

How the Film Industry Changes Tourism?

Film Sektörü Turizmi Nasıl Değiştirir?

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ABSTRACT

Since its inception in 1895, the film industry has created many movies and TV programs over the past century. The film business, a globally significant sector, generates billions of dollars in economic value through direct and indirect contributions while providing employment opportunities for millions of individuals. The film business, being receptive to technological advancements and susceptible to the influence of social and cultural phenomena, has consistently garnered the most significant interest throughout human history. The intricate composition of this edifice has also played a crucial role in the flourishing tourism industry over the past century. Since the beginning of the 21st century, filmmakers have used films extensively to market and promote tourism destinations. The most tangible of these contributions is film tourism, considered one of the types of cultural tourism. Film tourism refers to the tourist interest and demand for destinations that are the subject of movies and television series. In recent years, the locations where famous movies and TV series are shot have become one of the most critical factors in determining holiday destination preferences. Destinations that increase visual richness and attractiveness for the film industry have become centers of attraction around them due to their inclusion in films or TV series, which increase national and international tourism movements and revenues. In this study, studies on the effects of the movie industry on tourism were investigated. The literature review in this context revealed the positive or negative consequences of a destination being featured in movies or TV series, the strengthening of destination marketing activities through film tourism, and the relationships between the film industry and the tourism sector. As a result of the examinations conducted in the study, film tourism has economic, social, and cultural impacts on destinations.

Keywords: Film Tourism, Destination Marketing, Cultural Tourism, Film Industry

ÖZET

İlk sinema filminin çekildiği 1895 yılından günümüze kadar geçen yüz yılı aşkın süre içerisinde yüzbinlerce film ve dizi içeriği üretilmiştir. Tüm dünya genelinde önemli bir sektör haline gelen film endüstrisi, yarattığı doğrudan ve dolaylı katma değerler ile milyarlarca dolar ekonomik büyüklüğe sahip ve milyonlarca kişiye iş olanağı sunan bir yapıdır. Dünyadaki tüm teknolojik gelişmelerden faydalanan, tüm sosyal ve kültürel olaylardan etkilenen ve etkileyen, insanlık tarihi boyunca en çok ilgi çeken sektör olan ve karmaşık ve kompleks bir yapıya sahip olan film endüstrisi benzer şekilde son yüz yıl içerisinde yıldızı parlayan turizm sektörüne de önemli katkılar sağlamaktadır. Film yapımcıları, 21. yüzyılın başından bu yana turizm destinasyonlarını pazarlamak ve tanıtmak için filmleri yoğun bir şekilde kullanmaktadır. Bu katkılarının en somut olanı kültürel turizm türlerinden birisi olarak kabul edilen film turizmidir. Film turizmi en genel anlamda, filmlere ve televizyon dizilerine konu olan destinasyonların turistik olarak ilgi ve talep görmesini ifade etmektedir. Son yıllarda popüler filmlerin ve dizilerin çekildiği yerler tatil destinasyonu tercihlerini belirleyen en önemli faktörlerden birisi olmuştur. Film endüstrisi için görsel zenginliği ve çekiciliği arttıran destinasyonların, filmlerde veya dizilerde yer almaları sonucunda etraflarında oluşan çekim merkezleri ulusal ve uluslararası turizm hareketlerini ve gelirlerini artırıcı etkiye sahip olmuştur. Bu çalışmada film sektörünün turizme etkilerini içeren çalışmalar araştırılmıştır. Bu kapsamda yapılan literatür incelemesi sonucunda, bir destinasyonun filmlerde veya dizilerde yer almasının sebep olduğu olumlu veya olumsuz sonuçlar, film turizmi aracılığı ile destinasyon pazarlaması faaliyetlerinin güçlendirilmesi ve film endüstrisi ile turizm sektörü arasındaki ilişkiler ortaya koyulmuştur. Çalışmada yapılan incelemeler sonucunda film turizminin destinasyonlar üzerinde ekonomik, sosyal ve kültürel etkilere sahip olduğu görülmüştür.

Anahtar Kelimeler: Film Turizmi, Destinasyon Pazarlaması, Kültür Turizmi, Film Endüstrisi

INTRODUCTION

The extensive and rapidly evolving processes of globalization transformed the tourism industry in the early twenty-first century. As a result, travel became more accessible and affordable for people from all walks of life. This led to a significant increase in tourists worldwide and a diversification of travel destinations and experiences. The emergence of new postmodern tourism approaches that offer creative and varied tourist offers to the tourism market has complemented traditional tourism types and products. One of these novel forms of tourism is film tourism, a significant new trend in travel where movie inspiration directly influences travelers' destination choices. The tourism industry constantly creates new markets to meet changing tourist demands, including "film tourism". Tourism and the film industry are primary sectors that provide opportunities to witness and learn while immersing oneself in novel experiences and entertainment.

