

~ ЕКОНОМІКА ТУРИЗМУ ТА ГОТЕЛЬНО-РЕСТОРАННА СПРАВА ~

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PROSPECTS FOR THE DEVELOPMENT OF FILM TOURISM

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Abstract. The article is devoted to the study of the international and Ukrainian experience in the development of film tourism. The purpose of the article is to determine the prospects for the development of film tourism as a motivating factor for travel. Film tourism is a subtype of cultural tourism that covers a wide range of possibilities. Based on the study of literary sources and theoretical generalization, a classification of locations for film tourism was developed, which includes film tours, excursions, film studios, film museums, film festivals, film awards, film premieres. It was determined that cinema is a factor influencing the formation of tourist motivation and it is a source of the appearance of new tourist destinations. Filming locations, film festivals, film studios and film museums are the main objects of film tourism that attract the attention of tourists. Location attributes, scenery, landscapes, cultural, social, activity origin, cast and celebrities, plot and genre became the main factors determining the motives of movie trips. The popularity of film tourism on the international tourist market is due to the dynamic development of the world film industry, as evidenced by the industry's revenues, the number of tickets sold, and box office receipts. USA has the greatest capacity for the development of film tourism, but Great Britain and Ireland remain the most desirable film tourism destinations. Ukrainian film tourism is not developed, although it already has a significant film heritage and prospects for this. Famous Ukrainian film locations such as "Zakhar Berkui", "Taras Bulba", "Mad Wedding", "Storozova Zastava", "Dovbush", TV series "Chernobyl" are already included in tourist and excursion routes. Although film tourism is a niche type of tourism, it can become a powerful tool in the promotion of tourist destinations, a catalyst for infrastructure development, activation of public-private partnerships and can open new opportunities for product development and entrepreneurship in communities, such as tours and excursions to filming locations, the creation of museums film heritage or theme parks. For its popularization a comprehensive approach is proposed, which in the post-war reconstruction of Ukraine can become an element of forming its tourist image, which will be the focus of further research.

Keywords: film tourism, cinema tour, film heritage, tourist motivation, tourist location, tourist image.

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Анотація. Мета: визначення перспектив розвитку кінотуризму як мотивуючого чинника для здійснення подорожі. Методика: на основі вивчення літературних джерел й теоретичного узагальнення була складена класифікація локацій для

кінотуризму. Результати дослідження: кіно є чинником впливу на формування туристичної мотивації й джерелом появи нових туристичних дестинацій. Найбільшу потужність у розвитку кінотуризму має США, проте найвідвідуванішими напрямками залишаються Велика Британія та Ірландія. Українській кінотуризм не розвинений, хоча вже має значну кіноспадщину. Практична значимість: кінотуризм може стати потужним інструментом у промоції туристичних дестинацій. Для його популяризації запропонований комплексний підхід, який у повоєнному відновленні України може стати елементом формування її туристичного іміджу.

Ключові слова: кінотуризм, кінотур, кіноспадщина, туристична мотивація, туристична локація, туристичний імідж.

JEL Classification: L830.

Statement of the problem. The desire of people to travel determines the emergence of new types of tourism, most of which are niche. Such types of tourism include film tourism, the development of which is due to the rapid spread of cinema around the world. Media resources, television and the Internet have taken a central place in the cultural life of people. An avid moviegoer watches more than 300 movies a year, while the average person watches about 100 [1]. Places where events take place in television shows, serials and movies attract the mass attention of viewers, forming interest in their visit and the desire to immerse themselves in the process of filming. In 2022, the global film tourism industry was valued at US\$ 68.1 billion and is projected to grow to US\$ 110.79 billion by 2028 [1]. The ability to create an impression of this scale unites tourism and cinema, which belong to the creative industries. In addition, tourist destinations and movie locations identify the country on the international market and are an integral part of its national brand, provoking the increasing interest of the world community in its culture, cuisine, traditions, customs, and heritage. The ability to stimulate cultural and national identity through tourism is very relevant for Ukraine today.

