



# **The effects of film-induced tourism on the city of Dubrovnik from the resident's perception**

Bachelor Thesis for Obtaining the Degree

Bachelor of Science in

International Management

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## **Affidavit**

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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## **Abstract**

Film-induced tourism is still a very new niche of tourism and is gaining more attention from governments lately, as there are many benefits of film-induced tourism. However, there are also many different costs of film-induced tourism. In order for the authorities to determine, which impacts their city is experiencing, they have to consider the perception of their residents on the impacts.

This thesis aims at evaluating the effects of film-induced tourism on the development of tourism destinations, by exploring the residents' perceptions of the impacts of film-induced tourism on the city of Dubrovnik. Throughout, this research the author analyzes the perceptions of the residents of Dubrovnik on different film-tourism impacts, both negative and positive, in order to determine the benefits and costs of film-induced tourism for the city. Furthermore, the author compares the impacts based on three different sociodemographic characteristics: the place of residence, the economic dependency on tourism and the resident being a fan or not being a fan of the films produced in Dubrovnik. The significant differences for the impacts are indicated by doing t-tests.

The research for this study was done using an online survey in form of a questionnaire including both closed and open ended questions. In total 101 responses from residents of Dubrovnik were collected and evaluated.

The findings of the research indicate that the residents agree with most of the economic impacts stated. Even though there are more job opportunities and more investments have been attracted, their family income has not increased, while the prices for different goods and services have. Residents showed special disagreement with the social impacts, while they showed high agreement rates for two environmental impacts. The t-test showed significant differences in some impacts for all of the sociodemographic characteristics.

**Key Words:** Film-induced tourism, Dubrovnik, residents' perceptions, film-tourism impacts

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# 1 Introduction

## 1.1 Problem statement

Film induced tourism is still a very new area of study as the first full-length film has been developed in Australia in 1906 (Beeton 2005: 62) and film tourism gained in popularity during the development of mass media in the late 20<sup>th</sup> century (Jokinen 2018: 9). The research on film-induced tourism has grown in the past decades, but still, there are only a few in-depth studies on this topic (Tuclea & Nistoreanu 2011: 25). Especially on the resident's perspective of film-induced impacts there has been very little research done on this topic, with Yoon et al. (2015) and Mendes et al. (2016) studies being two of the more popular ones. Most of the research which can currently be found on film-induced tourism is based on popular film tourism destinations such as New Zealand or Scotland. Rarely do these studies examine the effects of film-induced tourism on a city after the movie or TV series has been filmed there (Tuclea & Nistoreanu 2011: 2; Zimmerman & Reeves 2009: 158).

Evidently, film tourism together with other creative industries are gaining significance in urban economics and city politics (Brecknock 2014, cited in Mandić et al. 2017: 336). Therefore, it is important for cities and countries involved in the film business to develop a more clear understanding of the potential impacts on their destinations (Richards & Wilson 2007, in Wu, 2005, cited in Mandić et al. 2017: 336). This research will explore the outlined issues through the case of Croatia that is rapidly developing as a recognized filming location, attracting tourists from all over the globe.

As film is being considered an art form, it is thus one of the thirteen sectors of the creative industries. The term creative industries is defined by the British Council as "those industries that are based on individual creativity, skill and talent with the potential to create wealth and jobs through developing intellectual property" (Mandić et al. 2017: 336). The Croatian ministry of culture is currently responsible for the development of the creative and cultural industries. However, with tourism being the main economic sector in Croatia, with 14 million visitors in 2015 (Tkalec et al. 2017: 1) and creative economies accounting for 2.3% of the Croatian GDP, it requires more than just one's ministry's involvement, preferably the involvement of the ministry of tourism (Mandić et al. 2017: 343).

This paper is going to focus on the city of Dubrovnik, as it is a good example of a popular film tourism location and little research papers have been written on the effects of film-induced tourism on the city of Dubrovnik. The ones that have been written focus mainly on one series “Game of Thrones”, a globally popular fantasy drama series created by David Benioff and D. B. Weiss which was filmed in Dubrovnik from 2011 till 2018 (Depken et al. 2017: 4). Other movies filmed in Dubrovnik include: “Star Wars”; “James Bond”, “Robin Hood”, “Mama Mia” and many other movies (Pištalo 2018: 4)

Another reason for the research being done on this topic is that the city of Dubrovnik is the most famous tourist destination in Croatia and one of the top tourist destinations in Europe with tourists coming from all around the world. It could be used as an example to explore further if film-induced tourism is beneficial for other cities in Croatia and if they should invest more in this market in order to attract tourists or the government can use it as a basis for the development of new policies.

## **1.2 Purpose of the study**

The purpose of this thesis is to evaluate the effects of film-induced tourism on the development of tourism destinations. Film-induced tourism has both negative and positive impacts to it. The study will specifically focus on the resident’s perspective in order to determine the benefits and costs or problems of the film-induced tourism activities in the city of Dubrovnik (Croatia).

Nonetheless, it is important to remember that multiple stakeholders are involved in this topic, some are affected as well by the impacts, such as business owners, while others might be the reason for these impacts, such as the filmmakers or the tourists.

The survey’s findings will help give a broader understanding of the residents' perspective on how Dubrovnik has been affected by film induced tourism in the past years and is still being affected by it now. While the secondary sources will help further understand the topic of film-induced tourism and will give more information on the current case of the city of Dubrovnik, this includes the history of Dubrovnik regarding the overnight stays and daily visitors, current issues and impacts such as overtourism and etc.

The overall aim of this study on the example of Dubrovnik is to conclude if the resident’s perception is inclined towards a more negative or positive opinion on the impacts film-induced



tourism had on their city. It should also show which impacts are perceived as negative or positive and how they differ based on three different factors: the distance lived from the filming location; economic dependency on tourism and the resident not being or being a fan of the movies and TV series filmed in Dubrovnik. Additionally to that it should help the Croatian government in adjusting their already existing local tourism developmental policies, by showing them the threats of film-induced tourism impacts and what the residents perceive as negative impacts.

### **1.3 Research objectives**

As already mentioned the research on this topic is of high importance as it will help other cities in Croatia and maybe some outside determine if they should invest into attracting film studios and to develop marketing strategies promoting movies or TV series being filmed in the city or adjust already existing local tourism development policies and management plans.

Therefore, the following research objectives are of utter importance to this thesis:

- To identify the benefits and costs or challenges of film-induced tourism as perceived by the residents of film-tourism destination
- To help the government identify the necessary changes to be made in the development policies

### **1.4 Research questions**

The thesis aims on discovering how the residents perceive the impacts that film-induced tourism had on their city or their life. The goals are to find out if they perceive them as mostly negative or positive and how the perceptions differ based on the distance they live from the filming location, the age, education level, gender and other independent variables.

To be exact, some of the questions that this research or thesis aims to answer and analyze further are:

Main research question:

- How does film-induced tourism affect the city of Dubrovnik from the perception of a resident?

Subsidiary research questions:

- What are the benefits and costs of film-induced tourism for the city of Dubrovnik?
- How do the impacts differ based on distance lived from the filming location; economic dependency on tourism and the resident being a fan of the films filmed in Dubrovnik?
- What should the city improve on?
- Should other cities in Croatia use film-induced tourism to their benefit?

To answer the research questions, both secondary and primary research will be implemented. The secondary research will be presented in the literature review and will showcase the existing literature on film-induced tourism, the impacts of film-induced tourism and the resident's perception on the impacts of film-induced tourism. The primary research will be carried out using an online questionnaire survey directed to the residents of Dubrovnik. The questions will focus on the impacts that other cities or the city of Dubrovnik have experienced as a result of film induced tourism.

## **1.5 Structure of the Thesis**

The thesis will be divided into seven different sections and many smaller topics.

The first section being the introduction. The introduction will shortly explain the purpose of this study and what it will focus on, which research questions will be asked and what the objectives and aims are.

The second big section is the literature review. In the literature review the different terms related to film-induced tourism and its impacts will be explained, the different forms of film tourism and tourists and the undertaken activities in Dubrovnik will be examined, as well as the film-induced tourism impacts and the residents perception of film-induced tourism. The examined film-induced tourism impacts will be divided into the benefits and the challenges of film tourism or the positive and negative impacts. Lastly, using secondary sources as well the

case of Dubrovnik will be explored, showing the different impacts of film-induced tourism on Dubrovnik and showing the different numbers of tourist arrivals for the past years.

The third section is the hypothesis development. In this section the hypotheses for this research will be developed and then shortly explained. In total there are three hypotheses.

The fourth section will have a look at the methodology. The first smaller section will explain the different types of research designs and the one used for this thesis. The next smaller section will explain what a survey is and how the data was collected for the survey, what survey design was used, which sampling technique was used, which population sample was used for this study and how the data was analyzed for this research.

The fifth section will interpret the data collected, by showcasing the results and comparing them based on the independent variables.

The sixth section will discuss the findings of the data collected through the survey, while the last and seventh section will conclude the whole thesis or research and the limitations and recommendations will be stated.

## **2 Literature Review**

This chapter will focus on explaining the different terms related to film-tourism and the term film-tourism itself. Additionally to that this chapter will look at the impacts of film-tourism, both positive and negative and the different forms of film-tourism and film tourists. It will also show the perception that residents usually have on film-tourism and will discuss the case of Dubrovnik, by having a look at previous studies and the number of overnight stays for the past years.

### **2.1 Defining terms**

In order to be able to discuss how residents perceive film-induced tourism, it is necessary to have a look at various terms which are of importance to this topic. First off, the terms film and tourism need to be defined separately, before they are looked at as one defining term. Other terms which will be defined or talked about in this section are film destinations and the film industry. Once these terms have been defined it will be easier for the reader to get a broad understanding of what film-induced tourism is.

#### **2.1.1 Film**

Even though all kinds of films are nowadays widely spread across the globe, due to everyone having access to a smart device or a TV and films being created on a daily basis, it is still considered to be a relatively new art form (Monaco 1998: 3). The first short motion picture film was created by Muybridge and was projected in 1879. However, the illusion of movement of the pictures or the principle of persistence of vision was already understood by ancient Egyptians (Dixon & Foster 2008: 1). When talking about the term film we need to distinguish between two types of screen-based media. One of these is TV-based screenings, these include all types of series, documentaries or similar and the other ones are cinematic screenings such as movies (Roesch 2009, cited in Tanskanen 2012: 12). This study will not look separately at these two screen-based media, as this is not necessary for determining the residents' perception on film-

induced tourism in Dubrovnik. Nonetheless, most of the examples or secondary sources will revolve around series as these had a much bigger impact on the city of Dubrovnik and its residents, especially the series “Game of Thrones”.

