

.Findings

The main ideas interesting for us are the following:

It has been widely recognized in tourism literature that destination image greatly influences tourist destination choice.

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The more favourable the image of the destination, the greater the likelihood of being selected as a destination choice.

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Film can provide knowledge of certain aspects of the country such as nature, culture and people which result in the construction of the attitudes towards the country. One of the major economic benefits of film induced tourism is that it can bring higher revenues of the local community. Film-induced tourism has the potential to revitalize rural communities and increase tourism in urban centers. The visitors of film locations wish on-site experience which can tell them an emotional story. Recent researches suggest that films can have a strong influence not only on decision making for short-term holiday, but affect tourism revenues and long-term prosperity of destinations. The film-induced tourism's growing popularity is mainly due to increasing international travel and to entertainment industry development. Schofield (1996) stated that film-induced tourism will quickly become a fashion, because the public is very interested to have real experiences where movies are made. When people seek for touristic objective seen on screen, it means that we are dealing with film-induced tourism (Busby & Klug, 2001).

Forms and features of film-induced tourism

The researching of scientific studies made on this new type of tourism emphasizes many forms of film-induced tourism as follows (adapted from Busby & Klug, 2001):

1. Film-induced tourism - as part of a larger holiday – the tourist visit a film location or take part in a video tour without having previous knowledge about the destination.

2. Film-induced tourism – as a main purpose of a special interest - the location and holiday booking is made as a result of its image in film.

3. Film-induced tourism – as strength of the holiday – the beauty of natural landscapes, historical sites, and actors can serve as points of maximum interest.

Film-induced tourism –as a place where it is assumed that the shooting took place- the filmingsites are visited, even if the film presents a different reality.⁵

Film-induced tourism - as part of a romantic holiday - tourists visit places shown in movies as special, warm, full of lov