Analysis of recent research and publications. In recent years, scientific articles and publications by many scientists, marketers and bloggers have been devoted to the study of film tourism as a promising direction. This term is also known as screen tourism [2, 3], film tourism [4], tourism to filming locations [5]. S. Roesch defined it back in 2009. By it he understood "subtype of tourism, where the visitors seek out places that they have seen in movies or television shows, be it during the filming (mid-production), or after its release" [5]. In the Report for Creative England in association with Visit England by Olsberg, cunotourism is considered as an incentive for tourists to visit the area seen on the screen and is also called by different terms: "screen tourism", "film tourism" or "film-induced tourism" [3]. V. Achkasova and S. Salimon define it as an innovative direction, where the satisfaction of cultural needs is the main purpose of the trip [6]. In particular, researcher J. Connell emphasizes that "despite the fact that film tourism is a relatively niche element of tourism, its role in the promotion of a tourist destination is significant" [7]. This aspect is confirmed by the interest in its development by destination marketing organizations (DMOs) and organizations of economic development, who seek to attract additional advertising, increase the number of visitors [2]. A. Aleksyuk believes that visiting film festivals belongs to film tourism [8], which further expands the potential of this type of tourism. The field of film tourism also includes visiting not only a specific place depicted in a film, but even a country whose attractive marketing film images arouse tourist interest.

The article is devoted to the identification of previously unresolved parts of the general problem. Film tourism can become a powerful tool for promoting the country on the international market. Despite the significant number of scientific publications, its potential for the formation of tourist motivation in Ukraine has been studied fragmentarily and therefore requires more detailed research.

The purpose of research. The purpose of the article is to determine the prospects for the development of film tourism, in particular in Ukraine, as a motivating factor for making a trip.

Presenting of the main research material. The first cases of travel cinema in the world were recorded in the USA and Great Britain. The USA is considered the "father" of the creation of this type of tourism, which is explained by the leading role of Hollywood in film production, with many local shootings and locations that took place in the USA. Although with the further development of the industry, films were increasingly shot abroad, this resonance marked the emergence of a wider network of cinema and accordingly opportunities for travel. The location with all its unique attributes is the main motive for making a movie trip and can guarantee a unique experience for the tourist. Promoting them as objects of tourist interest, experts distinguish commercial places, closed territories, commercial closed places, closed and open cinema events by location (Table 1).

Table 1

Classification of film tourism locations

A sign of tourism	Types	Characteristics
Commercial places	Cinema tours	A tourist product designed according to the route of a film or several films
	Excursions to filming locations	Excursion with a story telling about the peculiarities of the filming location
	Specially created locations for films	An excursion or tour of an area that was specially created for a certain film and remained as an attractive object.
Closed territories	Film studio	Excursions and tours behind the scenes of a film studio, participation in filming, trying to use the equipment
Commercial indoor spaces	Production studios	Excursion to a specially built pavilion, studio for a separate film, series, show.
	Cinema museums	Excursions to the cinema museum as part of the tour or separately. For example, the Odessa Film Museum (pavilion № 5), the Austrian Film Museum.
Closed and open cinema events	Film festivals	Visiting special film festivals. For example, Cannes, Berlin, Odessa, Molodist.
	The film awards	Attending film awards. For example, Oscar, Critics' Choice Awards, European Film Academy.
	Film premieres	Attending a gala event for the premiere of the film with the participation of the actors who played the main characters.

Source: created by the authors based on [6, 9]

It is worth noting that the location can differ not only from the place of filming, but also from those events that took place in the film, or those places related to the figure of the author of the work, its director, the place of residence of the main characters or actors. Given that N. Macionis grouped the factors influencing film tourism based on the push and pull factors (Fig. 1).

On the one hand pull factors drive tourists to travel to determined destination. These can be the typical attractions as sun, sea and sand or objects of cultural and historical heritage. On the other hand, push factors describe the tourist as an individual who is guided by psychological and behavioral motivation [10]. This gives reason to use cinema as a factor influencing the formation of tourist motivation and a source of income generation and prerequisites for the emergence of new destinations.

Credece research predicts that the global film tourism market will grow at a significant CAGR of 7.2% in the coming years [1]. Among tourists, a long-term audience interest in filmmakers is being formed all over the world, which is evidenced by the effect of the popularity of films that have gathered a mass audience and large box office collections.

According to the International Union of Cinemas, in 2022, the world revenues of cinemas amounted to 25.9 billion dollars. (4.3 billion tickets). In 2019, this figure was 42.39 billion dollars. (7.56 billion tickets). The pandemic reduced the global film market by 62% [9]. The table below presents data on gross revenues and ticket sales in the largest global cinema markets and the market of Ukraine (Table 2).

Admissions in European cinemas increased at least by 36.2 % and total box office for 2022 exceeded €5.7 billion – a rise of 53.8 % compared with 2021 [11, p. 8], which indicates the satisfaction of delayed demand due to the pandemic and the potential for the development of film tourism. The USA film market is formed by 96% of domestic production, which brought it to the

first place in the rating.