### **2.1.2 Tourism**

The term tourism is a bit more complicated than the term film, as there is not really only one definition to it. The term itself originates from the Greek word “tornos” and is a tool to describe a circle or circular movement. This is also reflected in tourism as the person traveling has to return at one point to the place of departure (Leiper 1979: 391). However, the first use of it by an author or researcher dates back to the year 1800, when Pegge used it to describe a traveler in his book “Anecdotes of the English language” (Petrić 2018: 18).

The word tourism can be used and defined by anyone as they would like to as long as it describes the real life events of the undertaken trip (Petrić 2018: 18). According to the Oxford English dictionary tourism is "the theory and practice of touring, travelling for pleasure" (O.E.D.) (Leiper 1979: 391). The United Nations World Tourism Organization (UNWTO) tried to find a definition which will be almost used by everyone and came to the conclusion that tourism can be described as a social, cultural and economic phenomenon which requires a person to leave their usual living place to visit another country or place for business or personal purposes. The person traveling is considered a visitor and travels due to interest in learning, experiencing and consuming the intangible and tangible culture of the destination (UNWTO). Even though all of these definitions have the same basic idea, they are very often criticized and can be improved on through time, as the meaning or the definition of tourism changes (Tribe 2009: 44).

Ritchie and Goeldner take a different perspective on tourism and focus more on the economic point of view. While the tourist is the one looking for satisfaction and experiences when traveling and visiting a destination, the government; businesses and the local residents are trying to gain financial profits from them (2009: 4). Thus they consider tourism as “a composite of activities, services, and industries that deliver a travel experience” (Ritchie & Goeldner 2009: 5). Such services are also usually referred to as hospitality services and include transportation, accommodation, gastronomy, shops, entertainment and etc.

Tourism can either be international, internal, domestic or national. If tourism is international we have to differentiate between outbound tourism, meaning that a person leaves a country of residence to visit another country or it can be inbound, meaning that a person visits a country where it is not a resident. Internal tourism is when residents and non-residents visit the country, while domestic tourism is when a resident of the country of reference visits his own country. National tourism is the combination of internal tourism and outbound tourism (Ritchie & Goeldner 2009: 7).

Additionally to that we can divide the motivation behind the trip into groups, such as health-care tourism; film-induced tourism; religious tourism; cultural tourism; shopping tourism and many more.

Furthermore, for this research topic it is also important to explain what makes a traveler. According to Ritchie and Goeldner (2009: 8) a traveler is a person who undertakes a trip between two locations, if this is in his country or to another country is not of importance. Nonetheless, if the traveler is undertaking the trip for tourism reasons he is considered a visitor. It is of utter importance for this study to differentiate between same-day visitors and tourists, as Dubrovnik is extensively impacted by both but especially same-day visitors as not everyone can afford to stay the night in the city. Same-day visitors are as the word itself already says visitors who only visit the city or place during the day but do not spend the night there. Such visitors in Dubrovnik usually arrive either by bus or by the more popular mode of transport, a cruise ship. This topic though will further be discussed in the overtourism section. Tourists are visitors who usually tend to at least stay one night if not longer (Ritchie & Goeldner 2009: 8).

### **2.1.3 Destination**

According to the United Nations World Tourism Organization a destination is the place visited that is the main reason for undertaking the trip, for example traveling to Dubrovnik with the intention to visit the Game of Thrones sights. Dubrovnik has become one of the most popular film tourist destinations, thanks to the series Game of Thrones. However, other iconic movies have been filmed there such as “Mamma Mia”; “James Bond” and “Star Wars” and it can be expected that these will attract tourists as well (Pištalo 2018: 4).

## 2.2 Film-induced tourism

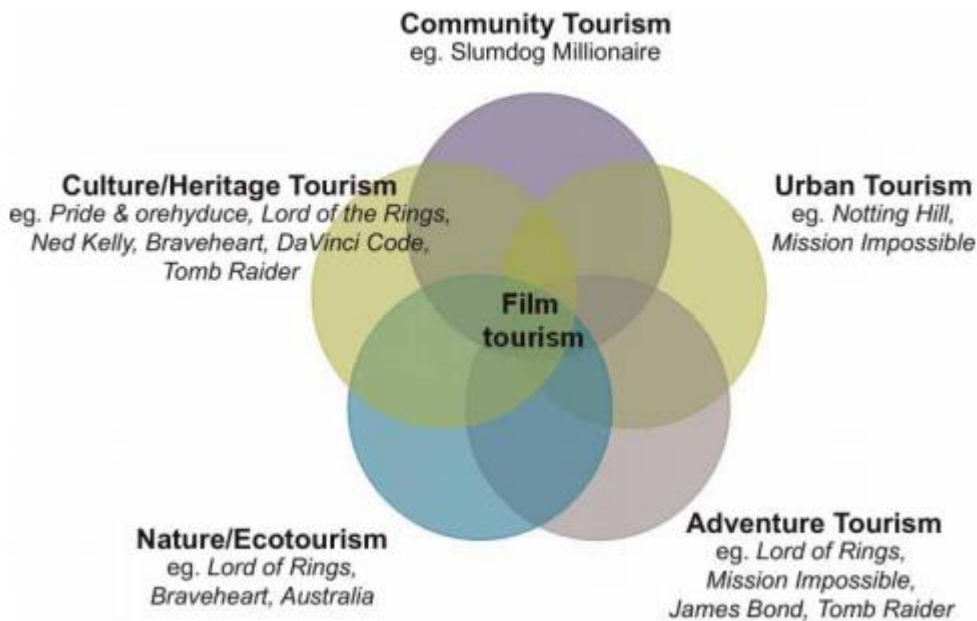
Literature has attracted people to visit different destinations for a long time as early as 1810 when Walter Scott's epic poem "The Lady of the Lake" attracted visitors to Scotland (Durie 2003; Gold & Gold 1995, cited in Connell 2012: 1011). However, with the arrival of film and a moving picture people's imaginations came to life and they wanted to gain a better insight on where their favorite stories have been filmed (Butler 1990; Verdaasdonk 1991, cited in Connell 2012: 1011). Especially in today's time when it is much easier to access films, by either going to the cinema, picking it up from a video-rental store or watching it online on platforms such as Netflix, HBO Go or Amazon Prime, people are more drawn to films than before. Movies and TV-Series are a part of a lot of people's daily routines and thus impact many people's lives (Zimmermann & Reeves 2009: 155). One forgets the world and his problems around him for a few hours and focuses on the fictional world. Similarly, with tourism, people want to put aside their routines in order to restructure their lives (Krippendorf 1987, cited in Sola-Real & Medina-Herrera 2018: 7).

Film-induced tourism is the connection between both. It lets people experience and imagine how their favorite movie, TV-show or Netflix series would be in real life (Zimmermann & Reeves 2009: 155), by traveling to the actual filming location site.

### 2.2.1 Definition

When researching the definition of film tourism, many different names and definitions can be found to it (Connell 2012: 1009). The terms used to define film tourism vary from: movie tourism, (Connell 2012: 1009) film tourism, (Connell 2012: 1009) screen tourism, (Connell & Meyer 2009, cited in Connell 2012: 1009) movie-induced tourism (Gjorgievski & Trpkova 2012: 20), film-induced tourism (Beeton 2005: 9), television induced tourism (Depken et al. 2017: 1-9). As defined by Connell (2012:1009) film tourism is any tourist activity induced through the viewing of film. The most common definition to film-induced tourism used by researchers is the one by Sue Beeton (2005: 11), she defines film-induced tourism as the "visitation to sites where movies and TV programs and series have been filmed as well as tours to production studios, including film related theme parks". However, there are many different forms to film tourism.

Heitmann (2010:40) even believes that film tourism overlaps with other market segments. Frost states that people usually tend to focus more on the storyline of the film (cited in Heitmann 2010:40) than the actual visuals. Thus, Heitmann (2010:40) concludes that the viewers watching a specific genre already have an interest in other segments. For example people watching historic films already have an interest in history and thus fall under the category of heritage tourists (Heitmann 2010:40).



**Figure 1. Film tourism and other types of tourism (Heitmann 2010:40)**

### 2.2.2 History

It is very difficult to show the historical development of film-induced tourism since it hasn't been researched much before the late 1990s (Beeton 2006: 181). The rapid increase in film-induced tourism research started from the late 2000s (Connell 2012: 1012) even though the first film productions started in 1896 (Hoffman 2015, cited in Sola-Real & Medina-Herrera 2018: 9). Hoffmann believes that film-induced tourism started during Hollywood's golden age from 1932 to 1946 with movies such as *The Mutiny on the Bounty* (Hoffman 2015, cited in Sola-Real & Medina-Herrera 2018: 9-10). However, Roesch (2009, cited in Jokinen 2018: 9) argues that film-induced tourism started with the movies: "The Third Man" (1949), "Niagara" (1953) and "The Sound of Music" (1965), which still attract tourists worldwide. The development of mass media



during the late 20th century made film tourism stronger (Jokinen 2018: 9). In 2012 the Tourism Competitive Intelligence published that approximately 40 million people travel to a destination because they saw a film shot there and 10% take into account movies when making their decision where to travel to (Cooper 2015, cited in Sola-Real & Medina-Herrera 2018: 10). Some of today's most popular films which left the biggest impact on a location after the production are: Harry Potter, Game of Thrones, the Lord of the Rings and the Hobbit (Sola-Real & Medina-Herrera 2018: 7).

### **2.2.3 Forms of film tourism**

The following section is going to look into the different forms of film tourism, but will mainly focus on the two main ones which are on- and off-location tourism. Film tourism is usually differentiated between on-location tourism and off-location tourism. However, Beeton (2005: 9-13) sees this as a too simplistic explanation for such a complicated issue as film-induced tourism. She differentiates between six different types of film-induced tourism: on-location, commercial, mistaken identities, off-location, one-off events and armchair travels (Beeton 2005: 10-11). This thesis will mostly focus on on-location tourism as most of the films being filmed in Dubrovnik are shot in the city center, due to the architectural design of the buildings and the scenery. And the main research question is to see how the residents perceive the impact of film-induced tourism. This does not mean that examples of off-location tourism will be excluded.

#### **2.2.3.1 On-location film tourism**

On-location tourism can be briefly defined as the visiting of an actual filming location. Sometimes the primary motivation to travel is solely to visit the filming location and other times it might just be an activity you include in your trip or holiday. Nonetheless, there are more types or motivations to on-location tourism Sue Beeton (2005: 10) names. The visit to the on-location site can also be with the intention to "pay homage" to the film. This type of on location tourism is also known as film tourism pilgrimage and the tourists might even sometimes wish to re-enact a popular scene (Beeton 2005: 10), for example running up the steps leading to the entrance of

the Philadelphia Museum of Art like Rocky Balboa from the popular American boxing drama and anthology Rocky. The steps have become so famous due to the movie that people started calling them the “Rocky steps”(wiki). Other types of on-location tourism include nostalgic tourism, which is the visit of a sight that represents another era, and celebrity film tourism. Celebrity film tourism is the visiting of celebrity homes and popular locations (Beeton 2005: 10). In some cities, as for example, Los Angeles where most of the popular Hollywood stars live, guided group tours with vans have been created to visit their homes or places they often hang out at.

