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Recent years have seen a radical transformation of conventional tourist marketing and experience. The use of exotic locations in Hollywood films has allowed global audiences to enjoy distant places. Simultaneously, Hollywood screening of potential 'tourist paradises' has generated new tourist industries around the world. This book takes a closer look at this new phenomenon of 'cinematic tourism', combining theory with case studies drawn from four continents: America, Europe, Asia and Australasia.

The author explores audiences' perceptions of film and their covert relationship with tourist advertising campaigns, alongside the nature of newly-born tourist industries and the reaction of native populations and nation-states faced with the commodification of their histories, identities and environments.