

The production of media destination images: actors and activities within the networks of the tourism and mass media industries

Kristina Lindström - Göteborg University

The present paper deals with the production of tourist destination images in the mass media's editorial material (i.e. journalism). It is based on the assumption that human mobility in tourism has become increasingly influenced by the representation of place in the mass media e.g. in travel reports. Further, mass media content concerning tourist destinations tends to be produced according to specific norms, that rather reflects the tourists' interests, than the complexity of tourist destination development.

The paper presents a case study analysing the complex relations between the key actors producing travel reports (and other media contents) about the Spanish island of Mallorca in Swedish mass media. A network approach is applied to the understanding of the structures and processes determining the mass media images of the tourist destination.

Preliminary results show that spatial proximity between actors in the production network is of vital importance for their ability to influence the mass media content. Further, the maintenance of personal informal networks seems to play a key role in the creation of a travel report. Finally, two categories of editorial cultures and policies are identified, on the one hand a pure market-driven one, and on the other hand, a more idealistic one.