



Touring the Screen: Touring the Screen: Tourism and New Zealand Film Geographies

Alfio Leotta

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Following the success of prominent feature films shot on location, including Tolkien's wildly popular *The Lord of the Rings*, New Zealand boasts an impressive film tourism industry. This book examines the relationship between New Zealand's cinematic representation - as both a vast expanse of natural beauty and a magical world of fantasy on screen - and its tourism imagery, including the ways in which savvy local tourism boards have in recent decades used the country's film representations to sell New Zealand as a premiere travel destination. Focusing on the films that have had a strong impact on marketing strategies by local tourist boards, *Touring the Screen* will be of interest to all those working and studying in the fields of cinema, postcolonial history, and tourism studies.

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