The influence of films on individuals' conduct after watching them has been extensively debated in academic circles. Academics in media and tourism studies propose that films and other forms of screen media can construct intricate fictional realms and amplify the recognition and attractiveness of filming sites through visual representation. (Reijnders 2011; Beeton 2016; Liu & Pratt, 2019). Film tourism owes its growing popularity and demand to the rise of international travel and the growth of the entertainment industry (Hudson and Ritchie 2006a: 256). Although there has been an increase in film tourism and a greater recognition of the connection between cinema and tourism, along with the use of film tourism in destination marketing, there is still a need for a more comprehensive understanding of its implications. Despite the substantial long-term advantages of film tourism, some tourism organizations and film producers have yet to fully exploit its potential due to a dearth of comprehensive information, studies, or proof elucidating the potential benefits of film tourism (Hudson, 2011: 165). Organizations related to films also contribute to the economies of countries. Although the central theme of film tourism is tourist visits to specific destinations, its scope is quite broad. Film premieres and award ceremonies, film festivals, famous houses, haunts, tour organizations to locations that are the subject of the film, watching film shootings, film-attraction themes, and visits to studio sets are considered within the scope of film tourism (Connell, 2012: 1013). For example film festivals assist filmmakers and local and international projects throughout or following their production stages. However, neither objective standards nor hierarchical production procedures determine the distribution of these limited sources (Kaya, 2020: 117).

Destinations can only gain emotions, thoughts, and, therefore, attraction in people's minds through their stories. This is where film can come into play as a highly successful narrative art in establishing a relationship between place and signifiers. The film might offer insights into specific facets of the country, such as its natural environment, cultural heritage, and inhabitants, which shape the formulation of views about the destination. Enthusiasm for the place and its favorable reputation can ultimately result in a physical visit to that location (Işıkman, 2022: 1621). This study examines the literature on film tourism, which is accepted as an alternative type of cultural tourism that has become increasingly important in recent years. A general evaluation has been made of the concept and development process of film tourism and the effects of film tourism on destinations.

FILM TOURISM

According to Beeton (2016), tourism can serve as a catalyst for peace and an economic and social catalyst that promotes diversity. Additionally, tourism can either unite or divide communities. He contended that in the 20th century, film and television emerged as widely utilized communication mediums, significantly impacting the tourist sector by incorporating visual representations of travel. Films serve as a valuable resource for showcasing various countries' social, cultural, and geographical attributes. It has a more significant impact on changing the perception of locations and motivating people to travel in comparison to traditional forms of media promotion. Images can effectively communicate significant information about tourist locations to a large audience. This can lead to forming first impressions or modifying existing perceptions about these destinations (Wen et al., 2018: 211).

Destinations and their images are fundamental to tourism practices (Williams, 1998: 172). Destinations and their visual representations are essential in tourism (Williams, 1998: 172). Film tourism is the practice of tourists going to a location just because it has been featured in a film, TV show, or other popular media (Hudson & Ritchie, 2006a: 256). "Film tourism is a tourist activity induced by the viewing of a moving image, is accepted as encompassing film, television, and pre-recorded products, and now extends to digital media"

(Connell, 2012: 1009). A definition of film tourism, in contrast, is "the visitation of a site or a location that is or has been used for or is associated with filming" (Buchmann et al., 2010: 233).

Films aren't made to draw in tourists; rather, they subtly encourage viewers to visit a location as part of the film's message (Hudson et al., 2011: 177). Film and television tourism originated in Europe and America. The research system for film and television tourism research is comprehensive and extensive. Academics have extensively examined and scrutinized historical serials' pertinent theories and principles. Upon examining the literature, it becomes evident that several studies on the portrayal of cinema and television tourism and tourist locations are being conducted in different nations (Askanova, 2021: 9). Film and TV shows and tourism are getting more and more attention in the literature. Since its emergence, the concept of film tourism has been used by different authors with different names in studies, even though it has a similar meaning. As a result of the increasing number of television series, documentaries, or video-induced content produced every year, it has attracted the attention of researchers, and the concepts of film-induced tourism, media-induced tourism, media-related tourism, screen tourism, movie tourism, cinema tourism, cinematographic tourism and television tourism have emerged (Riley et al., 1998; Busby & Klug, 2001; Mordue, 1999; Rosado & Querol, 2006; Beeton, 2001; 2006; Iwashita, 2006; Hudson, et al., 2010; Tuclea & Nistoreanu, 2011; Busby, Marin et al., 2021; Huang, & Jarman, 2013; Lee & Bai, 2016). The most general definition, which encompasses different nomenclature and definitions in the literature, is that film tourism refers to "tours to production studios, including film-related theme parks, as well as locations where films and TV programs are shot" (Beeton, 2005: 11).

