

# **The Relevance of Destination Placements in Movies for Tourism in Slovenia**

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## Abstract

Film-induced tourism is defined as visiting a destination or attraction due to the destination being featured in movies or series. Even though a movie's purpose is not to market a destination and encourage tourist visitations, research shows that movies can spark an interest in its destinations resulting in them becoming tourist destinations. Therefore, destination marketing organisations (DMOs) have begun to involve themselves in pre- and post-production stages, firstly to market their destination as a filming destination and later to market the movie destination to tourists. The purpose of this thesis is to help Slovenian DMOs understand whether film-induced tourism has positive effects on the tourist industry. The question which this thesis will be answering is: To what extent can film-induced tourism positively affect Slovenia Tourism? The empirical part of this study involved 9 expert interviews which were later analysed using content analysis. The results suggest that the movie industry has some positive short-term effects on the destination. These mainly occur when the production crews are in Slovenia, and they employ local workers and sometimes short-term tourist visitation also occurs after the release of the movie. However, no long-term effects were discovered. Based on the findings of this research, DMOs should not put their main focus on becoming a movie destination.

**Key Words:** film-induced tourism, tourism industry, film industry, Slovenia, tourism in Slovenia, destination awareness, travel intention, marketing campaigns