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Nota di contenuto	Section 1 - Media Forms -- Chapter 1: Australian Tourism Film 1926-1975: Promoting Australia in the Age of Government-led Film Production -- Chapter 2: More than Just Safety: A Critical History of In-flight Safety Briefing Videos -- Chapter 3: The Promotion of Tourism on Radio Waves -- Chapter 4: Digital Content Creation and Storytelling at the Time of COVID-19: Tourism Ireland's Online Film "I Will Return" -- Chapter 5: Virtual Tourism in the Age of COVID-19: A Case Study of the Faroe Islands' 'Remote Tourism' Campaign -- Section 2 - Recent Developments in Screen-induced Tourism -- Chapter 6: Fabulous Locations. Tourism and Fantasy Films in Italy -- Chapter 7: How Do Video Games Induce Us To Travel? - Exploring the Drivers, Mechanisms and Limits of Video-Game Induced Tourism -- Chapter 8: Screen Tourism on the Smartphone: A Typology and Critical Evaluation of the

First Decade of Smart Screen Tourism -- Section 3 - Tourist Gaze, Identity, and Race -- Chapter 9: Wonderland of the South Pacific: Romantic and Realist Tendencies in Amateur Tourist Films -- Chapter 10: A 'White' Country for 'White' People: Poland in Tourism Promotional Videos of Regions and Metropolitan Cities -- Chapter 11: Colourful Scenery, Colourful Language: Representing White Australia in the "Where the Bloody Hell are you?" Australian Tourism Campaign.

Sommario/riassunto

This book deploys the concept of 'audiovisual tourism promotion' to account for the promotional functions performed by a vast array of diverse media texts including tourism films, feature films, digital videos conceived for online circulation, video games and TV commercials. From this point of view, this volume fills a major gap in the literature by providing the first comprehensive critical overview of audiovisual tourism promotion as a distinct media field. In this book, the study of audiovisual tourism promotion is characterised by an interdisciplinary approach which combines film studies, media studies, human geography, sociology, tourism studies, history, postcolonial and gender studies. This book will appeal to a wide range of students and scholars from different disciplines. Dr. Diego Bonelli completed his PhD in Film at Victoria University of Wellington, New Zealand. His primary research interests focus on the relationship between film and tourism promotion. Diego's work has been published in various film and tourism studies journals including *Studies in Australasian Cinema* and *The Journal of Tourism History*. Dr. Alfio Leotta is Senior Lecturer in Film at Victoria University of Wellington, New Zealand. His primary research interests focus on the relation between film and tourism; the globalisation of film production; and fantasy cinema. Dr Leotta is the author of *Touring the Screen: Tourism and New Zealand Film Geographies* (2011); *Peter Jackson* (2016); and *The Cinema of John Milius* (2018).