Films are considered independent sources of information and are thus regarded as less biased than conventional ads. As a result, audiences generally consider them more trustworthy sources, leading to a more robust and longer-lasting impact on destination images (Kim & Richardson, 2003; Beeton, 2016; Hudson & Ritchie, 2006a, 2006b; Haddad, 2023; Shani et al., 2009; Hudson, et al., 2010; Hudson et al., 2011). Hudson et al. (2010) observed that movies hold the second most influence on people's decision to travel to a specific nation, following family, friends, and the internet. In their study, they stated that a movie can strongly influence destination image and travel decisions. Therefore, it contributes to tourism marketing and film tourism (Hudson et al., 2010:178). So, from the point of view of tourism destinations, film-related promotion can be seen as an effective way to make potential tourists more aware of the destination by showing them the features of film-related tourism products and adding film-related elements to the destination's image (Cardoso et al. 2017: 24). Public institutions, private businesses, and the public should collaborate to promote destination promotion through film tourism. Public institutions and tourism associations support filmmakers, while public authorities provide funding and set up filming platforms. Tourism committees promote destinations through film maps and promote places for tourists (O'Connor, 2011:113).

When the scientific studies on this type of tourism are examined, some approaches deal with different aspects of film tourism. These aspects of film tourism can be listed as follows (Tuclea & Nistoreanu, 2011: 27-28; Marin et al., 2021: 378):

- As part of a more extensive vacation: A tourist goes to a film location or takes part in a video tour without knowing where they are going.
- As the main object of particular interest: Places and holidays are booked due to their image in the movie.
- As the strength of the vacation: Natural landscapes, historical sites, and actors can all be very interesting because of their beauty.
- As a place where Filming is supposed to have taken place: filming locations are visited, even if the movie presents a different reality.
- As part of a romantic vacation: tourists visit places shown in movies as unique, warm, and loving.
- As an escape: tourists want to escape from the reality of everyday life temporarily.
- Commercial form: The film industry's appeal Tourism developed promptly following the completion of filming—guided tours showcasing various filming locations. Specialized excursions to designated destinations, frequently conducted on exclusive properties.

- Unique events: Film festivals, premieres, besides Hollywood.
- Wrong identities: Film tourism covers both filming locations and filming locations where the movie's action takes place, but no filming was done.
- In the studio or film studio theme park: Industrial film studio tours.
- In a destination: Film tourism as a vacation or a religious journey,
- As the first motivator of the trip: Film tourism related to celebrities, nostalgic film tourism.
- Armchair form: Travel TV shows take viewers to different parts of the world, and food shows take viewers on culinary adventures.

Film tourism is a popular form of vacation where tourists visit film locations or participate in video tours without prior knowledge of the destination. The tours can be commercial, encompassing visits to various filming locations and guided excursions to specific sites, frequently on privately owned land. Film tourism encompasses several activities, including attending film festivals and premieres and visiting locations where filming is thought to have occurred or where the movie's storyline is set, even if no actual filming took place. Film tourism can also occur in the studio, such as at theme parks and industrial film studio tours. It can also be a destination, such as a holiday, pilgrimage, or the first motivator of the trip. Film tourism can also be an armchair form, with gastronomy and travel TV programs serving as successors to travel guides. Film tourism offers a unique and memorable experience for tourists seeking a temporary escape from everyday life. Film tourism offers numerous benefits for destination planners, marketers, and managers, including increased recognition, attraction, and economic benefits. To maximize these advantages, destination marketing campaigns should focus on the entire film cycle, from pre-production to post-production. This includes encouraging regional locations, generating media publicity, implementing post-production marketing initiatives like film-themed festivals, and utilizing peripheral marketing strategies to maximize the potential of film tourism. By promoting regional locations, destination marketing campaigns can showcase the unique landscapes and cultural aspects that attract filmmakers. This boosts tourism and highlights the destination's authenticity and diversity. Additionally, organizing film-themed festivals or events related to the movies shot in the area can create a sense of excitement and engagement among tourists, further enhancing the economic benefits of film tourism (Beeton, 2005; Huang, & Jarman, 2013; Hudson & Ritchie, 2006a; Grihault, 2003; Lee & Bai, 2016; Olsberg, 2007; Macionis, 2008).

