 - Adding to the already culturally diverse domestic students
- Do not have any schooled tourism knowledge before entering higher education
 - There is generally no existing tourism conversation
- Difficult to establish that there is a common grounding of students pre-existing constructs

Learning Conversation Domains

- Conceptual domains
 - Destination image
 - Image formation
 - Decision-making
 - The media
 - Media tourism
- Management domains
 - Image management
 - Media management
 - Promoting place with media
 - Media tourism management



Revised Learning Objectives

- Knowledge and Comprehension of tourism, image and media conceptual and management domains
- Application, Analysis and clarification of tourism, image and media conceptual and management domains in concrete situations and through identifying relationships
- Synthesise and Evaluate tourism, image and media conceptual and management domains to create new structures and to make judgements
 - Based on Bloom and Krathwohl's (1956) educational objectives (also Saljo, 1982; Marton & Ramsden, 1987; Marton, dall'Alba & Beaty, 1993; Biggs, 1999)



Unit Structure

Lecture	Conceptual and Management Domains
Course Introduction and Destination Image	Destination image
The Importance of Destination Image	Decision making
Destination Image Formation	Image formation
Image Management	Image management
The Media	The media
Tourism and the Media	Media management
Film Tourism	Media tourism
Television Tourism	Media tourism
Literary Tourism	Media tourism
Fieldtrip	Tourism, image and the media
Promoting Place with Media	Promoting place with media
Managing for the Impacts of Media	Media tourism management
Review	Tourism, image and the media

Class Time

- Lectures and conversations
 - Construct, analyse and synthesise
- Tutorials
 - To discuss and exemplify specific issues arising from conversations
- Films
 - To exemplify, apply and as a starting point for new conversations
- Fieldtrip
 - Authentic application and experience

Assessment

- Three internal assessment items
 - Media diary and conceptual review
 - Effects of film on destination image
 - Identify and develop a media tourism opportunity
- A glossary of terms
- Analysis of a tourism media case and images created, then synthesise structures for recommendations
- Application in an authentic situation

Conclusion

- Tourism, image and the media have very significant relationships
 - Important in academia and employment
- Important area to learn
 - Specifically and explicitly
- Indication of a conceptual foundation, content, structure and assessment

Acknowledgement



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