

BOOK REVIEW

Film Induced Tourism

by
Sue Beeton

(Channel View Publications 2005)

Reviewed by John Barnes¹

This volume will prove invaluable to academics whether faculty members or students at the graduate and post graduate levels. Although this book was published in 2005 the reviewer only recently requested that it be purchased from abroad to assist students engaged in film related aspects of tourism promotion (especially the recent Korean Wave Phenomenon) and I thought it important to share summary details here with the reader.

The volume comprises four parts and is divided into ten chapters. Each chapter features a conclusion; however there are no study questions; nor recommended further readings for each chapter. A saving grace is provision of an extensive Bibliography at the end of the volume.

In Chapter 1, Sue Beeton describes the differences and similarities between [traditional] Movies and Television Series. This is followed by a section entitled On-Location Film, Tourism and Country Town Development. To inform the counterpoint to that scenario Beeton then moves to Off-Location: Film Studios and Tourism. For those of us fortunate to have Visited Hollywood this will bring back memories of our visit to Universal studios, Twentieth Century Fox and Warner Brothers. Beeton then moves on to Film as a Souvenir before rounding out this introductory chapter with The Study of Film Induced Tourism and Voice and Structure of the Book.

Chapter 2 which deals with Perspectives on Film-Induced Tourism comprises the following components: The effect of Film on Tourism; Relationship between Tourist Attraction and Storyline, The various attractions at any of the Disney theme parks are ample testimony to this relationship. This early part of the chapter then takes us to Tourism Imaging; and Film as a destination Marketing Tool. Those of us who saw Moulin Rouge with Ewan McGregor and Nicole Kidman were transported back to earlier 1900's Paris. To provide some balance to this study this section is followed by The Benefits and Drawbacks of Film Induced Tourism. That is followed by The Cult of Celebrity which is such a large part of marketing movies and locations whether on the big screen or on TV. This chapter approaches the conclusion with Film and Pilgrimage.

Part II Film Images and Destination Marketing comprises five chapters:

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Chapter 3 opens with Destination Promotion Techniques and more pointedly is followed by Understanding the Role of Destination Image in Destination Marketing. This logically leads into Literary Tourism and destination Marketing earlier examples of which were provided to us by W Somerset Maugham, and more recently by Paul Theroux. This is followed by The role of Film in Destination Imaging and Marketing, An example of big screen movie contribution is provided by Beeton in the form of Braveheart whilst earlier the Andy Griffith Show was screened on TV. The closing three sections of this chapter are: Movies Maps and Guidebooks as Significant Destination Marketing Tools; Animation and Tourism (A growing enhancement to big screen movies)

Chapter 4, entitled Film and Place Promotion, discusses examples from Australia, New Zealand and U.K. Chapter 5, which considers the Effects on Tourism, discusses the topic both on several large and small communities. Under the title, Effects on Community, chapter six revisits the communities discussed in chapter 4. And chapter 7, Film Induced Tourism and Community Planning, closes off Part II of this volume.

Part III on Off Location Film Studio Tourism comprises two chapters: Chapter 8 entitled, From Themed Events to Film Studios, and chapter 9, Film Studio Theme Park Success and Failings, cover cases in both Australia and USA.

Part IV Conclusion comprises one chapter. Chapter 10 Emerging Issues and Future Directions comprises five sections namely:

- On-Location Tourism Community: Impacts and Planning
- Off-Location Tourism: The Film Studio Theme Park Model;
- Destination Marketing and Film;
- The Future of Film Induced Tourism;
- The Study of Film Induced Tourism.

This volume concludes with an extensive Bibliography that will prove useful to both faculty members interested in undertaking research in this area and to students wishing to study this topic more deeply, either for a thesis, dissertation or independent research report.