

Media Content Analysis Impact

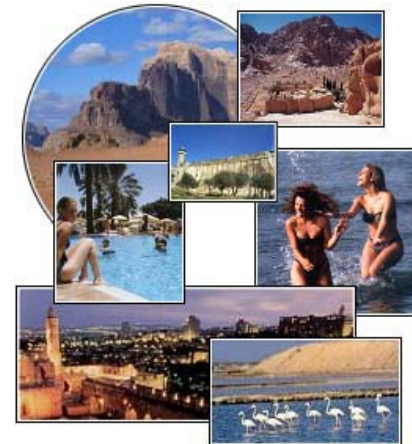
Media Coverage on Israel and it's impact on tourism

International Analysis of German, US, UK, South African and Czech media

TV Media image of Israel



Tourism in Israel



Does media image of the country influence tourism?

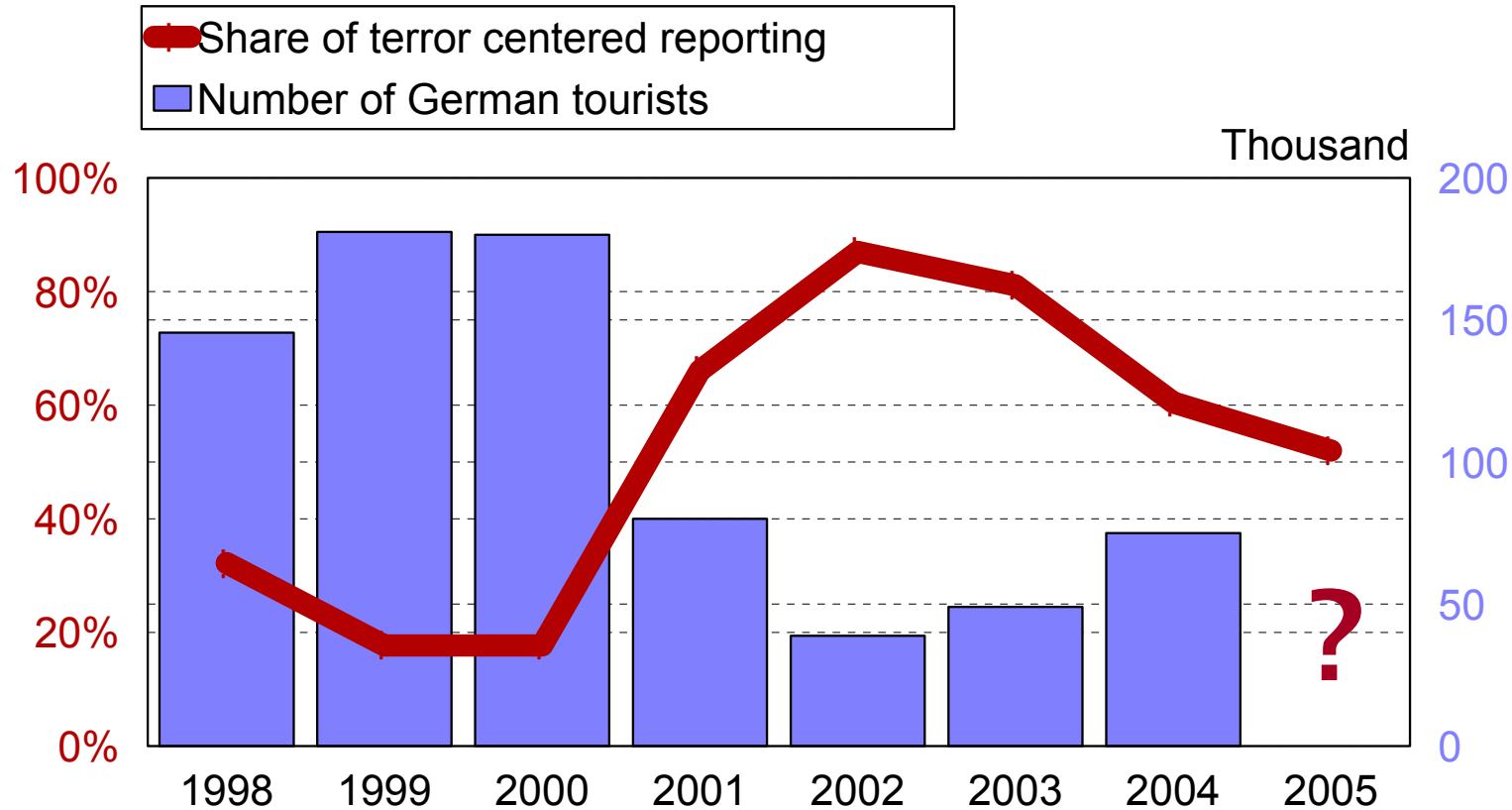
Media Image of Israel improved significantly over the last three years and consequently more German tourists are thinking Israel a good travel destination. According to Israel's Central Bureau of statistics, tourist arrivals in Israel increased in 2004 and especially in the first quarter of 2005. Why are people again finding Israel a good travel destination? One of the reasons may be the improvement in the country's media image in recent years. Media Tenor research institute has analysed German opinion leading media from 1998 to 2005 and came upon an interesting result. In 1999 and 2000 reportage on crisis and terror represented only 20% of the reporting on Israel. In the same years German tourist arrivals in Israel was the highest registered in the last seven years. The situation changed in 2001 when Ariel Sharon came to government. TV journalists changed the topic structure of their reportage, focusing instead on critical aspects while ignoring stories they formerly found newsworthy under the previous government. As many as 80% of all 2002 reports on Israel focused on terror attacks, bombs and suicide-bombers. It cannot come as a surprise then that viewers, who are entirely dependent on media coverage and can not assess the situation in Israel for themselves, abstained from what they must have perceived as a perilous journey. Tourist arrivals in Israel in 2002 fell by 78% when compared to 2000.

