

Abstract

Film-induced tourism is becoming increasingly important within the tourism sector as it has the power to create benefits for both destinations as well as for the film industry. This thesis does not only describe the main aspects of film-induced tourism but also explores the interrelationship between it and destination image and destination choice. Destination image is crucial for both the tourists as well as for the marketers therefore, it is essential to understand how movies can impact the image and how destinations can use it for their advantage. Furthermore, the destination image is closely related to the topic of destination choice. Therefore, it is of particular interest to find out how films can influence decision-making by portraying specific images that, in the best case, convince the viewer to visit the featured destination. The aim of the thesis was to find out if there is a connection between movies and the destination choice of travellers, to investigate how movies influence the image of a destination and to identify what destination management organizations (DMOs) can do to leverage and promote the upward striving phenomenon.

The results of this study revealed that only 38,3% are aware of film-induced tourism, but the major part of the respondents is either interested in participating in film-induced tourism activities or have even done them before. Only 7,8% have travelled with the main purpose of visiting a movie or TV series location, and only 18,3% have ever specifically travelled to a place because it was featured in a movie or TV series, which indicates that the segment of specific film tourists is rather small. Movies do not have a considerable impact on the destination image, as 75,6% indicated that they do not rely on the image portrayed by a movie or TV series. Although, movies are considered to be one factor influencing destination choice, a connection between movies and the destination choice of travellers, only exists to some extent, as the part of the sample that indicated it was rather small. Tourists are seeking for specific film-related packages and an identifiable scenery and infrastructure in the destination. DMOs should focus on satisfying those needs by increasing their marketing activities and by providing purposely designed movie maps.