A similar form of on-location tourism is mistaken identities tourism. It is film tourism to places where the filming is believed to have taken place. This happens when the filmmakers are missing the financial resources to film at the actual location and is also referred to as “runaway productions”. Another form of mistaken identities is when tourists visit places where the film is set but has not been actually filmed. For example, Braveheart, a movie which was actually filmed in Ireland attracted tourists to visit Scotland because of its story which takes place there (Beeton 2005: 10).

### **2.2.3.2 Off-location tourism**

Off-location tourism refers to the visitation of locations which are not filming locations but associated with the film. For example movie studios or theme-parks with attractions which are based on the studios most popular movies (Beeton 2005: 15). The most famous theme-parks created by studios include Universal Studios and Disneyworld. Disneyworld Orlando had approximately 17 million visitors in 2010, while Universal Studios in Orlando had an increase of 6% of visitors in 2010 and came close to 6 million visitors (Themed Entertainment Association 2011, cited in Connell 2012: 1010). They offer movie themed rides or areas such as the Jurassic Park or the Star Wars Galaxy’s Edge. Studios such as Paramount studios in Hollywood have created special guided tours of the sets for their visitors in order for them to be able to see the filming process (Beeton 2005: 15). Another popular tour is the CNN studio tour. It shows all the ins and outs of how CNN works, including even some offices. These studios are primarily built for producing and filming movies, series or broadcasting news and sometimes they are used for tours.

Another form of film tourism which is quite similar to off-location tourism is one-off events, such as movie premieres or film festivals. One of the most popular film festivals is the Cannes film festival, it promotes the film and the place and attracts fans from all around the world (Beeton 2005: 11). In 2010 Cannes received over 29.000 visitors (Film Festival World Network 2011, cited in Connell 2012: 1010). Such events are more common and popular nowadays than they were before since they are broadcasted on different TV-channels worldwide. And additionally to that people might feel as a part of a bigger community when they join such events, as for example, the premiere of the 2016 movie “Star Wars: The Force Awakens” or the San Diego comic-con.

### **2.2.3.3 Other Forms**

Other forms which Beeton (2005: 10) mentions in her book “Film-induced tourism” as film tourism are commercial film tourism and armchair travel.

Commercial film tourism uses the popularity of a film in order to create an attraction which will induce tourism. Tours of film locations or specific sites, such as Hobbiton, are considered as on-location tours. All other attractions created after the production of a film, such as museums, theme-parks and etc., are considered to be commercial off-location tourism (Beeton 2005: 10). An example of off-location tourism would be the construction of the “Rocky Balboa” statue in Philadelphia, due to the immense popularity of the movie series.

Ritzer and Liska (1997, cited in Beeton 2005: 186) consider armchair travel as another category of film-induced tourism. Armchair travel means that one is sitting at home on his own couch and either watching a TV travel program or a cooking show, which takes place in different places of the world.

## **2.2.4 The Film Tourist**

### **2.2.4.1 Types of film tourists**

A film tourist is a person whose travel motivation was film-induced (Gjorgievski & Trpkova 2012: 99). It is important to differentiate between the different types of film tourists since people don't always have the intention to visit a film location on purpose but just happen to be incidentally there. Even though it is most likely not possible for the questioned residents to know the difference between a film tourist and a tourist with other intentions. It is still of importance to this thesis to shortly emphasize the difference and to mention the general activities undertaken by a film tourist.

According to Macionis (2004: 88), there are three types of film tourists. He separates them according to their motivation when they visit the film sites. The first type is the "serendipitous film tourist" who may not or may take part in film tourist activities without having the intention to do so (Macionis 2004: 88). Their main motivation behind visiting the film location is not in order to see the film location itself but to interact with other people, such as a family member or their friend (Macionis 2004: 88). The second is the "general film tourist" whose motivation is based on learning something from visiting the film location (Macionis 2004: 88). They engage in film tourist activities without having been attracted to the destination because of a film (Macionis 2004: 88). Lastly, the third type mentioned by Macionis (2004: 88) is the "specific film tourist" who visits a destination actively in order to visit a film site out of different motivations he might have, such as self-identity, romance, fantasy, etc. (Macionis 2004: 88).

Therefore the main difference between a traditional tourist and a film-induced tourist is that the film-induced tourist isn't as concerned about the authenticity of a place, as they are personally connected to the place and imagine it as they have seen it in the film (Macionis 2004: 87).

### **2.2.4.2 Activities of a film tourist**

There are various activities which a tourist does when visiting a location or sight. The most common one is to take a picture or video at the location in order to create a memory you can look back on. As already mentioned some tourists travel to on-location sites with the intention

to re-enact scenes (Beeton 2016: 10). Some might enjoy guided tours or visiting of the actual sites where specific scenes have been filmed more. Other common activities include the buying of souvenirs, meeting the crew and actors or meeting other fans. Dubrovnik offers a wide variety of these activities. However, the most common activity undertaken by tourists is the visitation to the filming sites and taking pictures there or reenacting a scene from one of the many films filmed there.

### **2.2.5 Film-induced tourism impacts**

Film industry has a significant impact on tourism. Nonetheless, not much research has been done on this topic and most of the ones done are in the form of case studies (Connell and Meyer 2009:205, cited in Heitmann 2010:35). It creates both costs and benefits for the tourist destination (Beeton 2001, 2005, 2008; Connell 2005, cited in Connell 2012: 1020). Mandić et al. (2017) divide the impacts into two phases during the time the film producers are there and once the filming is done (Beeton 2010, cited in Mandić et al. 2017: 341).

The first phase is divided into direct and indirect impacts. Direct impacts refer to the financial impacts which are caused by the spending of the film producers in the local community, as for example the payment for different services, permissions, rental equipment or payment for food and accommodation. While the indirect impacts can be understood as the promotional impacts, which due to the creation of a community as an attractive destination result in attracting even more tourists than before (Mandić et al. 2017: 340).

The second phase consists of economic, environmental and social positive and negative impacts.

As for example the growth of employment or inflation rates; the increase in environmental awareness or pollution and the rise of the local pride (Mandić et al. 2017: 340).

And while they are not the same for every destination, they do repeat themselves in a similar manner. Due to the many similarities of the impacts of film-induced tourism to any other niche of tourism, Connell (2012:1020) considers that much of the research being done in this field also

lies in the field of destination impacts. The only clear distinction which can be made is that some impacts are bigger, as a result of film-induced tourism (Connell 2012:1020). However, as the film industry and the technology behind films are developing it will be interesting to see how film-induced tourism and especially the impacts of it will change and develop throughout the years to come.

### **2.2.5.1 Benefits of film tourism**

The positive impacts of film tourism can currently clearly be divided into three main categories: raising the awareness of tourists; increased destination interest and contribution to tourism growth (Riley and Van Doren 1992, cited in Connell 2012: 1020).

The main benefits which tend to arise from film-induced tourism will most likely be economic ones. An increase in the country's GDP (Oxford Economics 2007; EM-Media 2007, cited in Heitmann 2010: 36), employment, and revenues can be expected (Tooke and Baker 1996 and Beeton 2005, cited in Heitmann 2010: 35). It is estimated that film tourism contributes 900 million pounds to the UK GDP (Oxford Economics 2007; EM-Media 2007, cited in Heitmann 2010: 36). Other economic benefits include film-themed tours being created, which indicates entrepreneurship support, and the customer group being diversified (Beeton 2005, cited in Heitmann 2010: 36) and the growth of the living standards throughout the local community (Mandić et al. 2017:340). It is of importance to remember that all of these economic impacts can be generated by film producers as well as film tourists. The impacts generated by the film producers are usually always short term while the film tourists' impacts are long term (Mandić et al. 2017:340).

The positive environmental impacts include the rise of the ecological awareness and the valorization of the natural and cultural heritage, while the social positive impacts consist of the increase in the residents pride; the increase in understanding what the local values really are and the destination (re)branding through the film producers (Mandić et al. 2017:340).

One of the main reasons why film-tourism has such an extensive impact on the economy is that it attracts tourists all year long regardless of the weather conditions and therefore reducing the problems of seasonality (Beeton 2005, cited in Hudson & Ritchie 2006: 388).

### **2.2.5.2 Costs and challenges of film tourism**

Even though the benefits of film-induced tourism are really big and of immense importance, there are also huge costs and challenges that come with enjoying these benefits. We can divide the costs of film tourism into a few groups. The first major challenge or cost of film induced tourism is the cultural and environmental damage, such as the damages made to cultural and natural resources or loss of cultural values and identity (Mandić et al. 2017: 340); the second group consists of community disturbance impacts, and the last major cost and challenge of film-induced tourism is the disruption of longer-term tourism products, markets and resident well-being (Mandić et al. 2017:340). However, there are also other costs and challenges of tourism which do not occur as often or are not solely a problem of film-induced tourism but are connected to it. As for example the roads tilting due to the amount of cars driving over them (Tooke 1996 : 92); not enough parking and more traffic; inadequate business response to use the economic benefits to the maximum or security problems (Connell 2012: 1020). Nonetheless, the two impacts specific to film tourism are the overpromotion of the destination through the film and the commoditization of the site or the culture through the film (Riley et al. 1998 and Mordue 2001, cited in Yoon 2015: 299) .From the points mentioned a trend can be noticed, which shows that most film tourism destinations do not have the necessary capacity to handle the increase in the number of visitors or tourists (Tooke 1996: 92). Thus, the main goal of managing the impacts of film-induced tourism is to gain as much economic benefits as possible while reducing the negative impacts to a minimum (Connell 2012: 1020). Nevertheless, this will never be a task of ease as film tourism can happen accidentally and incidentally and disagreements between the government, environment activists, the community and film studios arise (Winter 2002, cited in Connell 2012: 1020).

## **2.2.6 Residents' perception of film-induced tourism**

When travelling visitors usually tend to admire the architecture, the attractions, the views or the scenery of a destination and enjoy themselves in the activities provided. They come home from their trip fully relaxed and happy and forget about the residents and what kind of an impact they left on them or their city. The next section is going to look into the residents' perception on the impacts of film-tourism, as these are important in order to be able to develop local policies and for the planning and management of a destination's tourism development (Mendes et al. 2016: 1).

### ***2.2.6.1 Residents' perception of impacts of film-induced tourism***

Although film-tourism may be beneficial for the government and some businesses it may not be beneficial for the residents as well (Tooke and Baker 1996, cited in Mendes 2016: 4). However, this is up to the residents to decide for themselves and may vary from destination (Jimura 2011, cited in Mendes et al. 2016:3). It can be expected that the residents will set their focus on the benefits of the economic impacts, as they can earn more money, jobs increase and the infrastructure is improved (Jimura 2011; Kim et al. 2006, cited in Mendes et al. 2016: 3), and less focus on the environmental and social impacts (Kim et al. 2006, cited in Mendes et al. 2016: 3).

