

Public Abstract

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FEATURE ARTICLES OF LEISURE TRAVEL MAGAZINES

Some scholars compare the contemporary interest in tourism and foreign travel to a pursuit of a lost sense of authenticity through foreign destinations thought to still contain authentic elements. In view of that, this qualitative frame analysis addressed the question of how the concept of authenticity is framed, or presented, within leisure travel magazines. Briefly, it was found that there are four primary textual frames applying to the concept of authenticity, all of which contain sub-frames that further narrow their usage. For example: one primary frame identified is that of authenticity as a way of life, which often manifests through the sub-frame of authenticity as a rural way of life. This study was able to identify several new frames pertaining to the concept of authenticity, and the detailed hierarchies of frames identified by this study should provide for future researchers a steadier groundwork for approaching a frame analysis of the concept of authenticity within travel journalism.

On a broader scale, this analysis also shows that these travel magazines primarily frame authenticity as being located within destinations and ways of life that reflect fewer aspects of the modern, urban or commercially developed world. The implication of this being that these travel magazines are, discursively, discouraging further development in the toured destination as it suits the needs of their audience. Furthermore, additional findings comparing treatment of Western and non-Western destinations suggest that these discursively significant processes are more associated with non-Western destinations than Western destinations. This is consistent with the historical trend within anthropological travel magazines to portray non-Western destinations in a manner that emphasizes difference and positions Western culture in a dominant sociopolitical position.