

## Abstract

**Topic:** The Impact of the Film Industry on Tourism

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**Content:** A new emerging trend within modern tourism has been dubbed as film-induced tourism. While this growing phenomenon presents many benefits, it is crucial to address the potential disadvantages such as over-tourism and the lack of research about the topic. Accordingly, this thesis attempts to define film-induced tourism, as well as to explore the relationship between films and tourism. An analysis of the current tourist profile and the level of general knowledge of the term studied is examined. Moreover, imagery, consumer behaviour and motivation play a distinctive role when choosing a travel destination, being these analysed to understand tourists' motivations. Hence, the main aim is to investigate the influence that the film industry has on a destination and the motivational aspects that drive tourists to choose their next travel destination after consuming said content. A mixed-method of research was carried out through an online questionnaire, in which 201 subjects participated, and seven participants were contacted to perform semi-structured interviews. Regarding the findings, more than 53% of the participants have done a film tourism trip. While the most performed film tourism activities were visiting a film location, a movie set, a film studio and a film festival. Moreover, movies are a pull factor in tourist motivation, meaning that the destination image depicted on the screen is a great element to influence someone to travel to that destination, impacting an individual's travel decision. Overall, experts believe that film tourism positively impacts a destination, and with the use of modern technologies, it creates new experiences for travelers, while inciting local tourism, revitalizing destinations in danger of depopulation, and boosting the economy of a country.

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