The research Mendes did in the two Portuguese municipalities, Arcos de Valdevez and Estremoz, showed that the residents do not completely disagree but they also do not completely agree with the impacts which the recording of the soap operas may have had on their municipality. While with regards to the positive impacts, an inclination towards agreeing with that the film production helped strengthen the beauty of the city and an increase in the pride can be noticed among residents. Such results are similar to the studies made by Hudson and Ritchie (2006), which showed that the residents consider the preservation of the sites as one of the main benefits, and the research made by Jimura (2011) which shows that 64% of the participants think that the pride increased in their village. However, the residents seemed quite unsure of if the film production increased their family income. The negative impacts which were especially noticed by the residents were the increase in the price of goods and service and the increase in traffic congestion and other similar infrastructure issues, as for example the lack of



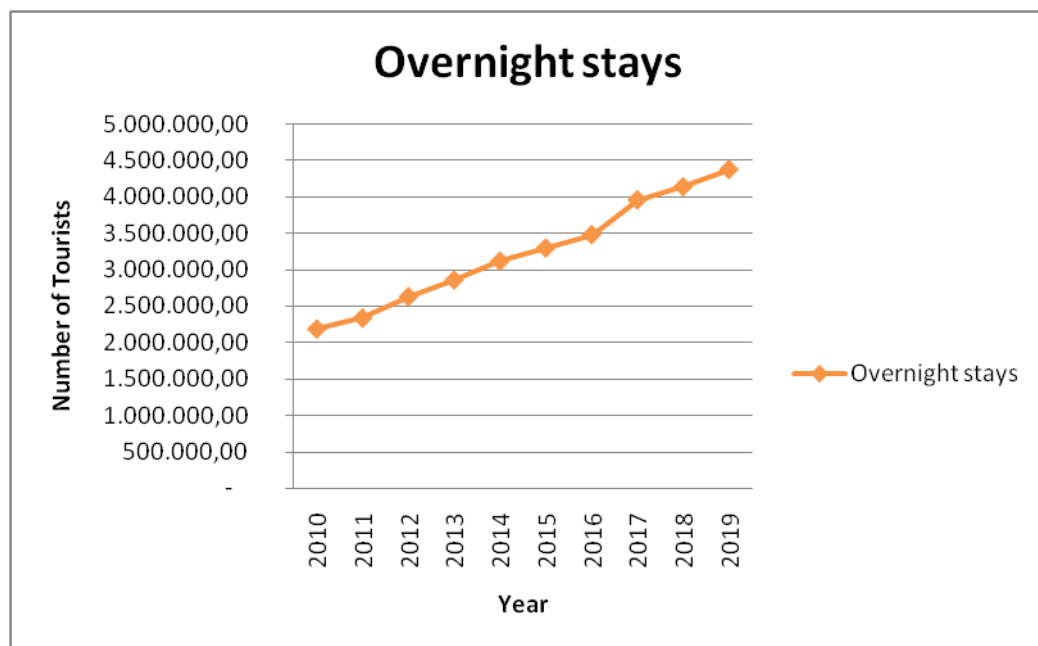
parking spaces. Nonetheless, residents of both municipalities disagree that there is an increase in drug or alcohol use. Some of these results varied a lot, depending on the distance to the filming destination. Which are the big differences? Residents living far from the film locations experienced both negative and positive impacts while the positive impacts prevail the negative impacts for the residents living close to the filming site. Additionally to that, Mendes noticed that residents who were more economically dependent on or work in the tourism industry had higher mean scores than the ones not (Mendes et al. 2016: 6).

Yoon et al. (2015: 300) discloses even more impacts of film-induced tourism on the residents. Other economic, environmental and sociocultural impacts she mentions are: the replacement of the current tourism market with a different and less beneficial one (Beeton 2001, 2005 and Connell 2005, cited in Yoon et al. 2015: 300); the increase or decrease in land or housing costs (Beeton 2001 and Mordue 2001, cited in Yoon et al. 2015: 300); the increase of noise and pollution (Mordue 2001 and Riley et al. 1998 cited in Yoon 2015: 300); the loss of the residents privacy (Beeton 2001 and Mordue 2001, cited in Yoon et al. 2015: 300) and the unwelcome and negative behavior, such as the picnicking outside of the guest houses (Mordue 2011, cited in Yoon et al. 2015: 300). Even though the results differ between Mendes's study and Yoon's study, both took the same conclusion from doing research on this topic. That the research done on this topic is minimal and that more research has to be done on it (Yoon et al. 2015: 309). That the government has to early initiate the planning and development programs for film tourism (Beeton, 2008; Heitmann, 2010 in Yoon et al. 2015: 309) and that they should consider their social responsibilities toward the residents who live near the filming sites and work together with them (Yoon et al. 2015: 309 and Mendes et al. 2016: 9). By working together with the residents it will make them consider themselves as important stakeholders and might even leave them with a positive view on the film-induced tourism impacts (Yoon et al. 2015: 309).

Looking at the research done by Yoon et al. (2015) and Mendes et al. (2016), it can be said that residents are important stakeholders in the tourism industry, but not much research has been done on this topic or almost no attention is paid to the perspective of the residents. To specify, no studies have been done on exploring the resident's perception of the film-induced impacts on the city of Dubrovnik.

## 2.2.7 The Case of Dubrovnik

Dubrovnik is a city located on the coast of southern Croatia. According to the Croatian ministry of tourism, the city of Dubrovnik is the most visited city in Croatia, with 1.44 million arrivals and 4.4 million overnight stays in the year 2019. Most of the tourists came from the United Kingdom with 916.320 overnight stays; secondly the United States with 442.000 overnight stays; then Germany; France, Spain; Croatia; Ireland; Australia; Italy and lastly Canada (Turistička Zajednica Dubrovnik 2019).



**Figure 2. Number of overnight stays of tourists in Dubrovnik from the past years (Turistička Zajednica Dubrovnik 2019)**

### 2.2.7.1 Impacts of film-induced tourism

Dubrovnik's economy has switched after the First World War to tourism. The city's government invested greatly in building a tourism functional infrastructure, which influenced the work force to switch their focus on hospitality and tourism (Benić Penava & Matušić 2012, cited in Panayiotopoulos & Pisano 2019: 5). The interest in Dubrovnik as a film location or site has been on the rise in the past few years. Movies and TV shows such as "Star Wars"; "Game of Thrones"; "Robin Hood"; "Mamma Mia"; "James Bond" and many more have been filmed in Dubrovnik (Pištalo 2018: 4). The county of Dubrovnik experienced a growth in the number of tourist visits as other film locations. After the shooting of a Korean reality show, Dubrovnik reported an

increase of 385 % from 2012 to 2015 or 1.244 % from 2010 to 2015 in the number of visitors, while the number of American tourists increased by 160 % from 2010 to 2015, a year before the series *Game of Thrones* was filmed in Dubrovnik (Mandić et al. 2017: 345). Additionally to that, the overnight stays according to Depken et al. (2017: 8) increased to approximately an additional 60.000 overnight stays per year as a result of the “*Game of Thrones*” series airing in March 2012. However; if we look at the growth from the year 2012 to 2015 we can see an increase in 245 thousand tourist arrivals and one and a half million overnight stays. Moreover, an increase in the spending of almost 126 million euro in foreign currency can be seen for that time span. Furthermore, as a result of the filming evidence can be found of a spillover effect on other Croatian counties (Tkalec et al. 2017: 2).

The development of this mass cultural tourism started from 2000 onward, as the region stabilized itself after separating themselves from Yugoslavia (Pavlice & Raguž 2013, cited in Panayiotopoulos & Pisano 2019: 7). The resident areas transformed into tourist areas and with time became too expensive, in order for the residents not being able to afford them. The first case of overtourism occurred in 2017, when tourists were stuck at the main gate of the old town and couldn't move until the police resolved the issue (Thomas 2017 cited in Panayiotopoulos & Pisano 2019: 7). Currently Dubrovnik is registered as a UNESCO World Heritage Site. However, if the city does not follow the guidelines decided on by UNESCO their rights as a UNESCO World Heritage Site will be taken away. The first demand from UNESCO was to limit the number of people to eight thousand people at once in the old town (Simmonds 2017, cited in Panayiotopoulos & Pisano 2019: 7) and the second demand was to limit the number of cruise tourists to eight thousand at the port and with Port Authority monitoring the situation and cooperating with the civic authorities to ten thousand a day (UNESCO 2015, cited in Panayiotopoulos & Pisano 2019: 7). The reason why UNESCO is taking such strict measures is as they want to protect the city or the old town from being destroyed or becoming an “overtourism dystopia” as Panayiotopoulos and Pisano refer to it (2019: 7). Additionally to the many locals not being able to afford living in the old city anymore, students; seasonal workers and other parties with similar interests have been pushed out of the old city to the modern city as well. Some of the students are only able to rent their apartments just before the tourism season begins, in order for the owners to use them for Airbnb; Booking.com or similar online marketplaces. The traffic congestion being experienced, especially in the old city can be

attributed as well as a result of the overtourism Dubrovnik is experiencing in the past years. However, problems with the transportation and infrastructure, such as the bus station being placed in front of the gate, add on to this negative impact (Panayiotopoulos & Pisano 2019: 8). Panayiotopoulos & Pisano point out smaller problems as well, which are of importance to reduce overtourism, such as the roads being too wide to be crossed or no shops being at the port even though there is enough space (Panayiotopoulos & Pisano 2019: 14).

All in all we can see that the research done shows mostly positive economic impacts and negative impacts on the environment; transportation and the infrastructure. This research will specifically focus on the perception of the residents and will try to find out if they perceive the impacts of film-induced tourism on the city Dubrovnik mostly as positive or negative.

### 3 Hypotheses Development

Quantitative hypotheses are predictions about the results of relationships between variables which the researcher makes. In order to test hypotheses, a set of statistical procedures is used which draws conclusions about the population from a smaller sample. There are two forms of hypotheses: a null hypothesis and an alternative hypothesis. A null hypothesis predicts that there is no relationship or no significant difference between the variables. While, the alternative hypothesis predicts some sort of relationship between the phenomena or variables basing the outcome on existing literature or research. The alternative hypothesis can either be directional (one-sided) or non-directional (two-sided). A directional alternative hypothesis has either a positive or negative relation, while the direction of the nondirectional alternative hypothesis is unclear (Creswell 2014: 188-190).