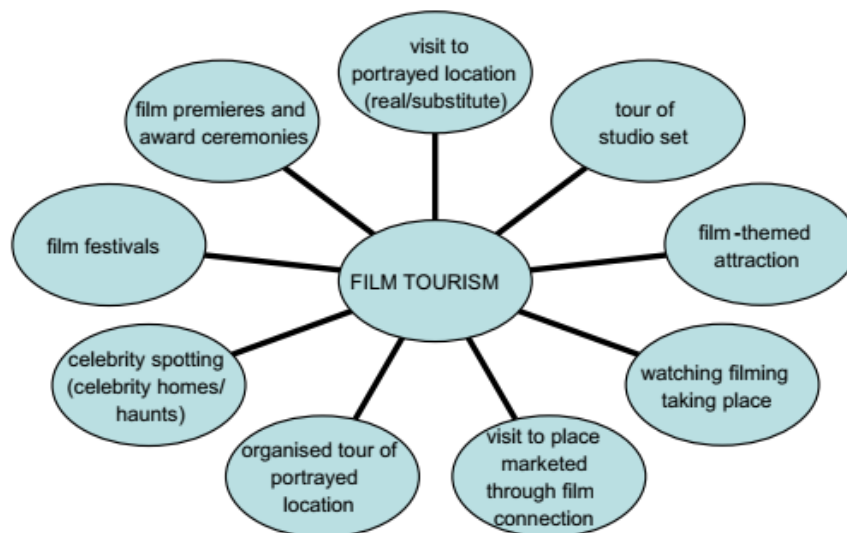


Figure 1. The Scope of Film Tourism

Source: Connell, 2012: 1010

Additionally, film tourism involves participating in organized tours of film locations, celebrity homes, and other sites associated with films. It may also involve attending film festivals or traveling to destinations for film premieres, either to watch the film or to witness the arrival of film celebrities. Nine film tourism approaches are frequently utilized. The film is being marketed as a standalone attraction, with film tourism being a prominent aspect of vacations. Film tourism is also being promoted as the main reason for visiting certain places, with the private sector offering specialized packages for this purpose. Additionally, there are specific film tourism icons that tourists can visit as the main highlight of their trip. Film tourism is also associated with romantic views, as well as with film tours and pilgrimages. Finally, some people engage in film tourism for nostalgic or escapist reasons (Busby & Klug, 2001:317).

Table 1. Impact of the Film on Tourism and Recreation

POSITIVE	
Economic	Expands the seasonal nature of tourists and activities. Diversifies local income and opportunities.
Social	Enhances general public health. It introduces people (through tourism) to "new" activities in a safe environment. Enables film companies to contribute to local projects. Improves community pride and cohesion.
Environmental	Increases environmental awareness in tourists. Increases environmental awareness in local people.
NEGATIVE	
Economic	Reallocation of governmental funds, except for basic health and education. Financial gain restricted to certain segments of society.
Social	Conflict with existing recreationalist visitors Change in the ambience of the place (noise, crowding, pollution, etc.) Social segregation - jealousy against financial gainers Tourists expecting friendly locals to behave like in the movie Security problems caused by inexperienced people who think they are movie heroes Tourists performing inappropriate roles
Environmental	Environmental impacts of crowding and inappropriate recreational activities Change of location to resemble a movie set

Source: Beeton (2009)

Beeton (2009) tabulated the effects of films on tourism and recreation under two main headings: positive and negative. Positive and negative impacts are subdivided into "economic," "social," and "environmental" impacts (Beeton, 2009: 234). These categories allow for a comprehensive analysis of how films can influence tourism and recreation. By examining the economic, social, and environmental impacts separately, Beeton's tabulation provides a clear understanding of the overall effects of films in these areas. This comprehensive analysis is essential for policymakers and industry professionals to make informed decisions about promoting and managing film-induced tourism and recreation. It helps identify the potential benefits and drawbacks that films can bring to a destination, allowing for strategic planning and mitigation measures to be put in place. Additionally, Beeton's tabulation provides a valuable framework for future research, enabling scholars to build upon her work and further explore the complex relationship between films, tourism, and recreation.

If the film industry and the tourism sector are considered both separately and as a whole, there are many stakeholders directly and indirectly affected by the synergy created by film tourism. Stakeholders in issues related to film tourism are divided into five main groups (Heitmann, 2010: 39):

- The film industry determines the feasibility and location of film production. The film business concentrates mainly on the film itself and limits the production of the film; they are interested in something other than the area or the influence the filming has on the place.
- Destination marketing organizations are responsible for initiating comprehensive marketing campaigns and generating awareness for the film. Despite frequently collaborating with the

film industry, including during the initial phases, they have limited influence over the content of the films and the portrayal of locales within them.

- Tourism enterprises are deeply ingrained in the local community and monitor the appearance and conduct of visitors while they are in those areas.
- Locals serve as the communities' representatives. They have a significant role in establishing genuineness. They serve as a narrative device but exert little influence on the conveyed tale.
- Tourists are those who are motivated to travel as a result of films.
An overarching segmentation, however, reveals that not all tourists visiting a film site are principally there to view the location itself. Some happen to be there by chance, while others have the film location as their sole and primary goal.

