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Touring The Screen Tourism And Focusing on the films that have had a strong impact on marketing strategies by local tourist boards, Touring the Screen will be of interest to all those working and studying in the fields of cinema, postcolonial history, and tourism studies. Touring the Screen: Tourism and New Zealand Film ... Focusing on the films that have had a strong impact on marketing strategies by local tourist boards, Touring the Screen will be of interest to all those working and studying in the fields of cinema, postcolonial history and tourism studies. Intellect Books | Touring the Screen - Tourism and New

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... Following the success of prominent feature films shot on location, including Peter Jackson's wildly popular *The Lord of the Rings*, New Zealand boasts an impressive film tourism industry. This book examines the relationship between New Zealand's cinematic representation - as both a vast expanse of natural beauty and a magical world of fantasy on screen - and its tourism imagery, including the ... *Touring the screen: tourism and New Zealand film geographies*. Screen tourism is a growing trend and tourists enjoy visiting the landscapes and architecture that they see on screen. Research suggests that that one in four adults choose their next holiday destination based on TV or film (Source: HBO). Screen tourism |

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nibusinessinfo.co.uk Focusing on the films that have had a strong impact on marketing strategies by local tourist boards, Touring the Screen will be of interest to all those working and studying in the fields of... Touring the Screen: Tourism and New Zealand Film ... Tourists enjoy visiting places they see on screen. Fans want to visit specific landmarks, places and buildings from scenes in their favourite TV shows and films. TV shows and films can as a result raise the profile of the city or country where the story is set. Economic impact Screen tourism can have a huge economic impact on the tourism industry. What is screen tourism? |

nibusinessinfo.co.uk His first book Touring the Screen: Tourism and New Zealand Film Geographies (Intellect,

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2011) examines the phenomenon of film-induced tourism in New Zealand. Dr Leotta is also the author of *The Bloomsbury Companion to Peter Jackson* (Bloomsbury, 2016). *Touring the 'World Picture': virtual reality and the ...*

- There is a proven relationship between screen content and tourism, and countries that can attract the production of high quality film and television can also see a related growth in tourism.
- Film and television drama can be significant motivators for travel, serving to powerfully showcase the unique landscapes, culture, people and stories offered by a destination.

Screen Tourism Lewis Swan, director of Brit Movie Tours, said "screen tourism" was a relatively new venture which was pioneered in the US when cities

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like New York began offering tours of shows such as Sex and ... England on show: The places attracting screen tourism ... Request PDF | Touring the screen: Tourism and New Zealand film geographies | Following the success of prominent feature films shot on location, including Tolkien's wildly popular The Lord of the ... Touring the screen: Tourism and New Zealand film ... Stanford Libraries' official online search tool for books, media, journals, databases, government documents and more. Touring the screen : tourism and New Zealand film ... Touring the Screen: Touring the Screen and over one million other books are available for Amazon Kindle. and over one million other books are available for Amazon Kindle. Touring the Screen:

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from the Goblet of Fire, the lochside location of Hagrid's cottage and the White Tomb, the burial site of

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