This study aims at investigating three main hypotheses in regards to the research topic:

**Hypothesis 1: There is a significant difference in perception of impacts of film-tourism on the city of Dubrovnik between the residents living close to the filming location and living far from the filming location**

According to Mendes et al. (2016) a significant difference could be noticed in the perception in regards to the destination. In one city (Estremoz), the residents living close to the recording locations perceived the impacts as mostly positive while the residents living further away from the recording location of the soap operas perceived them as mostly negative. However, for the other city (Arcos de Valdevez) the results were the opposite, the residents living close to the recording locations perceived the impacts as mostly negative while the residents living further away from the recording location of the soap operas perceived them as mostly positive (Mendes et al. 2016: 6). The results vary from city to city, however, most of the attractions in Dubrovnik are in the old city. Thus, the author predicts that the residents living close to the old city will perceive the impacts more negatively, while the ones living further away will perceive them more positively.

Hypothesis 2: There is a significant difference in the perception of impacts of film-tourism on the city of Dubrovnik among the residents depending economically on tourism and the residents not depending on tourism

As Mendes et al. (2016) state in their study, there were no significant differences between the two groups for the city of Estremoz. Both seemed to perceive the impacts as negative and positive in a similar manner. However, the residents depending economically on tourism gave higher mean scores than the residents not depending economically on tourism (Mendes et al. 2016: 9). The impact “Contributed to the increase in the level of family income” showed a significant difference in the Arcos de Valdevez residents’ perceptions. The researcher expects similar results for this research as the results in the city of Arcos de Valdevez.

Hypothesis 3: There is a significant difference in the perception of impacts of film-tourism on the city of Dubrovnik among the residents who are fans of the films being filmed in Dubrovnik and the residents who are not fans of the films being filmed in Dubrovnik

There has been no specific study to focus on how the perception of the residents on film-induced tourism is affected in regards to their fandom of the movies or series being filmed in their city. Nonetheless, the author assumes that most of the fans have a biased opinion towards their perception on the film-induced impacts, as a result of their liking of the films.

The research should determine if the residents perceive the impacts as mostly negative or positive and try to find out if this is solely related to the impacts or if there are other factors affecting their decision or opinion on the impacts of film-induced tourism.

## 4 Methodology

The Methodology chapter is divided into four major sections: research design and methods used, data collection, development of the questionnaire survey and research ethics. The methodology will explain what type of research method has been used, how the data was collected, why this method of collecting the data was chosen and what ethical measures have been taken.

### 4.1 Research Design and Methods Used

For the research to be successful it was of great importance to choose the right research design and approach. According to Creswell (2014: 32) there are three different approaches which can be used to do research: a qualitative; a quantitative and a mixed methods approach. The qualitative approach focuses on the individual meaning, the meaning that people attach to things and collects data. The quantitative research applies its focus on the opposite. It tests the relationships among measurable variables, using survey instruments that produce numbered data and uses statistical analysis of data generated. The mixed methods approach combines both quantitative and qualitative methods of collecting data. The main idea behind using a mixed methods design is that the strengths overlap with each other and thus provide better conclusions and a more detailed analysis, while the weaknesses offset each other (Creswell 2014: 32). Quantitative research, like survey and experiments focus on testing the hypotheses about dependencies or relations among variables and constructs, while qualitative research such as interviews, focus groups or qualitative observations aim at in-depth understanding of the nature of human perceptions (Creswell 2014: 41-43).

The research approach is chosen depending on the research question or the research problem and the researcher's liking. Quantitative research is best used when the researcher is testing a theory or explanation, identifying the influencing variables of an outcome or trying to understand which variables predict the outcomes best. However, if the researcher does not know which variables are of importance to be examined or if the topic of research or the problem is new or the theories do not fit the sample group being studied, a qualitative research

approach is being suggested. A mixed method approach is useful when both methods are not adequate enough to understand the problem (Creswell 2014: 50-52).

In order to reach the aim of this paper a quantitative non experimental design was used, which in this case was a survey (Creswell 2014: 42). As stated by Fowler (2008, cited in Creswell 2014: 42-43) a “survey research provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population“. The researcher then generalizes from the sample results to a population (Creswell 2014: 201). The type of research used for the survey was explanatory research, as to test the causality between the variables mentioned in the hypotheses and to reject or retain the hypotheses (Veal 2018: 483). Thus, the researcher was guided by a post-positivist worldview. According to Fowler (2001: 75), a survey is used when it is not possible to directly observe what wants to be studied or for large populations (Fowler 2001: 105). It can either be conducted as a questionnaire or as an interview. The three main reasons for conducting a survey are: the planning of a policy or a programme, to evaluate how effective a programme is in changing the people’s knowledge; health; attitude; or welfare, and to help the research and the planning in general (Fowler 2001: 76).

## **4.2 Data Collection**

The data for this study was collected from primary sources. The primary data were collected through a questionnaire survey. In order to achieve the aims of this research, the survey was conducted online, as it was more likely to reach a large amount of people and it being the easiest way of reaching everyone (Vanselm & Jankowski 2006: 436). The survey was cross-sectional, as the data was collected at one point in time as shown in the timetable (Creswell 2014: 203). The survey instrument used to collect the data was an online questionnaire, created by the author (Creswell 2014: 206). In this case Google Forms was used to create the survey. The product allowed the researcher to create his own survey design and the results could be viewed and downloaded as descriptive statistics or graphed information (Creswell 2014: 206). The link to the survey was posted in different Facebook groups or was distributed via email, Facebook messenger, WhatsApp and other similar social media platforms. The survey was



available for seven days, to be exact, from 3 pm on the 21st of May 2020 until 6 pm on the 27th of May 2020. During these seven days the questionnaire was accessible via the link provided in the Facebook groups or via message or email at any time.

In total, 101 responses were collected. No surveys had to be excluded from the sample, as all participants provided the data necessary. The questionnaire survey can be found in Appendix 1.

The literature for the secondary data was obtained from Google Scholar, Science direct, EBSCO, PubMed and other online databases, as well as from the university library. Additionally, to that, the researcher was using data provided by institutions and national government statistical organizations, such as the Croatian National Tourist Association, as they are a reliable source (Veal 2018: 233).

### **4.3 Development of the Questionnaire**

The questionnaire survey was supposed to conclude if the residents of Dubrovnik perceive the impacts to be mostly negative or positive. The questions in the survey are mostly based on a questionnaire used in Mendes' research about residents' perceptions of film-induced tourism. However, the questions were added or removed based on the importance to the research question. The survey was made available to participants in two different languages: English and Croatian, with the intention of receiving a higher response rate and most of the participants being from Croatia.

The questionnaire consists of different closed questions since they make it easier to code the results, are quicker to be processed and people might be more likely to answer it (Dawson 2009: 90). However, if someone wanted to write a longer response they could do so in the additional provide section at the end of the questionnaire (Dawson 2009: 90). The evidence of the studies on the strengths and weaknesses of doing online research, shows that they usually result in higher response rates and are usually cheaper for the researcher, particularly for big population samples (Dillman 2000; Cobanoglu, Warde, and Moreo 2001; Yun 2000, cited in Hudson & Ritchie 2006: 392). In addition to that, they have faster response rates and give the surveyed

person comfort, as they stay anonymous. According to Rubin (2000, cited in Hudson & Ritchie 2006: 392) people tend to be more honest therefore.

In the first part of the questionnaire the residents were asked if they consider the film-production for the city of Dubrovnik as important and if they think that it contributed to the increased number of tourists Dubrovnik has been experiencing in the past years. A 5-point Likert scale was used to determine if they agree or disagree, and on what level they do so (1 = totally disagree; 2 = disagree; 3 = neutral; 4= agree; 5= totally agree).

The second part of the questionnaire is the most important part as the questions relate to the perceptions of the residents on the impacts of film-induced tourism in Dubrovnik. The residents are asked to indicate to what extent they agree or disagree with the impact that the film-induced tourism might have had on the city. Thus, a five-point Likert scale has been used (1 = totally disagree; 2 = disagree; 3 = neutral; 4= agree; 5= totally agree). The questions are placed at the beginning of the questionnaire so that the participants do not lose their interest or focus. This part was further divided into three smaller sections: the economic; environmental and social impacts, which are divided into positive and negative impacts. The economic section of the questionnaire focuses on questions such as “Did the employment in Dubrovnik increase?” or “Did the prices of goods and services increase?”. Some of the questions are related to the respondent personally, while others are related to the economic situation of the city. The questions related to the environment focus on the infrastructure of the city, pollution and other impacts related to the environment, such as traffic congestion. The social impacts section includes questions on the impacts the society and the residents personally are experiencing.

A number of impacts mentioned by Mendes et al. in their study were also noticed by other researchers, to be exact by Mandić et al. (2017), Beeton (2005) and Connell (2012). Mandić et al. (2017: 340) mention the increase in employment; the increase in littering; the increase of disturbance of privacy and the residents’ peace; the contribution to the preservation of the local culture and the increase in real estate or rent prices as well. However, they also mention other impacts such as the growth of the living standards; the rise in ecological awareness; and the loss of cultural values and identity, which have been added to the questionnaire survey (Mandić et al. 2017: 340). The impact in this questionnaire which was mentioned by Beeton (2005, cited in Heitmann 2010: 36) is the increase in the number of tourist facilities, which indicates

entrepreneurship support and the diversification of the customer group and the increase in traffic congestion and other impacts related to the transportation have been mentioned by Connell in his research (2012: 1020).

The third part consists of only one open-ended question, which will ask the participant if he experienced any other negative or positive impacts or if he wants to add a comment on something.

The fourth and last part of the questionnaire focuses on the independent variables and aims to find out some sociodemographic characteristics about the participants. The sociodemographic characteristics asked for are age; gender; education level; distance from filming location; economic dependency on tourism and if they are a fan of any of the films being filmed in Dubrovnik.

#### **4.3.1 Population and Study Sample**

Sampling is a research technique in which the researcher selects a smaller group of a population and uses it to represent the whole population (Fowler 2014: 4). The sample size is determined and measured by the researcher. There are many different ways in which a sample can be selected. The first distinction which has to be made is between probability or random sampling and non-probability sampling. Probability sampling means that each person, household or any other element had an equal chance of being selected. The non-probability sampling method is used when a sample frame is not necessary.

Probability sampling can be divided into simple random sampling; stratified random sampling; systematic sampling and multi-stage cluster sampling. Simple random sampling is a method in which the participants have the same probability of being selected. An example of simple random sampling would be the drawing of ten participants from a hat, as each participant had the same probability of being picked. However, it could happen that all participants turn out to be under the age of twenty but the researcher wanted to diversify the age group. In order to avoid such a scenario the sampling frame is divided into smaller different strata or in this case different age groups. This method is also referred to as stratified random sampling. This method

can be further divided into proportionate stratified random sampling and disproportionate stratified random sampling. Proportionate stratified random sampling is when each group is represented proportionally, while a disproportionate stratified random sample is when a group is overrepresented on purpose. Systematic sampling is when for example every 7th person from the potential participants is selected. Multi-stage cluster sampling is a method of selecting a group of participants by dividing one big cluster into smaller ones and reducing it even further. For example, the population of Dubrovnik is divided into the districts, then into the streets and so on, from these groups the researcher then chooses a certain demographic group (Fowler 2001: 91-92).