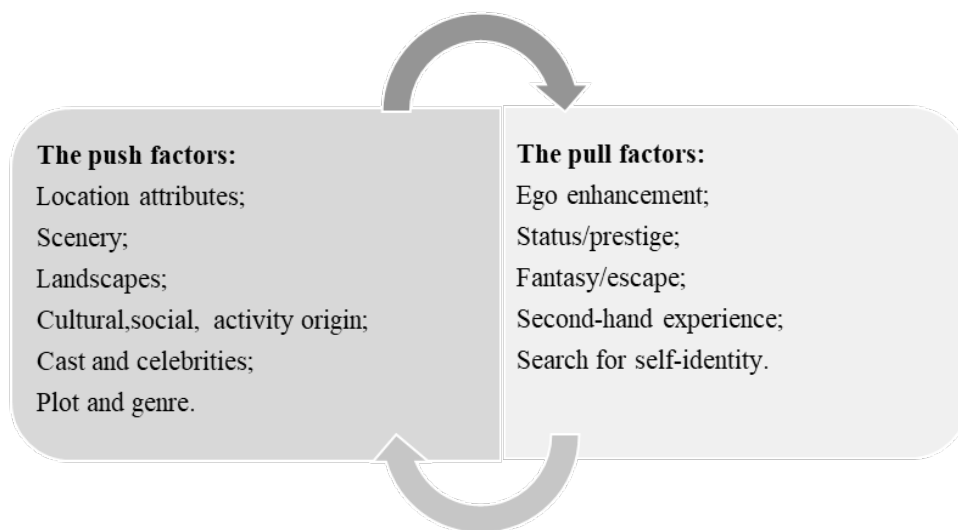


Fig. 1. Factors influencing film tourism based on push and pull motivation theory

Source: created by the authors based on [10]

Table 2

Dynamics of gross revenues and ticket sales in global markets

№	Country	Market share of national films in %	Box office in billion		Change from 2022 to 2019 in %
			2019	2022	
1	USA, DOLL	96	11,38	7,53	-33,83
2	China, CNY	85	0,194	4,47	2204,12
3	Japan, JPY	69	1,54	1,63	5,84
4	India, INR	89	2,8	1,35	-51,79
5	France, EUR	41	0,911	1,09	19,65
6	Great Britain, GBR	30	0,539	0,903	67,53
7	South Korea, KRW	56	0,219	0,9	310,96
8	Germany, EUR	27	0,812	0,722	-11,08
9	Australia, AUD	5	0,371	0,7	88,68
10	Ukraine, UAN	6,5	2,90	1,155	-60,17

Source: created by the authors based on [9, 11]

According to the results of an online survey by the PhotoAiD team, it was determined [12]: 96% of Americans have visited a location associated with their favorite TV show or movie at least once in their life.

78% of travelers are choosing or seriously considering TV or movie-themed tours in 2023 and beyond. In response to the question "To what extent did a favorite movie or show influence the respondents' decision to visit a certain place", 44% called it the main motive.

Overall, the poll found [12] that nearly four in 10 Americans (42%) had a positive impression of the facilities they visited and their travel experience, with another 31% describing it as very positive. In addition, 45% of respondents indicated that they are likely to choose one of the destinations based on their favorite TV show or movie for their next trip.

78% of Americans are likely or even very likely to choose TV or movie-related travel in the coming years. This has already become a popular trend, and companies such as Airbnb and Netflix are already taking advantage of these opportunities [12]. Airbnb is launching themed

accommodation options, and Netflix is partnering with the UN Tourism to realize the potential benefits of film tourism. Government agencies are also joining the trend, allowing fans to plan tours to locations featured in popular shows and movies. This approach is changing the tourism industry and the habits of travelers. The main film travel motifs are shown in Fig. 2. The most desirable destinations for film tourism worldwide remain Great Britain and Ireland due to the popularity of Harry Potter.

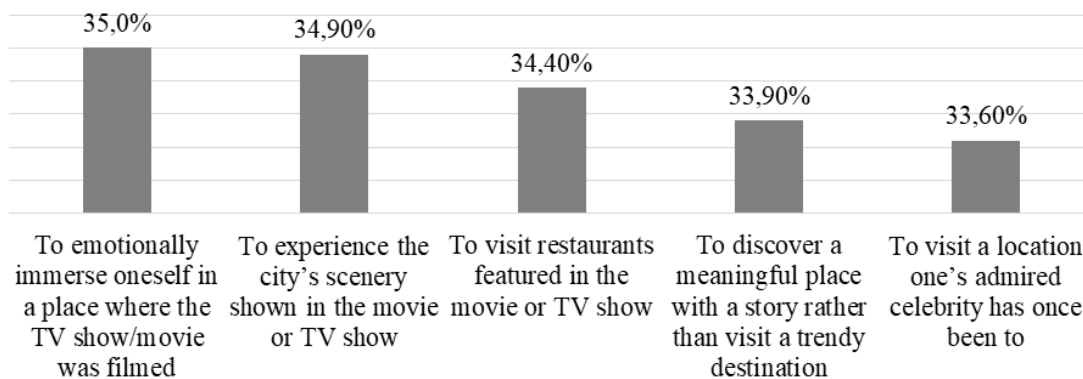


Fig. 2. The main reasons for visiting film tourism attractions

Source: created by the authors based on [12]

