

Film Tourism as A Determinant of Perceiving Destinations: An Empirical Identification of Pull and Push Strategy

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Abstract

Film tourism has a crucial role in perceiving destinations and affecting tourist's travel motivation which is considered the target of all destinations seeking for competitiveness and uniqueness. Featuring destination attributes through television, video and cinema screen had witnessed a great spread in the recent decades under the umbrella of film tourism. The purpose of this study is to clarify the importance of film tourism in perceiving destinations and affecting tourist's travel behavior to a destination. An empirical identification of a pull and push strategy has been adopted to determinate factors which affect tourist's travel perception and awareness. The study adopted a quantitative analysis of 250 questionnaires which have been distributed through online and on-site methods between tourists from various nationalities to recognize factors that affect their perception about Egypt. Results of questionnaires' analysis indicated a high correlation between T.V. films and movies, recommendations from family and friends, celebrities, archeological channels and online websites in perceiving the Egyptian destination. This study proposes a framework for clarifying the effect of film tourism in perceiving a destination. It identifies three stages that contribute to the effectiveness of film tourism in perceiving the Egyptian destination ;1. The first stage: before transmitting T.V. film, 2.the second stage: during the transmission and 3. the third stage: after the transmission.

Keywords, Film tourism, perceiving destinations, audio-visual content, pull and push strategy

1.Introduction

Film tourism is a global growing phenomenon fueled by the flourishing of entertainment industry and the growth of international travel (Hudson and Ritchie,2006). Placing a destination within a film is a new promotional method as audio-visual content has a crucial effect in addressing destination image and its perception. Besides, induced-image of a destination motivate tourists to take their travel decision (Yen &croy,2016). Television series and films are considered a category of audio-visual content which motivate potential tourist to travel to a destination. Moreover, they are considered as a medium between suppliers and the tourist to attract him/her to take the decision of travelling (Vila et al.,2020). Many studies confirmed that TV films and series are the third influencers, after recommendations from friends and family, that motivate tourists to travel to a destination especially those who are initially visit a destination (FutureBrand,2008).

Despite the privileges of film tourism have become apparent, limited research has been conducted on clarifying the role of film tourism in perceiving the Egyptian destination. Furthermore, destination marketing organizations (DMOs) in Egypt haven't put into consideration featuring Egyptian destination attributes within appropriate T.V. films and movies and translated them to various languages to get the best benefit from them as springboards for Egyptian marketing campaigns. Moreover, placing a destination within T.V. films, especially those which had a worldwide spread with different languages release, has a crucial role in affecting tourist's perception and awareness.

This study aims at applying a pull and push strategy to recognize factors which affect tourist's perception about the Egyptian destination measuring correlation and consistency between them. Furthermore, it aims at clarifying the role of film tourism in perceiving the Egyptian destination and various categories of films which affect tourist's perception and awareness. The study proposes a framework which identifies three stages that effectively contribute to perceiving destinations through film tourism; 1. before transmitting T.V. films ,2. during the transmission, and 3. after the transmission. Decision makers within a destination should shed light into enhancing film tourism industry as shooting locations may attract film producers and celebrities to visit a destination which highly contributes to raise its competitiveness (Spain film commission,2018).

2.Literature review

2.1. Film tourism

Film tourism is defined as tourist visits to a destination being portrayed through TV series or the cinema screen and it's considered a part of culture tourism which witnessed a growing success in many destinations (Hudson and Ritchie,2005). It's also called film-induced tourism or movie-induced tourism (Azcue et al.,2021). According to Buchmann et al., (2010) film tourism is a new pattern of tourism which involves visiting places of filming. There are various elements which affect film tourism industry and attract tourists to a destination (actors, shooting locations, directors, producers and events (Lee et al.,2008).

Many destinations depended on TV series to promote tourism and affect tourist's travel decision ;the Korean series witnessed a great successful spread over the globe .Moreover, Korean bands gained a great popularity which raised tourist's enthusiasm to travel to Korea (Kim and Wang,2012) another expressive example of destinations, which have been promoted through TV series ,was Turkey which caught the world's attention and created the desire to be visited as TV series focused on the main sightseeing in Turkey and the lifestyle of Turkish which dazzled spectators especially those from Arab countries.The Indian TV series witnessed a remarkable success despite their long-time episodes. The number of spectators attracted with Indian culture is not a little. Based on this consideration, the first hypothesis has been proposed to test these statements:

H1:TV series and movies affect tourist's travel decision to a destination

Film tourism can enhance economic income of local community as film locations can be all-year, all-weather attractions which reduces problems of seasonality (Beeton,2004). Furthermore, it increases the value of film locations. Many heritage sites acquire popularity after the release of TV film. (Rewtrakunphaiboon,۲۰۰۹). According to (Cervova and Pavlu,2018), film tourism involves various activities summarized into nine factors;1.a visit to film location portrayed in a film ;2.a tour of a film studio;3.attractions portrayed through a film ;4.watching a film under way;5.a visit to a film previously promoted by a TV film ;6.an organized tour to shooting locations ;7.visiting film festivals;8.following film celebrities and 8.attending film awards ceremonies.

2.1.1 The effect of film tourism on perceiving destinations

Film tourism has a remarkable role in perceiving destinations as TV series and movies can create destination awareness and familiarity of sightseeing which affect tourist's perception and encourage him/her to travel and transform tourist perception to a real visit. (Washita,2008; Isa &Ramli,2014). Successful destinations consider TV films and

movies as audio-visual projects where destination attributes can be located in a natural way during the storyline offering a new competitive pattern of promotion for affecting perception and attention to visit (Croy,2011; Azcue,2021; Roesch,2009). Destinations depends on featuring its attributes through TV films which affect tourist's perception towards a destination (Cohen,1986). Furthermore, portraying a destination within a film perseveres its image for decades (Morgan and Pritchard,1998). From this point, the second hypothesis has been proposed to test this statement:

H2: Film tourism positively affects destination perception

According to Hudson and Ritchie (2005), TV films have positive and negative impacts; the positive impacts are:1. economic activities flourishing, 2.the increase of number of tourists,3. sites preservation,4. infrastructure renovation. Meanwhile, negative impacts are:1. affecting environment sustainability, 2.the overcrowding of shooting locations ,3. increased prices ,4. increased trained labor costs,5. exploitation of local population.

TV films and series remarkably affect destination image and tourist's awareness which in turn affect destination perception and the decision of travel (Rewtrakunphaiboon, 2019; Vara,2020). Films are considered as showcase of destinations attributes which allow potential tourists to draw an image about destinations before the real visit. