

# Film–Induced Tourism and Promotion of Tourist Destinations: An Exploratory Approach

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## EXECUTIVE SUMMARY

*The film tourism business incorporates a series of activities. The development of destination marketing campaigns to promote films, while, increasingly, common initiatives between DMOs and filmmakers to promote films and tourist destinations.*

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*In several situations, a film or a documentary can prove to be a crucial element of communication and dissemination of a country, a city or a territory. These cinematographic images can influence consumers' decisions regarding their motivations to visit the places where the films were recorded. Tourism and cinema may represent a common element in favour of regional development and community feeling (e.g. a film about the history or culture of a population). The present study, in an exploratory approach, intends to understand the phenomenon and the importance of film tourism as a preponderant element in the management of territories (i.e. tourist destinations). Therefore, semi-structured interviews were carried out to define the object of study. Future studies, through a quantitative approach, should allow a greater generalization of results.*

## **INTRODUCTION**

According to Tajeddini and Ratten (2017), in the last two decades, brand management has generated much interest both in academic and business circles and branding strategy has been widely recognised as a source of sustainable competitive advantage (Aaker, 2002; Kapferer, 2008; Keller, 2008). Segmentation and niche tourism have been asserting itself in recent decades and is strongly associated with the theory of niche marketing (Sousa et al., 2020). In this context, film-induced tourism has recently been considered a leisure activity, in a tourist variant promoted by individuals for whom the purchase of products outside their usual environment is a determining factor in their decision to travel and make decisions (Hsieh & Chang, 2006; Hao et al., 2024). Thus, there has been a notable growth in this activity, as it is a segment where tourists have higher expenditure and, consequently, deserving greater attention from businessmen, politicians, and academics (Jewell & McKinnon, 2008). However, combining the interests of several stakeholders is not an easy task, making it a very complex process (both for destination management and operational marketing), implying greater experience, knowledge, investment, and partnerships (Sousa et al., 2021). Film-induced tourism has assumed itself as a sector of strong growth and of an important nature in research in the tourism sector. Therefore, destination management is the vital element on which a city or region is defined (Liberato et al., 2018; Vieira et al., 2022; Liberato, 2020), and thus intends to measure, to manage and to develop a distinct image of the place in order to satisfy their interests by creating a positive international reputation. The present chapter, in an exploratory approach, intends to understand the phenomenon and the importance of film tourism as a preponderant element in the management of territories (i.e. tourist destinations).

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