Film Tourists

Film tourism motivates or attracts potential tourists by presenting a particular destination through audiovisual media, such as movies. Film tourists are those who go to a movie or TV series site as part of their travel plans (Chien, 2018: 2). Film tourists engage with recognizable signs and symbols depicted in the film, often in settings that alter and rearrange the film's storyline (Carl et al., 2007: 51). Film tourists are those who go to locations that have been featured in films. They frequently draw inspiration from the movies they watch and want to visit the locations in person (Busby & Klug, 2001: 316). In general, the success of movie locations depends on the success of the movies, and in this context, some movie locations have been much more successful than others in terms of the number of tourists. In this respect, there is a proportional relationship between the number of people who watch the movie and the number of tourists who prefer the destination. During their vacation, tourists often find themselves immersed in a realm that blurs the boundaries between fictional and real cultures and destinations they encounter. Movie tourism is driven by travelers' desire to immerse themselves in an intermediate realm and encounter the cultural environments depicted in films. The landscapes depicted in films serve as tourism attractions, raising awareness among potential tourists and guiding them toward a specific destination (Carl et al., 2007: 51). Hudson and Ritchie (2006b) argue that in order for films to influence tourist flows to a destination, certain film-based success factors need to be in place. These factors can be listed as "the success of the movie in terms of viewership numbers, a clear understanding of the destination in which it was filmed, the related destination being accessible and unspoiled, stimulating the tourist's desire for exploration, creating emotional closeness, the strong connection of the story with the destination, and the movie/series staying on the screen for a long time" (Hudson and Ritchie, 2006b: 390). The reasons why tourists visit movie destinations are as follows (Busby & Klug, 2001: 324):

- Following in the footsteps of their favorite actors.
- Locating themselves in the place of the movie.
- Visiting the estates in a movie after seeing it only for their historical significance.
- To visit places featured in adaptations of literary classics.
- Attractive backdrops attract overseas tourists and want to visit them.
- Very loyal followers of popular TV series want to see the series' locations.

Various film tourist groups possess distinct motivations, but the primary demographic of film tourism comprises individual visitors, typically avid fans of a particular film, who traverse the globe in pursuit of their beloved characters. These enthusiasts are known as "fanatics" because of their fervent dedication and enthusiasm for the film. They engage in various activities such as visiting filming locations, attending conventions and cosplay events, and participating in discussions with fellow enthusiasts to immerse themselves in the world of their cherished film completely (Morozova & Yankovich, 2020: 23).

Seongseop and Sangkyun (2018) found that viewers' preferences for events, tour programs, and products sold at the movie tourism destination might change after watching a movie (Seongseop & Sangkyun, 2018: 288). Movies attract different kinds of tourists who are not usually interested in seeing historical sites, so the

demographics of the site's visitors might shift along with the surge in popularity (Liu & Pratt, 2019: 498). These new visitors may be more interested in experiencing the locations and activities depicted in the movie, such as visiting iconic filming locations or participating in themed tours. This shift in visitor profile can also lead to an increase in demand for movie-related merchandise and souvenirs at the movie tourism destination.

Yen and Teng (2015) state that fans' perceptions of famous people in films significantly impact their vacation choices and planning. As studies on film tourism have shown, celebrities play a huge influence in deciding where tourists go (Glover, 2009; Yen & Teng, 2015; Lee & Bai, 2016; Yen & Croy, 2016). Film and TV series fans may visit the places they see on the screen, act, imitate, or dress like the actors and characters in the series and movies, and buy jewelry/clothing or symbols of the actors and characters. Fans of these films seek to fully engage in the world of their favorite films and experience the enchantment they encounter. (Beeton, 2006: 182). While a typical tourist influenced by films may be more drawn to the innovation, a fortuitous form of film-inspired tourist may specifically visit a location featured in a film. Viewers may also establish an emotional connection with the film by projecting themselves into the same circumstances as the main characters. The narratives, renowned film performers, and technological enhancements might significantly shape the virtual encounters of viewers with various destinations, subsequently impacting their decisions to visit the actual filming sites. As a result, a variety of themes-including romance, history, science fiction, fantasy, action, and even education-can stimulate film-induced tourism (Hua, 2021: 11).

FILM TOURISM AND DESTINATION RELATIONS

Film tourism significantly boosts location visibility and market appeal and attracts tourists by influencing their choice of vacation spots. It allows travelers to immerse themselves in the settings depicted in their favorite films, fostering connection and excitement. Additionally, film tourism boosts local economies by increasing visitor spending on lodging, food, and memorabilia. In destination promotion, the films serve a variety of purposes, including introducing viewers to a destination, spreading knowledge about it, crafting sophisticated visuals, generating expectations for potential experiences, swaying judgments, and offering chances for the film to be customized (Croy, 2011; Croy & Heitmann, 2011). Films show possess a heightened ability to generate curiosity about visiting a specific location compared to conventional methods of promoting tourism. The waning efficacy of traditional advertising methods has spurred the growth of this alternative promotional approach, and marketers increasingly recognize that employing destination marketing communication strategies can yield more success, sharper targeting, increased sophistication, and a broader reach. An essential visual placement in the background can be as powerful as a heavily integrated placement (Hua, 2021: 2). One of the most essential advantages of movies in destination marketing is that their positive impact lasts for a long time. Films can capture the beauty and uniqueness of a destination, showcasing its attractions and culture in a visually compelling way. This leaves a lasting impression on viewers and inspires them to visit the destination, creating a long-term positive impact on tourism (Hudson & Ritchie, 2006b: 388).