The fact that many investors and tourists stayed away can be interpreted due to the result of media's one-dimensional portrayal of Israel as a war-torn country. When after 2002 the media again began to change the structure of its topics and its ratings on Israel the tourism industry there began to see a slow recovery. The first results of an improved media image can be seen from statistics published by Israel's tourism Industry that show that tourist arrival have been increased since 2003. According to the Agenda Setting Theory, Media Tenor research institute predicts that tourist arrivals will continue to rise in this region in the months to come.

Media Tenor Research Institute analysed all reports focused on Israel and Palestine on 7 TV news bulletins from 01.01.1998-31.10.2005. (You can find the exact media set at the end of this report.)

Agenda Setting: Tourists react on TV reporting

Reports on terror vs number of tourist in Israel 1998-2005



Ministry of tourism offer only statistics for the 1st quarter 2005 which show increasing trend in tourism industry what support the theory of Agenda Setting.

Media Set

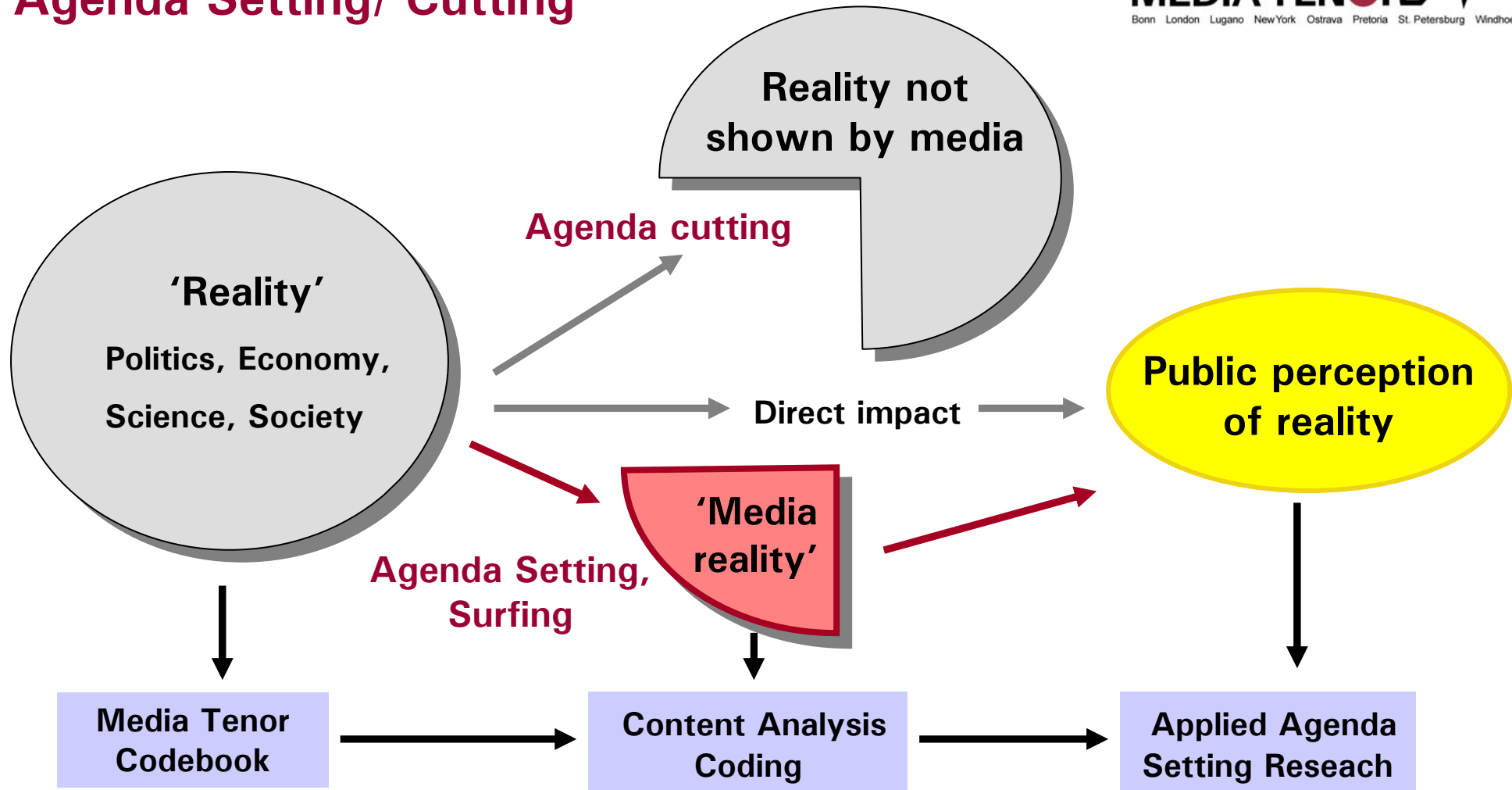
Media analysed: ARD Tagesschau and Tagesthemen, ZDF Heute and Heute Journal, RTL Aktuell, Sat.1 News, ProSieben Newstime

Time frame: 01.01.1998 – 31.10.2005

Analysis: : All reports focused on Israel and Palestine

Another sources: Central Bureau of Statistics, Israel;

Agenda Setting/ Cutting



Media Tenor compares relations between Reality- Media Reality - Public perception of reality. Its applied Agenda Setting research has proved that media shape peoples' minds, especially those with no direct connection to 'reality'. Topics not discussed in media proved to be irrelevant or less relevant for the public. Public opinion and behavior tend to follow media reporting.

7th International Agenda Setting Conference

11.10-13.10.2006

Once a year Media Tenor invites academics from various fields, including communication science and media analysis, to engage politicians, managers and journalists on the impact of media on the public opinion, based on Media Tenor's international research. Additionally we announce the Media Tenor Awards in different categories.

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