**Transcript**

***Associate Professor Sue Beeton – Film induced tourism***

Well for many years I’ve been actually researching and very interested in the relationship between film, movies and TV, fictional film and tourism and travel. So, and I actually wrote the first or published the first book in that, on that topic. So, it’s actually resulted in a lot of people being interested and taking up this research, not just through me but it’s become, it’s one of those very timely topics 10 years ago and one of the things that they, that people are saying, or other researchers are saying is that this is a very new field. That tourism and film people didn’t do this until or travel to places because of a movie or TV until fairly recently. And I’ve always felt that’s very wrong. So my current project I’ve gone back to the beginning, the early days of the moving image, so right back to the beginning of film and I’ve been looking at the relationship between those films and subsequent films and television series as that’s developed over the past 100 plus years and, to look at the connection between travel and tourism which certainly is very evident there in the very early days of filming. So, so it’s just trying to prove the point that what we’re looking at here is not something new and neither is tourism as we all know.

Well the key outcome is to actually encourage people to understand, and not just academics, not just researchers but also the tourism industry itself, that this is not something new. It’s not, and it’s also not the great magic, magic bullet that’s going to solve everyone’s problems as well in terms of travel and tourism. And so I’m really hoping that they’ll, I’m, I’m actually speaking with a lot of destination marketing organisations to help them to understand that this is something that has been there for a long time and consequently they can develop their own projects, profiles, marketing around not just the new things that are happening but also the old things.

In terms of impact on society or community it does come back to what I was really just saying about destination marketing organisations and of course just simply looking back at the early days of film does not have a direct obvious link but through doing this work I’ve actually been asked to work with some research directors of the Hawaii Tourism Authority, for example, plus a few others to actually start to try and quantify what we’re talking about here which is very hard to measure something particularly in economic terms that is, can have such a long life but we are going to work together to try and do this and I think this will have a direct impact on policy making and on decision making at those sort of levels, and once again, one of my main or one of my main foci here is to look at these smaller, at smaller regional communities which is also why Hawaii is a good place to study. It’s quite large but it’s an island community and has quite specific needs as well.