The data [12] show that the most common reason for participating in film tourism (35%) is to enjoy an exciting experience that allows you to experience the storylines of your favorite series or movies and become part of the world of famous characters. With a small margin, there is a desire to "experience the scenery of the city shown in a film or TV show" - 34.9%, and to visit the depicted restaurants, as indicated by 34.4% of respondents. It makes sense, especially in the context of a TV show serial viewing of which promotes a deep connection between the viewer and the screen story. So the information that people receive through the screen forms a motive for travel. It creates the effect of emotional contagion, which the tourist offer can enhance.

As already mentioned, it is the location that is most often the biggest motive for travel. This is confirmed by New Zealand, where the Lord of the Rings franchise was filmed. As a result of its popularity was "Tolkien tourism". Fans of the books and films of this trilogy became his followers [12].

Despite these important achievements of art, there are some that can be considered the most promising in the future. This is, first of all, the entire MARVEL and DC franchise, in particular Stan Lee's Spider-Man trilogy, and the best fantasy series of 2011 according to the "Teen Choice Awards" – "The Vampire Diaries". "The Vampire Diaries" is a case of the application of a comprehensive approach to the organization of package film tours. The company "Mystic Falls Tours" already offers author tours to the filming sites of popular TV series such as "The Vampire Diaries", "The Originals" and "Legacies", which are available on various TV channels and movie platforms [13]. Excursions are conducted by the "Vampire Chasers" team, who are great fans and friends of the cast of the series. The use of such management tools is an example of the development of the local economy through tourism, where famous film locations have become the object of tourist motivation.

Film tourism is still a new type of tourism in Ukraine that has not gained wide development and, first of all, due to the lack of development of the film industry itself. However, the cities and villages of Ukraine have a significant old and new film heritage thanks to the popularity of some films. "Wild Horses of Fire" is a Ukrainian feature film directed by S. Paradzhanov, filmed in 1964 at the O. Dovzhenko Film Studio based on the novel by M. Kotsyubynskyi. The main filming location is Kryvorivni, Verkhovyna district, Ivano-Frankivsk region and its surroundings. The house-museum of the movie "Wild Horses of Fire" is one of the attractions of the village of Verkhovyna in the Ivano-Frankivsk region. The museum dedicated to the history of the filming of the film is located in the building where S. Paradzhanov once lived. This small "gosпода", as it is called in the Hutsul region, preserves the memory of the past, and the tour guide shares interesting stories with visitors who come here from different parts of Ukraine and beyond [14]. However, this object is not formative in tourist motivation, but acts only as a supplement to other goals of

tourists.

Kamianets-Podilskyi Fortress is a location for many historical films and is the main object both for film trips and a secondary object for trips with a different purpose. Such films as "Anxious Youth" (1955), "The Old Fortress" (1972), "The Ballad of the Valiant Knight Ivanhoe" (1982), "The Black Castle of Olshansky" (1984), "Bohdan-Zynovy Khmelnytskyi" (2006) were filmed here), "A thought about Taras Bulba" (2009). An important page in the life of the modern castle is the annual festivals "Historical Picnic", "Schola militaria" and "The Last Capital", concerts and exhibitions [15]. The streets and buildings of Dnipro, Odesa, Kyiv and Lviv can be objects of film tourism. In order to modernize and attract attention to the respective locations, monuments are erected either to the heroes of the films or to their authors. An example of this is the monuments to the films "Chasing Two Hares" and "The Golden Calf" in Kyiv, the monument to Lariosik in Zhytomyr, the monument to the heroes of "Wedding in Malinovka" in the village of Malynivka, Kharkiv region. And although the monument to the four musketeers stands in Gascony (France), tours are held in Lviv to the filming locations of "D'Artagnan and the Three Musketeers" (the Palace of Arts, the Potocki Palace, the steps of St. George's Cathedral, and others), filmed in 1978. film connoisseurs will easily recognize other famous cinema locations of Ukraine: Khotyn Fortress, Odessa, Svirz Castle.