Hudson and Ritchie (2006a) list five main things that destination managers and tourism stakeholders should do to encourage film companies to work in the region in order to develop film tourism in the destination:

- **Destination Marketing:** These are the marketing activities that occur before, during, and after the launch of the film product.
- **Destination Attributes:** These are specific factors specific to the destination, such as brand and landscape.
- **Film Specific Factors:** The success of the movie and identifiable locations.
- **Location Feasibility:** Taxes, labor, and resources.
- **Film Commission and Government Efforts:** Tax breaks, lobbying, scouting, etc.

The phenomenon of film tourism has gained significant traction in recent years. By leveraging its media image and embracing tourism as a thriving global industry, a location can alter people's impressions of the place and boost its economy tremendously (Bolan & Kearney, 2017: 210). Riley and Van Doren (1992) determined that the three essential factors for a movie's success are pivotal in stimulating film tourism. The traits in question include distinctiveness, status, and timely importance. According to Riley and Van Doren (1992: 269), a movie

possessing these characteristics can enhance the tourism prospects of a location. The possible effects of cinema indicate that film tourism, like any other kind, should be carefully regulated to promote optimal and sustainable utilization for the place and its residents. According to Croy (2010: 22), all films and other fictional media could potentially benefit the destination and community. Film tourism can give a local community a crucial economic advantage by helping it survive the adverse impacts of decreasing tourism income. Film settings mitigate the problem of seasonality in the tourism business by providing attractions that can be enjoyed throughout the year, regardless of weather conditions (Niziol, 2015:153). Although movies can serve as powerful marketing tools and help raise awareness of a destination, as well as enhance its image by showcasing its unique features and attributes on screen, it is essential to note that both the film industry and the subsequent increase in tourism activity can exert pressure on the destination's natural and cultural environment (Heitmann, 2010:36). The pressure above can give rise to a multitude of issues and have significant effects on the sustainability and authenticity of the destination.

The analysis by Marin et al. (2021: 381) identifies four sorts of marketing actions that destinations might do to boost tourism. These activities are based on the best marketing aspects that attract tourists to visit sites featured in or mentioned in movies (Marin et al., 2021: 381):

- Advertising campaigns to support the movie's post-production location;
- Extraneous promotional efforts that leverage the movie's tourism potential;
- Initiatives aimed at producing media advertising related to film;
- Advertising the location or point of interest where the movie's action took place;
- Aggressive campaigns to persuade studios and producers to shoot in a particular area.

Initial research on film tourism within the tourism industry mainly concentrated on quantifying the number of individuals who visited locations that appeared in movies. The objective was to establish empirical proof of the significance of this emerging area of study (Beeton, 2010: 1). Prior research has examined the effects of film tourism on the communities that host it, as well as the motivations and experiences of individual tourists at film tourism destinations. It has also explored how film tourism can enhance the image of a destination and influence tourists' intentions to visit in the future (Seongseop et al., 2019: 237). Heitmann (2010) has investigated film tourism about tourist motivation due to its considerable marketing potential.

Films influence the way potential visitors perceive destinations. The influence of cinema on places can be both beneficial and detrimental. The advertising of prominent locations has a positive influence, leading to an increase in visitor numbers. The use of substitute places in movies might have negative implications, particularly when the images portrayed in the film do not accurately represent the actual site (Moulay & Iflahen, 2023: 236). Table 2 shows the changes that some movies have made to the destination after their release.

Table 2. Changes in the Destination after the Release of the Films

Name of Movie/Series	Year	Destination	Impacts after the Release
Dallas	1978	Southfork Ranch, Dallas, USA	500000 visitors every year.
Field of Dreams	1989	Iowa, USA	In 1991, visits rose steadily by 35%.
Dances with Wolves	1990	Fort Hayes, Kansas, USA	An increase of 25% compared to 7% in the previous 4 years.
The Last of the Mohicans	1992	Chimney Rock Park, North Carolina, USA	Each year after the release, the number of visitors increased by 25%.
Four Weddings and a Funeral	1994	The Crown Hotel, England	The hotel where the movie was shot was fully booked for three years.
Braveheart	1995	Wallace Monument, Scotland	The number of visitors increased by 300% from 40000 to 126000 after the release.
Saving Private Ryan	1998	Normandy, France	American tourists increased by 40%.
Mission: Impossible II	2000	National Parks, Sydney, Australia	Tourism data showed a 200% increase in 2000.
The Beach	2000	Thailand	In 2000, the youth market increased by 22%.