Non- probability sampling can be divided into judgment, opportunistic and snowball sampling. Judgment sampling is a method in which the researcher decides the participants based on his preferences. He solely picks the participants according to his judgment which ones will fit the research the best. In order to be able to make this judgment the researcher has to have extensive knowledge of the population being examined. Opportunistic sampling is based on selecting those who are most likely to participate in the research. Snowball sampling relies on the researcher approaching people he knows and them to contact other people they know and so forth. Another non-probability method is the theoretical sampling method where the researcher decides on the situation, the events or people because of a theoretical purpose (Fowler 2001: 95).

The population sample for this study consisted of people living in Dubrovnik. However, since the survey was available to everyone it did not guarantee that only the targeted population would complete it. Nevertheless, in order to avoid any bias, the researcher tried to have as many people as possible complete the survey (Veal 2018: 233), asked residents from Dubrovnik personally to complete the survey and only posted it in into Facebook or other groups in which most of the participants were residents of the city of Dubrovnik . The researcher tried to diversify the participants as much as possible, as for example keeping a broad range of ages in order to be able to achieve age diversity. The youngest participants, however, were the age of sixteen as any younger participants would have not been able to give a sufficient opinion on this topic.

Due to the current circumstances as a result of the Covid-19 virus, the sampling method for this research was a non-probability sampling method. To be specific, both a convenient sampling method and snowball sampling method were used. The participants were chosen on purpose based on if they are residents of Dubrovnik or not, by either the author contacting them personally or the survey being explicitly posted into Facebook groups with mostly residents from Dubrovnik. The participants contacted personally by the researcher were asked to ask their friends or family to take part in the survey. These methods were used in order to avoid any bias in too many non-residents completing the survey and to increase the number of participants to have a sample which is big enough to represent the population of Dubrovnik.

#### **4.4 Data Analysis**

The dependent variable for this study is the residents' perception of the different impacts of film-induced tourism on the city of Dubrovnik. The independent variables for this research are age, gender, education level, distance of residence location from the filming location or in this case we assume the movie or series was filmed in the old city, economic dependency on tourism and the residents being or not being fans of the movies and series being filmed in Dubrovnik.

By using different statistics the data collected has been changed to useful information. As a result the author was able to better understand the answers of the residents and thus was able to analyze and describe the data collected. According to Balnaves and Caputi (2001: 110) displaying data graphically is one of the most important aids in order to identify and understand the patterns of the data collected and the different relationships between the variables. The graphs and plots make it easier to understand and remember what has been written down (Balnaves & Caputi 2001: 110).

In this study the data analysis consisted of five steps. The perspectives of local residents on the importance of the filming for the city and its effects on tourist growth were first off analyzed. Second, the impacts were analyzed on how the residents perceive them and the ones with the most agreement amongst residents were highlighted. The mean score was used in order to determine the scale of agreement and the impacts residents agreed most upon. Third,

independent t-tests were used in order to determine the difference between the residents living close (less than three kilometers) to the filming location, in this case we assume this is the old city and living far away (more than three kilometers) from the filming location. The mean scores were used to compare the perceptions of the residents on the importance of the positive and negative impacts stated. Next, using the same technique the perceptions of the residents depending economically on tourism and not depending economically on tourism were analyzed. Lastly, the perceptions of the residents being fans of the films produced in Dubrovnik and the residents who are not fans were compared using t-tests and mean scores as well. The data was analyzed using Microsoft Excel and Google Forms.

#### **4.5 Research Ethics**

Research ethics lie at the root of any research, no matter what type of research is being done. It is of immense importance for the researcher to follow ethical manners when carrying out the research, especially when working with people (Fowler 2014: 140). The author took many different ethical steps and guidelines to assure that none of the participants suffer any negative consequences. The research was based on a set of different morals, as for example honesty, carefulness, confidentiality, etc.

The participation in the survey was voluntary. In order to keep the participants anonymous the author did not ask for the name or any other data that would make it easy to reveal their identity. Additionally to that the author informed the participants of the rules when taking the survey at the beginning and provided the option of withdrawing from the survey at any time. Furthermore the questions were carefully selected and the option of agreeing or disagreeing was provided through the five-point Likert scale. The data collected was kept secret and not provided to any other third parties. Before partaking in the survey the participants were informed that the data will solely be used for research purposes.

In regards to the secondary data collected. Any information used was properly cited, to avoid plagiarism and was not manipulated in any sort of form. The author tried to keep the

information provided in the literature used for this research, as close as possible to the one provided in the original research paper.

## 5 Interpretation of Results

### 5.1 Sample Profile

Table 1. shows the socio-demographic data collected of the survey participants. The survey in total had 101 participants. The majority of the respondents were female with a representation of 72.3 % in the sample or 73 respondents, while the male population had a representation of 27.7 %, which corresponds to 28 male respondents. The largest age group was between 21 and 40 years, making up 74.26 %. A total of 40.6 % of the survey respondents have a high school degree, 36.6 % a bachelor's degree 16.8 % a master's degree and the remaining 6 % have another degree.

52.5 % of the respondents live close to or in the filming location, in this case we assume this is the old city, while 47.5 % of the respondents live far from the filming location or further than three kilometers. The participants depending economically on film-tourism and not depending on film-tourism are very evenly distributed throughout the sample. 50.5 % do not depend financially on film-tourism, while 49.5 % depend on film-tourism. Most of the residents in this sample are not fans of the films being filmed in Dubrovnik, they make up 54.5 % of the total sample, while the ones being fans of the films produced in Dubrovnik make up 45.5 %.

The collected sample or the 101 respondents will represent the perception of the residents of the city of Dubrovnik. However, in regards to the age and the education level, there was a low number of responses by the elderly population (60 and above) and the residents with doctor degrees. The elderly population does not have as good access to the internet and is thus underrepresented in this study. It was to be expected that there were going to be no respondents with a doctor degree as this population is almost always underrepresented. The lack of these populations, especially the residents older than 60 years old, is evidently a limitation to this study and should be addressed in further research.



**Dubrovnik**  
(N = 101)

<b>Gender</b>	
Man	28
Female	73
<b>Age</b>	
16 - 21	16
21 - 40	75
40 - 60	9
60+	1
<b>Education Level</b>	
High School	41
Vocational Education	3
Undergraduate School	37
Graduate School	17
Other	3
<b>Place of residence</b>	
Near the recording location	53
Far from the recording location	48
<b>Economic dependency on tourism</b>	
Yes	50
No	51
<b>Fans vs. Non-Fans</b>	
Fans	46
Non-Fans	55

**Table 1. Samples Profile**

## 5.2 Importance of the filming to the city of Dubrovnik

The residents participating in this study have been asked to rate the importance of the filming for Dubrovnik and to which extent they agree on the number of tourists increasing through film-induced tourism. They could show their perception by indicating their level of agreement on the 5-point Likert scale (1= totally disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = totally agree). The mean score of 3.98 indicates that the residents agree with the statement that the film production is important for the city of Dubrovnik. The mean score of 4.47, for the statement that the number of tourists increased due to the contribution of the film-production to it, shows even greater agreement of the residents with this statement than the previous one. The resident's perceptions of this study confirm the results from previous studies ((Mendes et al.

2016); (Beeton 2005); (Yoon 2015)), which also indicate an increase in tourists and the positive perception on the importance of the film-production.

	<i>The film production is important for the city of Dubrovnik</i>
Average	3.98019802
Agree	68.32%
Disagree	31.68%

	<i>The film production contributes to the increased number of tourists</i>
Average	4.465346535
Agree	88.12%
Disagree	11.88%

Note: Percentage of respondents that agree or disagree are those that answered 4 or 5 on the 5-point Likert scale

**Table 2. Perception of the importance of the film production for the City of Dubrovnik and for tourism**

### 5.3 Perspective on impacts

For the second part of the survey the residents were once again asked to indicate on a 5-point Likert scale ((1= totally disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = totally agree) to what extent they agree with the statements made on the impacts of film-induced tourism. The highest mean score was 3.71 while the lowest mean score was 1.71, indicating that the residents do not completely disagree nor agree on a statement or impact. The residents showed the highest agreement, with a mean score of 3.71, for the positive impacts of increase in employment, increase in business opportunities and the increase in attracting investments. All other economic impacts show a relatively high agreement mean scores, positive as well as negative impacts. The only economic impact that the residents disagree with is that film-induced tourism contributed to an increase in their family income (M = 2.02). In regards to any other positive impacts, the residents agree mostly only over the statement that film-tourism contributed to the increase in the pride of the residents of Dubrovnik (M = 3.31). These results correspond with Mandić et als. (2017) and Mendes et als. (2016) study. Other negative impacts which evidently stand out are the contribution to traffic congestion (M = 3.35) and the contribution to less parking spaces being available throughout the city (M = 3.30). These results are in line with Tookes (1996) and Connells (2012) findings, which show increased traffic, less parking and roads being damaged by the increased amount of tourists. The residents express

the most disagreement with “film-tourism contributed to the city experiencing more crime” ( $M = 1.71$ ); “film-tourism contributed to the increase in drug and alcohol consumption” ( $M = 1.91$ ) and “film-tourism contributed to people becoming more ecologically aware” ( $M = 1.94$ ).

Mendes et al. (2016: 6) study shows similar results regarding the contribution to the increase in crime and alcohol and drug consumption.

#### **5.4 Place of residence comparison on positive and negative impacts**

Out of the 101 residents who participated in this survey 48 of them or 47.5 % lived far away or further than three kilometers from the filming location, while 53 respondents lived in or close to the filming locations. The comparison of the mean scores of the negative and positive impacts in regards to the distance lived from the filming locations can be seen in table three. The mean scores of the residents living in or close to the filming location (3 km or less) are represented on the left side, while the mean scores of residents living far away from the filming location (More than 3 km) are represented on the right side. The residents living far away from the filming locations show higher mean scores for almost all positive impacts, to be exact for nine out of thirteen impacts, and similarly for the negative impacts (10 out of 12). However, the t-tests values showed that only two positive impacts indicate statistically significant differences: “film-tourism contributed to the improvement of the infrastructure, such as streets” (close  $M = 1.89$ ; far away  $M = 2.35$ ;  $t = 2.095$ ;  $p < 0.05$ ) and “film-tourism resulted in a rise in the consciousness of the local values by the residents” (close  $M = 2.68$ ; far away  $M = 3.31$ ;  $t = 2.721$ ;  $p < 0.05$ ). The negative impacts also showed only two statistically significant differences: “Film-tourism contributed to the city experiencing more crime” (close  $M = 1.34$ ; far away  $M = 2.13$ ;  $t = 4.095$ ;  $p < 0.05$ ) and “film-tourism contributed to the increase in drug and alcohol consumption” (close  $M = 1.49$ ; far away  $M = 2.37$ ;  $t = 4.377$ ;  $p < 0.05$ ).

