



9th International Convention of Sustainable Tourism
Preservation & Protection of Natural & Cultural Heritage

YPERIA 2011

9ο Διεθνές Συνέδριο Περιόρου Τουριστικής Ανάπτυξης
Διατήρησης & Προστασίας Φυσικής & Πολιτιστικής Κληρονομιάς

SPEECH FILM TOURISM FOR YPERIA 2011

There are different motivations among individual tourists visiting a specific film site, like *Place*, *Performance* and *Personality*.

Movies and other popular media, influence dramatically the promotion of a place and its development.

Films usually include locations with spectacular scenery or unique landscapes that are immediately identifiable and attractive to a viewer.

In the decade of 1950 Greece for the first time realized the power of film, with Anthony Queen introducing the *cyrtaki* dance and the carefree life of Greeks to the world.

The film "Never On Sunday" with oskar winner music of Manos Hatzidakis, won the full attention of the audience in Cannes festival, promoting the Greek way of life.

Unfortunately, Greece lost many opportunities of other productions at that period, due to bureaucracy. Recently, there is an official organization to assist producers interested to shoot films in Greece.

In spite of the difficulties, some other foreign productions took place in Greece those years, which influenced the progress of local tourism tremendously.

In 1957 the film "The child and the Dolphin", with scenes of the star Sophia Loren swimming in the crystal clear waters of Hydra and the traditional aristocratic architecture, made this island famous world wide, attracting thousand of visitors, up to now.

There are also many examples from Greek cinema, which have contributed to the development of Greek turism. Greek producers due to lack of studios, used nice landscapes for their shootings.

On 1960, the film "A cruise to Rhodes island" made it's appearance, showing the whole island of Rhodos to the audience, which became one of the most popular Greek destinations.

The film called "Mermaids and guys", gives the information that the Greek tourism of that period in the islands, was an occasional activity-business with low profit and doubtjul perspectives.

On 1982 a Randal's Kleiser film, "Summer Lovers", starring Peter Gallagher, Daryl Hannah and Valerie Quemesen, although it wasn't a great story, made the difference due to the place where it was filmed. Everyone wanted to visit the Greek island Santorini, and this is how it became the most visited island in the world. Perhaps its natural beauty made

even the producer focus more on the landscape, than on the real story. Santorini is a legend and represents the whole Greece in Tourism panel. Hardly anyone visiting Greece, will not stop by this island, even for one day.

Another Greek island, in the neighborhood of Santorini, is the island of Amorgos, where I come from. A scene with panoramic view of unlimited blue sea, takes from the 1000 year old Monastery of Hozoviotissa and the scenes of its depths, during diving, was enough to make this island climb to the heights of tourism.

We are talking about the very successful film "The Big Blue", a French production by Luc Besson, made in 1985, which is bringing until today thousands of mainly French tourists to Amorgos, looking for the locations of the film and of course the amazing Big Blue of the local waters.

The "Big Blue" was filmed just 4 years after the island had electricity for the first time, and tourism was hardly existing. Suddenly, the requirement of accommodation was 20 times more than the existing capacity. Thanks to the "Grand Blue", Amorgos became known to the whole world.

Very recently, the island Skopelos in Greece, became very well known, due to the movie "Mama Mia" and according to reports of Daily Mail, all the hotels are fully booked and tourists cannot find a free space to sit on the beach. Couples want to get married to that same chapel, so the demand for weddings in the Greek islands increased.

People also like to visit destinations that have pictured in famous historical and contemporary films.

Their desire is to experience a version of the past (or imaginary present) and to make connections between past and present, fact and fiction. In relation to place, tourists are drawn to the places or sites that have a connection with famous authors, such as their house and surrounds.

Performance. People are not only drawn to the places that form the settings and landscapes for feature films, but they may also be drawn to particular stories and genres: the drama in the screenplay, the exciting elements of the plot and the experiences of the actors. Thus, people travel to fulfill their motivation of escape, action and/or romance through vicarious experience. They try to imitate the lifestyle and adopt the values of the characters depicted in the film.

Another possible factor is **Personality**.

Film stars, actors and celebrities are very powerful ingredients of mass media and they are able to draw powerful meanings from the roles they assume in their movie or television characterizations.

People are motivated to seek leisure activities in order to leave behind personal and interpersonal problems of everyday life. Tourism is about "getting away from it all". Escape.

Another important factor that we would like to examine is the search of **Identity**. Many contemporary films project a fantasy of self-discovery and authentic experience for the traveler.

A very good example is the film "the sheltering sky" directed by Bernardo Bertolucci, an abstracted narrative filmed on location in the Sahara Desert of Niger. When Port, the protagonist, is asked what his travel plans are, he responds "My only plan is, I have no plan". He realizes a self-discovery travel, out of the conventions of real life.

In conclusion, it is evident that the moving image has the great power to alter, to create and to reinforce specific destination preferences and has strong influence in the consumers' decisions about their holiday destination.