On the territory of the Odessa Film Studio there are two unique museums of the history of Odessa cinematography: the Museum of Cinema Exposition and the Museum of Cinema Techniques, with which specialists and museum workers have developed a tour route. There you can visit the locations from the films "D'Artagnan and the Three Musketeers", "Prisoner of the Castle of If", "Dangerous Tours", "Spring on Zarichnaya Street", "The meeting place cannot be changed". It should be added that the main contingent for such excursions are domestic tourists of generation X and partly representatives of generation Y. Promising tourist objects are the locations of modern films and famous classic films that have got international awards (Table 3). For example, prominent locations of the films "Taras Bulba", "Mad Wedding", "Guard post", "Dovbush", the place of action in the TV series "Chernobyl" are already included in tourist and excursion routes. Therefore, it can be considered that there is a basis for the creation of film tourism on the territory of Ukraine.

In recent years, interest in Ukrainian cinema has been growing from public and foreign investors. This demonstrates the prospects of Ukrainian film tourism, which can reach a wide contingent of tourists according to their film preferences. As experts note, in 2016-2019, the government of Ukraine provided significant financial support to national film studios. Its result was the release of 148 films [16].

Table 3

Some locations for organizing cinema tours in Ukraine

№	Film title	Year	Locations
1	Wild Horses of Fire	1964	Kryvorivny (Ivano-Frankivsk region)
2	The Viy	1967	St. George's Church, Yeletsky Dormition Monastery (Chernihiv region)
3	Taras Bulba	2009	Khotynska fort (Cherneyvtsk region); National reserve "Khortytsia" (Zaporizhia region).
4	Guard post	2017	Korostyshiv quarry, Teterivsky kish (Zhytomyr region), "Pyrogovo" museum of life, Dovbush rocks (Ivano-Frankivsk region)
5	Mad Wedding	2018	Zalishchyki (Ternopil Region)
6	Zakhar Berkut (The Rising Hawk)	2019	Synevyrska glade, Manyava waterfall (Transcarpathian region)
7	My thoughts are quiet	2019	Uzhhorod, Berehove, Hust (Transcarpathian region)
8	Black Raven	2019	Kyiv-Pechersk Lavra National Reserve, Pereyaslav Historical and Ethnographic Reserve (Kyiv region), Count Shuvalov Palace (Cherkasy region).
9	Hadjibey Fort	2020	Odessa Film Studio

10	The Slavs	2021	Denishi (Zhytomyr Region)
11	Shchedrik	2022	Nizhilovychy (a village near Kyiv), Kyiv
12	Dovbush	2023	The Svidovets ridge, a hut near the Gerasheska lake (Transcarpathian region) Svirz Castle (Lviv region); Zbaraz castle, Verteba cave (Ternopil region) Rocks of Dovbush, Chemigov canyon (Ivano-Frankivsk region) Wooden church of St. George (Drohobych)

Source: created by the authors based on [14, 17]

In the post-war recovery, cinema and tourism can become image-forming factors for Ukraine based on the implementation of a comprehensive approach. The main pillars of this approach are: promotion and distribution of Ukrainian films on the international and national markets, maintenance of film locations in an attractive condition and their arrangement for the arrival of tourists;

creation of various tourist routes to filming locations;

creation of tourist infrastructure on-site: restaurants, entertainment themed facilities, souvenir shops, etc.;

involvement of local communities based on the principles of entrepreneurship and sustainable development;

cooperation with well-known brands and businesses.

Research conclusions and prospects for further research in this scientific direction. Film tourism covers a wide range of opportunities for those who wish to enjoy their holiday while exploring the world of the film industry. This type of niche tourism includes visits to locations, studios, filming locations, cinematographic museums, participation in festivals and other events related to the world of cinema. Tourists have the opportunity to go on excursions to real places where famous scenes from their favorite films were filmed. They can also visit historical or cultural objects that have become locations for various film projects. Film tourism provides a unique opportunity to delve into the atmosphere of your favorite works and experience them live. Tourism and cinema are able to strengthen each other's economic and social influence due to successful positioning, which creates additional opportunities for collaboration and partnership. Cinema can be a powerful tool in the promotion of tourist destinations, and the concept of film tourism can open up new opportunities for product development and entrepreneurship in communities, such as tours of filming locations, the creation of film heritage museums or theme parks. The implementation of international experience regarding a comprehensive approach to the development of film tourism in Ukraine creates prospects for its transformation into a profitable type of tourism at both the national and international levels. The film tourism potential can be used for the formation of the tourist image in Ukraine. It can be prospects for further research in this direction.

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