The results show that the residents living further away from the filming locations agree more with the statements made or perceive the impacts as stated. However, this also indicates that the residents living in or close to the filming location perceive for film-tourism to not have helped improve the infrastructure and for film-tourism to not have resulted in a rise in the consciousness of the local values by the residents. A few of the residents living in or close to the

filming locations even added comments additionally stating that the tourists are not appreciating the city and its local values as much anymore, but are only coming to Dubrovnik to take pictures at the filming sites or to visit the filming locations. According to one participant of the survey the tourists are viewing Dubrovnik only through the movies or series filmed there. In regards to the negative impacts, the residents living in or close to the filming location disagree more with the statements that film-tourism contributes to the crime and drug and alcohol consumption increasing, than residents living further away from the filming location.

Impacts	3km or less	More than 3km
<b>Economic</b>		
Film-tourism created new employment opportunities for the locals.	<b>3.83</b>	3.58
As a result of film-tourism the standard of living in Dubrovnik grew.	3.13	3.23
Film-tourism created new and more business opportunities for the locals.	<b>3.83</b>	3.58
Film-tourism contributed in attracting more investments.	3.64	<b>3.79</b>
Film-tourism contributed to the increase in the number of tourist facilities.	<b>3.64</b>	3.42
Film-tourism contributed to the increase in my family income.	2.02	<b>2.02</b>
Film-tourism contributed to the increase in real estate prices.	3.19	<b>3.44</b>
Film-tourism contributed to the increase in the prices of goods and services.	3.21	<b>3.54</b>
Film-tourism contributed to the increase in the rent prices.	3.23	<b>3.65</b>
<b>Environmental</b>		
Film-tourism contributed to the increase in restorations of degraded buildings.	2.28	<b>2.67</b>
Film-tourism contributed to the improvement of the infrastructure, such as streets.	<b>1.89</b>	<b>2.35</b>
Film-tourism contributed to people becoming more ecologically aware.	1.75	<b>2.15</b>
Film-tourism contributed to the increase in littering.	2.85	<b>2.85</b>
Film-tourism contributed to the increase in traffic congestion.	3.26	<b>3.44</b>
Film-tourism contributed to less public parking spaces being available throughout the city.	3.23	<b>3.38</b>
<b>Social</b>		
The pride of the residents increased as a result of Dubrovnik becoming a popular location for film production	<b>3.32</b>	3.29
Film-tourism contributed to the local culture being preserved better.	2.64	<b>2.98</b>
Film tourism contributed in the quality of service improving.	2.53	<b>2.94</b>
Film-tourism resulted in a rise in the consciousness of the local values by the residents.	<b>2.68</b>	<b>3.31</b>
Film-tourism contributed to the city experiencing more crime.	<b>1.34</b>	<b>2.13</b>
Film-tourism contributed to the increase in drug and alcohol consumption.	<b>1.49</b>	<b>2.38</b>
Film-tourism and the film-production affected my usual lifestyle.	1.85	<b>2.10</b>
Film-tourism led to social conflicts between the locals and the filmmakers.	2.13	<b>2.15</b>
Film-tourism contributed to my peace and privacy being disturbed.	<b>2.13</b>	1.83
Film-tourism contributed to Dubrovnik losing its cultural values and identity.	<b>2.64</b>	2.56

Note: Numbers in bold correspond to the highest values observed for each factor.  
Orange fill color: p<0.05.

**Table 3. Comparison of impacts by distance lived to filming location**

## 5.5 Economic dependency comparison on positive and negative impacts

The sample for this study consists of 51 residents (50.5 %) who do not economically depend on tourism and 50 residents (49.5 %) who economically depend on tourism. Table four shows how the mean scores compare between the residents depending economically on tourism and not depending economically on tourism. The residents depending economically on tourism show higher mean scores for most of the impacts. Residents depending economically on tourism have more higher averages for positive impacts (9 out of 13) than residents not depending economically on tourism. However, the negative impacts are split evenly. For some impacts the residents depending economically on tourism have higher mean scores and vice versa. Nonetheless, the t-test results show that only one positive impact is statistically significantly different: “film-tourism contributed to the increase in my family income” (dependent on tourism  $M = 2.4$ ; not dependent  $M = 1.65$ ;  $t = 2.984$ ;  $p < 0.05$ ). These results are consistent with Mendes et als. (2016) study and shows that residents not depending on tourism have experienced less of a contribution to their family income, as a result of film-tourism, than residents depending on film-tourism. There were no significant differences among the negative impacts.

Impacts	Economic dependency	No economic dependency
<b>Economic</b>		
Film-tourism created new employment opportunities for the locals.	<b>3.90</b>	3.53
As a result of film-tourism the standard of living in Dubrovnik grew.	<b>3.30</b>	3.06
Film-tourism created new and more business opportunities for the locals.	<b>3.78</b>	3.65
Film-tourism contributed in attracting more investments.	3.70	<b>3.73</b>
Film-tourism contributed to the increase in the number of tourist facilities.	3.48	<b>3.59</b>
Film-tourism contributed to the increase in my family income.	<b>2.40</b>	<b>1.65</b>
Film-tourism contributed to the increase in real estate prices.	<b>3.42</b>	3.20
Film-tourism contributed to the increase in the prices of goods and services.	<b>3.44</b>	3.29
Film-tourism contributed to the increase in the rent prices.	3.32	<b>3.53</b>
<b>Environmental</b>		
Film-tourism contributed to the increase in restorations of degraded buildings.	2.38	<b>2.55</b>
Film-tourism contributed to the improvement of the infrastructure, such as streets.	2.08	<b>2.14</b>
Film-tourism contributed to people becoming more ecologically aware.	<b>1.98</b>	1.90
Film-tourism contributed to the increase in littering.	<b>2.90</b>	2.80
Film-tourism contributed to the increase in traffic congestion.	<b>3.40</b>	3.29
Film-tourism contributed to less public parking spaces being available throughout the city.	3.16	<b>3.43</b>
<b>Social</b>		
The pride of the residents increased as a result of Dubrovnik becoming a popular location for film production	<b>3.46</b>	3.16
Film-tourism contributed to the local culture being preserved better.	<b>2.86</b>	2.75
Film tourism contributed in the quality of service improving.	<b>2.74</b>	2.71
Film-tourism resulted in a rise in the consciousness of the local values by the residents.	<b>3.08</b>	2.88
Film-tourism contributed to the city experiencing more crime.	<b>1.76</b>	1.67
Film-tourism contributed to the increase in drug and alcohol consumption.	1.86	<b>1.96</b>
Film-tourism and the film-production affected my usual lifestyle.	<b>2.00</b>	1.94
Film-tourism led to social conflicts between the locals and the filmmakers.	2.10	<b>2.18</b>
Film-tourism contributed to my peace and privacy being disturbed.	1.92	<b>2.06</b>
Film-tourism contributed to Dubrovnik losing its cultural values and identity.	2.54	<b>2.67</b>

Note: Numbers in bold correspond to the highest values observed for each factor.  
Orange fill color:  $p < 0.05$ .

**Table 4. Comparison of impacts by economic dependency on tourism**

## 5.6 Perceptions of fans vs. non-fans comparison on positive and negative impacts

In addition to the comparisons that Mendes et al. (2016) made for their study the researcher decided to add another comparison. The comparison made is between the residents who are and who are not fans of the films being filmed in Dubrovnik and the positive and negative impacts stated. Out of the sample collected 55 residents (54.5 %) are not fans of the films being filmed in Dubrovnik, while 46 residents (45.5 %) are fans. The mean scores are shown in table five. On the left hand side the mean scores of the residents who are fans of the movies and series are represented, while on the right hand side of the table the mean scores for the residents who are not fans are displayed. The mean scores of the residents who are fans of the movies and series filmed in Dubrovnik show higher mean scores for all impacts except for two negative impacts: “film-tourism contributed to my peace and privacy being disturbed” (M =

2.036) and “film-tourism contributed to Dubrovnik losing its cultural values and identity” (M = 2.891).

The t-test values show that this comparison has the most significant differences among all impacts. There are eight statistically significant differences among the positive impacts: “film-tourism created new employment opportunities for the locals” (fan M = 4; not fan M = 3.41; t = 2.727; p < 0.05); “as a result of film-tourism the standard of living in Dubrovnik grew” (fan M = 3.59; not fan M = 2.84; t = 3.1; p < 0.05); “film-tourism contributed to the increase in my family income” (fan M = 2.5; not fan M = 1.62; t = 3.458; p < 0.05); “film-tourism contributed to the increase in restorations of degraded buildings” (fan M = 2.8; not fan M = 2.18; t = 2.556; p < 0.05); “film-tourism contributed to the improvement of the infrastructure, such as streets” (fan M = 2.5; not fan M = 1.78; t = 3.22; p < 0.05); “film-tourism contributed to people becoming more ecologically aware” (fan M = 2.39; not fan M = 1.56; t = 3.619; p < 0.05); “film-tourism contributed to the local culture being preserved better” (fan M = 3.24; not fan M = 2.44; t = 3.587; p < 0.05); “film tourism contributed in the quality of service improving” (fan M = 3.04; not fan M = 2.45; t = 2.629; p < 0.05) and “film-tourism resulted in a rise in the consciousness of the local values by the residents” (fan M = 3.24; not fan M = 2.76; t = 1.998; p < 0.05). The t-tests show only three statistically significant differences among the negative impacts: “film-tourism contributed to the increase in real estate prices” (fan M = 3.78; not fan M = 1.65; t = 2.984; p < 0.05); “film-tourism contributed to the increase in littering” (fan M = 3.78; not fan M = 2.91; t = 3.882; p < 0.05) and “film-tourism contributed to Dubrovnik losing its cultural values and identity” (fan M = 2.26; not fan M = 2.89; t = -2.379; p < 0.05).

The results show that the residents, who are fans of the films being produced in Dubrovnik, tend to agree more with the impacts stated, especially the positive impacts. According to the mean scores, the residents who are fans believe that film-tourism has contributed to new employment opportunities being created, that as a result of film-tourism the standard of living grew and they disagree less with the statement that film-tourism contributed to the increase in their family income. Similarly the residents who are fans agree more or disagree less with the statements made in regards to the environmental and social impacts. Both groups disagree with the statements made that film tourism contributed to the increase in restorations of degraded buildings; the improvement of the infrastructure and to people becoming more ecologically

aware. However, they have different opinions on the positive impacts that film-tourism contributed to the local culture being preserved better, film tourism contributing in the quality of service improving and film tourism resulting in a rise in the consciousness of the local values. While residents who are fans show a moderate agreement with the impacts stated, the residents who are not fans disagree with the statements made on the impacts. In regards to the negative impacts the residents who are fans agree with the statements that film-tourism contributed to the increase in real estate prices and littering, while the residents who are not fans show disagreement with the statements. Nonetheless, both groups disagree with the statement made that film-tourism contributed to Dubrovnik losing its cultural values and identity.

