

## Film Tourism Will Remain Popular for Many Years

**Sherri Scott\***

*University of Phoenix, South Carolina, USA*

One of the most effective ways of marketing to potential tourists is to feature a television show or film on a beautiful tropical island or a tourism attraction in a lovely city/country. My favorite Hallmark television show called Chesapeake Shores is filmed on the beautiful Vancouver Island, Canada. This show setting is featured around Qualicum beach and neighboring towns of Parksville, British Columbia. The colorful, tropical, flowers along with the beach and forests would make any tourist want to escape to this awesome destination. A TV series has a powerful force because it continuously reinforces the beauty of the destination. According to Vancouver Island Film Commission it had 72 film production request last year. With the success of Chesapeake Shores show it helped entice more film productions to the area. In British Columbia, tourism and film productions are the two busiest industries.

Film and Tourism is growing phenomenon worldwide. Some Americans have become huge stars overseas. Many celebrities enjoy the opportunity to experience a different culture while filming a movie. It allows them to mix business with pleasure and embrace diversity. Some very successful American movies filmed in other countries are Lord of the Rings, Gladiator, Star Wars and Skyfall. Location and film experiences are enhanced in memories by associating them with actors, events and the setting [1]. The tourism industry is highly competitive. While filming in a beautiful area; the promotion of their hotels, restaurants, tourism attractions, monuments, statues, Botanical Gardens and museums will definitely be a magnet to generate tourism. Tourists will simply take a picture with a statue because they have seen it in a movie. While others tend to navigate to certain areas because of an emotional attachment, specific images and memories of the area.

Some of the drawbacks of filming in Countries all over the world is filmed induced tourism. This is the influx of film producing crews,

road closures, the attitudes of the local residents toward the guest in the area and the many tourists that visit the film production location. Filmed induced tourism will remain popular and is one of the fastest growing sectors of tourism mainly because of the rise of international travel and growth [1].

Location have everything to do with the success of a film. The setting should entice the viewer to visit. Films may be more successful than others because the story line fits the setting of the movie [2].

The impacts of films and movies are positive for the destination in terms of economic cultural values and destination awareness of an area [1]. Promoting an area through film would be more powerful for less known tourists destinations and cheaper than the traditional advertising campaigns [1]. Browsing a travel guide or brochures sparks an interest in visiting a place but to see it on film makes it more of a reality.

Many tourists are continuously seeking the experience of escaping to a different world. Some refer to film tourism as location vacation. Popular film tourism in the United States are in cities such as California and New York. Many films have taken place in Paris, France and tourists automatically think of the Eiffel Tower when France is mentioned. Some of my personal friends have taken pictures in front of the Eiffel Tower. This is great marketing for the area.

Watching a film of a beautiful place actually takes them there through the great imagination of the mind before they ever arrive.

### References

1. [www.newzealand.com](http://www.newzealand.com)
2. Vancouver Island North Film Commission (INFILM) (2018).

**\*Corresponding author:** Sherri Scott, Tourism Coordinator, University of Phoenix, South Carolina, USA, Tel: 447031749884; E-mail: [sscott36@gmail.com](mailto:sscott36@gmail.com)

**Received** September 20, 2018; **Accepted** October 22, 2018; **Published** October 29, 2018

**Citation:** Scott S (2018) Film Tourism Will Remain Popular for Many Years. J Tourism Hospit 7: 388. doi: [10.4172/2167-0269.1000388](https://doi.org/10.4172/2167-0269.1000388)

**Copyright:** © 2018 Scott S. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.