

Effects of Films and Television Dramas on Destination Image

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Introduction

Mass media communication instruments and in this scope films and television dramas are becoming part of the social culture. With this properties films and television dramas are basic instruments can diffuse individuals' world, change the individual's perceptions and attitude taken to ensure. Films and tv dramas also a basic instruments whic has power to create image that is about people, location and etc. (Busby ve Klug, 2001).

One of the research topics in the literature that is about the affects of the films and tv dramas on tourism is related to the intangible benefits. These intangible benefits covers the positively affect the image of local community and country or increase level of awareness of the host venue (Kim vd., 2007).

Movies and TV series and tourism ties between the following points emerged in the image is (O'Connor, Flanagan ve Gilbert, 2008); image is an important part of the marketing strategy of the destinations that is a strong consensus. At this point, films and tv series can be effective to create the powerfull image of destinations. Movies and TV series have the power to influence the tourists and tourism marketers. The process of image creation is related to the popular culture and between the self-belief which is based on evidence and experience is the difference is reduced. At this point, films and television series provide awareness that is about attractiveness and features of the tourist destination for the potential tourists. Potential tourists can have information, ideas and images without going destination and hence getting a first-hand experience. In creating a positive image, films and television series is one of the important factors.

This study was prepared because; in Turkey this issue has not been investigated sufficiently in the scale of country, region and city. The aim of this study is to find what extent films and tv dramas affect the image of the destinations. To do this, study was conducted in Mardin. Work consists of three parts. In the first section, literature related to the concept of image to be examined, in the second part related information will be given that is about effect the film and tv drama induced tourism on tourism image, at the third section research findings will be evaluated and in the final section, conclusions and recommendations will be given.

Method

In this study we primarily focused on images and given information about the effects of movies and television series on the destination image. In the collection of research data, the scale that was developed by the (Kim et al., 2007) was used. In this scale number of items are 43. Five-grade Likert scale was used. Received the highest score is 215 and lowest score is 43. Data was collected at Mardin, in August and September 2008 at the accommodation business and food and beverage businesses and at the airport by survey method.

Findings

Films and television dramas that shots made in Mardin whether differentiate the image in the mind of tourists who are visit Mardin. Accordig the data that obtained from the research results;

Tourists who find the films and tv dramas interesting which are shootings taking place in Mardin have a positive image about Mardin. In addition with this, when watching rate of the production that shoot in Mardin are increasing, image is also positively affected.

The tourists who find the region's traditional culture and film's and tv drama's subjects interesting and also tourists who replace them selves the role of the players have positive image of the destination.

Tourists who have a positive image about Mardin because of films and tv dramas have a positive destination image and also similar who have a negative image about Mardin because of the films and tv dramas have a negative destination image.

Discussion

When people who are related to the tourism sector in Mardin evaluate the films and tv dramas as a tool that affecet tourism sector and Mardin's image, reach the positive results from film and tv drama induced tourism easily.

Different features that can distinguish the destinations from its competitors should look in the backround of the films and tv dramas. In this situation, to make, reflect and understand correct destination brand can be possible. At this subject, cooperation between producer, director and screenwriter is essential.