Harry Potter Series	2001-2011	Different places in the United Kingdom	The number of visitors increased by an average of 50% in all locations where the film was shot.
The Lord of Rings	2001-2003	Matamata, New Zealand	The government and travel companies increased their promotional activities. The number of tourists and tourism revenues increased.
Troy	2004	Dardanelles, Türkiye	Visitor numbers increased by 73%.
Robin Hood	2010	Nottingham Castle Sherwood Forest, England	Compared to the year before the screening, there was a 5.5% increase in general visitors and a 7% increase in international visitors.

Source: (Carl et al., 2007; Horrigan, D., 2009; Månson & Eskilsson, 2013; Niziol, 2015).

Although movies can bring about numerous beneficial impacts on a place regarding economic and cultural values, destination knowledge, and image, it is crucial to evaluate the disadvantages they may entail thoroughly. Commonly, they encompass the erosion of privacy, challenges residents face in accessing nearby amenities, traffic gridlock, and the devastation of the natural surroundings (Hudson and Ritchie, 2006a: 261). The current evidence is primarily anecdotal, indicating that popular movies can attract tourists who are passionate fans or interested viewers. Specific anecdotes pertain to significant blockbusters, while others are exclusive to smaller, niche screen productions. Nevertheless, despite the anecdotes and conviction around tourism, some unresolved problems regarding the essence of this impact require thorough answers. These questions include (Tuclea & Nistoreanu, 2011: 25-26):

- What kind of films successfully convert viewers into tourists?
- What is the duration of this effect? Does the film's impact on tourism merely continue as long as the film remains renowned, or does it have a longer enduring influence?
- Which destinations have positive effects from the influence of tourism? Referring to the specific areas where filming occurs or the broader regions associated with the filming industry
- What strategic and collaborative approaches can be employed to promote and manage film tourism efficiently?
- What best practices should film and tourism professionals follow when collaborating?

An optimal approach for film and tourism experts to operate together entails the establishment of robust partnerships and collaborations. This involves completing a comprehensive study on the potential ramifications of filming locations and developing focused marketing initiatives to entice tourists. Moreover, it is crucial to guarantee that the local population reaps the advantages of the surge in tourists by engaging them in the procedure and endorsing local enterprises. In addition, film tourism's successful marketing and management necessitate ongoing monitoring and evaluation. This facilitates comprehension of the enduring ramifications of tourism and enables the implementation of the requisite adaptations to maintain tourists' engagement. Through implementing these tactics, film tourism has the potential to enhance local economies and generate a long-lasting influence on places across the globe.

RESEARCH METHODOLOGY

Research Design

This study aims to generate a comprehensive understanding that will significantly impact existing knowledge on film tourism using up-to-date data. This study analyzes the film industry's impact on tourism by utilizing secondary data sources. This study is also a conceptual investigation that utilizes descriptive analyses and document analysis, which are qualitative research methodologies. It is crucial for uncovering broad patterns related to emerging trends in film tourism. This study included different methodologies, including literature review and, analysis of international case studies, for a film-based tourism sector. Extensive research findings on the influence of films on tourism have led to the formulation of recommendations for enhancing the tourism landscape. Researchers (Karpovich, 2010; Heitmann 2010; Marin et al., 2021; Domínguez-Azcue et al., 2021);

in the field of film tourism have examined the following directions as research criteria for this study. The main question of this study:

- How does film tourism affect the tourism sector and stakeholders?

Findings

The growth of the film industry and international tourism have led to the global phenomenon of film tourism, which involves visiting sites where renowned movies or television series were filmed. This has significantly influenced the local economy, providing income for local enterprises and creating employment opportunities in the hospitality, transportation, and tour-guiding sectors. In order to answer the main question of the research, "How does film tourism affect the tourism sector and stakeholders?" studies in the literature were examined. The results obtained from these studies (Hudson & Ritchie, 2006a, 2006b; Macionis, 2008; Beeton, 2001, 2006, 2009; Connel, 2012; Yen & Teng, 2015; Morozova & Yankovich, 2020; Vila et al., 2021; Blanchet & Fabry, 2020; Dela Cruz & Lacap, 2023) are given under the headings "The Economic Capacity of Film Tourism," "The Effect of Film Tourism on the Image and Reputation," "Film Tourism as an Alternative," and "Negative Impacts and Undesirable Situations of Film Tourism."

The Economic Capacity of Film Tourism

- Films can catalyze inspiring people to go to specific destinations.
- Films can potentially increase people's knowledge and interest in specific places, influencing their decision-making when planning a trip.
- Film, including its various components such as landscape, plot, and characters, can be seen as a compelling force that attracts individuals to visit a site depicted in a film.
- The majority of tourists view the film as a secondary motive or contributing factor rather than a critical motivator for visiting film locales. Tourists typically visit a destination for several reasons, and filming is often one of them. Film tourism is typically a secondary tourist activity. The motive behind film tourism is complex and has multiple dimensions.
- Pull Factors (Film attributes): Location, acting, and character.
- Internal reasons for migration include novelty, prestige, and personalization.
- Among the most popular things to do and see at film locations are taking pictures, reliving scenes, soaking up the ambiance, taking guided tours, and buying souvenirs.
- A "Film Tourist" frequently visits film locations inspired by movies, takes special trips, plans future vacations, and relives scenes and visits favorite stars.
- This little excerpt proved that film is the main and distinct driving force; consequently, only those people can be called genuine "Film Tourists".

