

TOURIST IMAGE AND MASS MEDIA

A Social Construction

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This article reviews image destination considering Niklas Luhmann social system theory. Particularly the construction of reality made by the mass media system is analyzed as the space where social imaginaries takes place for tourists based on the information featured in the media. In order to explain this construction every program of the mass media system was consider: advertising, entertainment, news and in-depth reporting which contribute in a different way to create tourism image destination, even though common operation for each program selection and information production was considered, besides actualization in the system and its function accelerating the speed of society. Therefore tourism image destination is a dynamic and complex social construction based on self-actualizations because of the information coming from the social system.

KEY WORDS: image, advertising, mass media, social systems.