Panthers and Places: Filmic Representation and Destination Image

By Hannes Engelbrecht

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“Advancing Research for tourism Growth and Development”

Department of Historical and Heritage Studies
University of Pretoria
Literature: Film Tourism
Literature: Narratives of Place
Literature: Place Brand / Destination Image
“the ultimate in tourism product placement [is] to place your destination in a film”.

“Fictional film productions tell universal stories which are highly emotional and have a wide reach. Destination marketing via film and TV is not perceived as promotion (below-the-line-advertising) and the advertising value equivalency (AVE) in film tourism commonly reaches a relation of 1:10 or higher.”

From: Film Quest – Destination Promotion Through Film by Roesch, S., (2017).
Destination Marketing Through Film
Components of Filmic Destination Marketing / Branding

Compiled from various sources and best practice examples
Framework for understanding film tourism

Nation Brand Hexagon

Film tourism marketing guidelines: Windows of Exhibition

- Before location filming
- During location filming
- After location filming
- Cinema Release
- Before the film’s release on DVD
- Before the first public television screening
- First public television screening

From: The Experiences of Film Location Tourists by Roesch, S., (2009).
The film tourism journey – South Africa proposal

Maps and ‘Text-Worlds’

‘[a]ll maps involve stories, in which there is both a narrative and discourse’ and ‘[b]oth maps and film assume and position audiences, ideologically as well as geographically’.

• Narrative diversity
• Considering the bigger picture
• Conceptual mapping
• Capitalising on cultural capital
• Maximising impact
• Creating and capitalising on emotional connections
• Translatability of national productions
• Changing internal perceptions
Creating an enabling environment for film
Co-ordination by DMO’s
Stakeholder involvement and collaboration
Building a strong national cinema
Practical

- Merger or formalised collaborative relationship between film commissions and DMOs
- Investment in young talent
- Adding fact to fiction
- Linking fact to fiction
- Negotiation of agreements with international studios
- Sponsorship of specific films by DMOs
ATL 1234
Wakanda
7:30 pm
Lesotho’s Influence In Marvel’s Wakanda: Black Panther

Ugandans claim Wakanda - Ethiopia’s real Wakanda

Welcome to Africa’s real Wakanda

'Wakanda Forever' - Straight Out Of Nollywood

‘Black Panther’ is full of drama... and a hilarious talking snake.
Thank You!