The Effect of Film Tourism on the Image and Reputation

- Film tourism can raise destinations' profile among tourists, increasing the likelihood that they will visit.
- Film tourism can significantly boost tourist awareness and visitation by appealing to three core motivational factors: "Novelty, Prestige, and Personalization," which are essential for the tourism industry to attract tourists to a destination.
- Marketers value visual pictures in films as effective instruments for promoting tourism attractions and destinations. Film promotion employs visual and emotional appeals to entice potential tourists and offer them a preliminary experience of the attraction or destination.
- Film-induced vocal effect pertains to using language, sound, and music in a film to incite viewers' inquisitiveness and fascination towards a tourist place. The impact of sound and music on an individual's perception is widely acknowledged.

- Celebrities influence both the choice of vacation spot and the actions planned by those taking the trip in the context of film tourism.

Film Tourism as an Alternative

- Film tourism is a significant addition to tourism experiences, often attracting incidental tourists rather than those traveling on general routes. Destinations should consider clever promotion, packaging, and marketing strategies to attract this segment, including specialized interpretation at film sites and merchandise associated with the film. Film tourism serves as a tourism product diversification for destinations and an add-on visitor experience.
- Novelty motivations can be achieved by offering unique film-based attractions or activities at identified film sites, providing tourists with a unique and distinctive experience. These site-specific activities offer a unique tourism experience that cannot be found elsewhere.

Negative Impacts and Undesirable Situations of Film Tourism

- The overcrowding of roads and parking lots caused by an increase in the number of vehicles and bus groups;
- Inability to accommodate the visitation demand;
- Lack of awareness or preparation on the part of destinations regarding an unexpected surge in visitors interested in a specific aspect of the location;
- Impacts on residents, including privacy and parking issues;
- Insufficient supply of jobs to maximize economical utilities and deal with incoming demand inbound tourists;
- Over-commercialization of a destination through film footage; replacing the existing tourism market with a different market that is less profitable or less desirable;
- Theft of filmmaking materials and heightened security concerns;
- Cultural and spatial appropriations leading to host-guest conflict;
- Increased seasonal nature depending on the market;
- Tourism activities concentrated in one area of a destination;
- Difficulty in meeting future demand for tourism and an excessive focus on the concept of movie tourism.

CONCLUSION

The entertainment industry's expansion and international travel drive film tourism, a global phenomenon. One of the main reasons for the dramatic increase in tourism is the film industry, which significantly impacts the local economy. Film tourism is a growing trend where people visit destinations featured in popular films. This form of cultural tourism has gained popularity due to its potential to boost local economies and enhance a place's image and perception. Understanding film tourism's concept and development process is crucial for destination management organizations and policymakers to capitalize on this growing trend.

Film tourism has been a prominent and expanding study area within the tourism research field. This innovative and competitive strategy is widely acknowledged as a catalyst for tourist development in various destinations, as reflected in tourism strategies and plans. The tourism literature commonly acknowledges that the destination image significantly impacts travelers' selection of a location. The higher the degree of alignment between the destination image and the tourist's expectations, the greater the likelihood of it being selected as a destination choice. The film can impart knowledge to tourists regarding specific facets of the place, such as its

natural surroundings, cultural heritage, and the local populace, influencing attitudes towards the area. Location managers and stakeholders should regard movies as an integral part of managing the image of a location. Managers should prioritize films' significant and influential function in shaping destination awareness, image, tourist motivation, and expectations.

The study showcases examples of how relationships between tourism industry organizations and production firms may be mutually advantageous, despite the need for many organizations to realize film tourism's potential benefits and advantages. The film industry and tourism have a strong and mutually beneficial relationship. While film tourism can benefit a place's image, experiences, and growth, it is essential to recognize that tourism destinations are often used as filming locations. The mutually beneficial connection between film tourism and favorable rules can be utilized to efficiently safeguard locations by capitalizing on the economic benefits it generates.

An essential economic advantage of film tourism is the augmentation of tourism revenues, resulting in elevated incomes for residents. Film tourism can rejuvenate rural communities and boost tourism in urban areas by attracting more visitors. Further investigation is required regarding the pivotal triumph of film tourism and the psychological facets of tourist conduct during visits to film sites. Moreover, nations must formulate a film tourism strategy seamlessly incorporated into their overall national tourism strategy, aiming to entice substantial fan followings for film productions.

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