Impacts	Fan	Not a fan
<b>Economic</b>		
Film-tourism created new employment opportunities for the locals.	<b>4.00</b>	3.47
As a result of film-tourism the standard of living in Dubrovnik grew.	<b>3.59</b>	2.84
Film-tourism created new and more business opportunities for the locals.	<b>3.91</b>	3.55
Film-tourism contributed in attracting more investments.	<b>3.85</b>	3.60
Film-tourism contributed to the increase in the number of tourist facilities.	<b>3.78</b>	3.33
Film-tourism contributed to the increase in my family income.	<b>2.50</b>	1.62
Film-tourism contributed to the increase in real estate prices.	<b>3.78</b>	2.91
Film-tourism contributed to the increase in the prices of goods and services.	<b>3.61</b>	3.16
Film-tourism contributed to the increase in the rent prices.	<b>3.61</b>	3.27
<b>Environmental</b>		
Film-tourism contributed to the increase in restorations of degraded buildings.	<b>2.80</b>	2.18
Film-tourism contributed to the improvement of the infrastructure, such as streets.	<b>2.50</b>	1.78
Film-tourism contributed to people becoming more ecologically aware.	<b>2.39</b>	1.56
Film-tourism contributed to the increase in littering.	<b>3.17</b>	2.58
Film-tourism contributed to the increase in traffic congestion.	<b>3.41</b>	3.29
Film-tourism contributed to less public parking spaces being available throughout the city.	<b>3.48</b>	3.15
<b>Social</b>		
The pride of the residents increased as a result of Dubrovnik becoming a popular location for film production	<b>3.52</b>	3.13
Film-tourism contributed to the local culture being preserved better.	<b>3.24</b>	<b>2.44</b>
Film tourism contributed in the quality of service improving.	<b>3.04</b>	2.45
Film-tourism resulted in a rise in the consciousness of the local values by the residents.	<b>3.24</b>	<b>2.76</b>
Film-tourism contributed to the city experiencing more crime.	<b>1.91</b>	1.55
Film-tourism contributed to the increase in drug and alcohol consumption.	<b>2.02</b>	1.82
Film-tourism and the film-production affected my usual lifestyle.	<b>2.15</b>	1.82
Film-tourism led to social conflicts between the locals and the filmmakers.	<b>2.24</b>	2.05
Film-tourism contributed to my peace and privacy being disturbed.	1.93	<b>2.04</b>
Film-tourism contributed to Dubrovnik losing its cultural values and identity.	<b>2.26</b>	<b>2.89</b>

Note: Numbers in bold correspond to the highest values observed for each factor.

Orange fill color:  $p < 0.05$ .

**Table 5. Comparison of impacts by the resident being or not being a fan of the films produced in Dubrovnik**



## 6 Discussion of Findings

The previous chapter analyzed the data collected and gave a short interpretation of it. This chapter will briefly summarize the findings made and if the hypotheses made by the researcher are accepted or denied.

The results showed multiple significant differences, when taking the distance lived from the filming location or if the resident is a fan of the movies and series being filmed in their city into consideration. The comparison of the economic dependency of the residents on tourism to the positive and negative impacts on the other hand showed only one significant difference. Thus, the first hypothesis, which states that there is a significant difference in the perception between the residents living close to the filming location and living far from the filming location, is accepted. The second hypothesis, which states that there is no significant difference in the perception of the residents depending economically on tourism and the residents not depending on tourism, is denied. This is due to the two groups having significantly different mean scores in regards to the statement made that film-tourism contributed to their family income increasing. Even though both groups disagree with the statement, the residents who depend economically on tourism had higher mean scores. The third and last hypothesis, which states that there is a significant difference in the perception of the residents who are fans of the films being filmed in Dubrovnik and the residents who are not fans of the films being filmed in Dubrovnik, is accepted. The results of the t-tests showed that there were multiple significant differences among all the negative and positive impacts. This is most likely due to the residents who are fans of the movies and series filmed in Dubrovnik being biased or simply show more interest in the topic of film-tourism and thus give different answers than the residents who are not fans. In order to find out the reason for such results more research has to be done on this topic.

## **7 Conclusion**

### **7.1 Summary**

The two main objectives of this study were to identify the benefits and costs or challenges of film-induced tourism as perceived by the residents of film-tourism destinations and to help the government identify the necessary changes to be made in the development policies. In order to reach these objectives the author collected the perceptions of 101 residents of Dubrovnik and compared them afterwards in regards to the distance lived from the filming location, economic dependency on tourism and the resident not being or being a fan of the movies and TV series filmed in Dubrovnik.

The results of the survey showed that the residents believe that the film production is important for the city of Dubrovnik and that the number of tourists visiting Dubrovnik has increased as a result of the film production.

In regards to the positive and negative impacts the economic impacts showed the highest mean scores, except the family income increasing. The social impacts received the lowest mean scores. Residents especially disagreed with the statement that film-tourism contributed to the increase in crime and drug and alcohol consumption and to people becoming more ecologically aware. The environmental impacts showed high agreement rates for two impacts: the contribution of film-tourism to increased traffic congestion and less parking spaces being available.

### **7.2 Recommendations**

The results indicate that the city of Dubrovnik has to pay closer attention to the opinions or perceptions of its residents. It is of immense importance to incorporate their perceptions when developing new policies or when making decisions on how to improve the city and its community. The residents show clearly that even though there are improvements to the economy as a result of film-tourism, their family income has not increased, but the prices for different goods and services, real-estate and rent have increased. The government or the city of Dubrovnik has to take actions in order to improve the financial situation of the local residents,

especially when there are many different possibilities to do so. In addition to that, the government has to focus on improving the infrastructure, in order to reduce traffic and improve mobility of pedestrians and vehicles. Improving mobility would help in solving the problem of overtourism Dubrovnik is dealing with. In addition to the dissatisfaction with the infrastructure, the residents show that the degraded buildings have not been restored to their previous state. However, this is of key importance for Dubrovnik, as the architecture makes Dubrovnik so famous for film makers and many tourists. In addition to that many of the residents in the study believe that Dubrovnik is not doing a good job when promoting the city as a tourist destination, as the tourists are not appreciating the cultural values and the city is losing its identity. The city could also contribute to the community by making the residents and tourists more ecologically aware and establishing clear policies in regards to this topic.

All in all the findings of this study show that there are a lot of benefits, especially economic ones from film-induced tourism. However, clear policies have to be established in order to make improvements for the community or the residents. This is only possible if the government listens to its residents and takes their perception into consideration when making decisions on what policies to implement. There is a lot of potential that film-induced tourism has and it could be used in order to promote other cities in Croatia or cities could gain many benefits from attracting filmmakers. However, when making this decision the perception of the residents is of immense importance, as they are one of the many factors which make the city attractive to tourists. A good management team has to be established which will keep all three interests in mind, those of the residents, the government and the tourists. The results of this study provide a great starting point for many cities' governments, as the information provided can help them make informed decisions, by being able to assess the impacts of film-induced tourism clearly.

### **7.3 Limitations**

Due to the current SARS - CoV - 2 pandemic the study had more limitations than anticipated by the author. The biggest limitation to this study was that it was harder to reach participants, especially the elderly population, above 60, which was represented in this sample by only one participant. Reaching the participants was aggravated, as the author was counting on different

sources to reach the participants when meeting them in person. Another limitation was that there were no respondents with a doctor degree.

## 8 Appendices

### 8.1 Appendix 1

#### General Introduction and Questions Instructions

Dear Survey Participant,

This survey is a part for the Bachelor thesis research, which tries to find out how residents of Dubrovnik perceive the impact of film-tourism on the city and their lives.

Please consider that this survey is only meant to be filled out by residents of Dubrovnik. Participation in this study is completely voluntary and confidential. Therefore, if you do not feel comfortable answering any of the questions you may either skip them or withdraw from the survey at any time. The survey is anonymous and does not collect any personal information that could make it possible to link it to you. The survey will approximately take 5 minutes to complete. By completing and submitting the survey you are part taking in the research.

Thank you for your participation!

**The importance of the film production in Dubrovnik. Please indicate how much you agree or disagree with the following statements (1 = totally disagree; 2 = disagree; 3 = neutral; 4= agree; 5= totally agree)**

1. The film production is important for the city of Dubrovnik.
2. The film production contributes to the increased number of tourists.

**Impacts of film tourism. Please indicate how much you agree or disagree with the following statements (1 = totally disagree; 2 = disagree; 3 = neutral; 4= agree; 5= totally agree)**

1. Economic
  - a. Film-tourism created new employment opportunities for the locals.
  - b. As a result of film-tourism the standard of living in Dubrovnik grew.
  - c. Film-tourism created new and more business opportunities for the locals.
  - d. Film-tourism contributed in attracting more investments.
  - e. Film-tourism contributed to the increase in the number of tourist facilities.
  - f. Film-tourism contributed to the increase in my family income.
  - g. Film-tourism contributed to the increase in real estate prices.
  - h. Film-tourism contributed to the increase in the prices of goods and services.
  - i. Film-tourism contributed to the increase in the rent prices.
2. Environmental

- a. Film-tourism contributed to the increase in restorations of degraded buildings.
  - b. Film-tourism contributed to the improvement of the infrastructure, such as streets.
  - c. Film-tourism contributed to people becoming more ecologically aware.
  - d. Film-tourism contributed to the increase in littering.
  - e. Film-tourism contributed to the increase in traffic congestion.
  - f. Film-tourism contributed to less public parking spaces being available throughout the city.
3. Social
- a. The pride of the residents increased as a result of Dubrovnik becoming a popular location for film production.
  - b. Film-tourism contributed to the local culture being preserved better.
  - c. Film tourism contributed in the quality of service improving.
  - d. Film-tourism resulted in a rise in the consciousness of the local values by the residents.
  - e. Film-tourism contributed to the city experiencing more crime.
  - f. Film-tourism contributed to the increase in drug and alcohol consumption.
  - g. Film-tourism and the film-production affected my usual lifestyle.
  - h. Film-tourism led to social conflicts between the locals and the filmmakers.
  - i. Film-tourism contributed to my peace and privacy being disturbed.
  - j. Film-tourism contributed to Dubrovnik losing its cultural values and identity.

### **Other Impacts Experienced or Comments (Open-Ended Question)**

#### **Personal Information**

- What is your age?
- Are you male or female?
  - Male
  - Female
- What is your Education Level?
  - Vocational Education
  - High School Degree
  - Bachelor Degree
  - Master Degree
  - Doctorate Degree
  - Other Degree
- Place of Residence - do you live close or far from the filming location? (Assuming that the filming location is the old city)
  - Close (3 km or less from the old city center)
  - Far (More than 3km from the old city center)

- Do you economically depend on tourism?
  - Yes
  - No
- Are you a fan of any of the films being filmed in Dubrovnik?
  - Yes
  - No

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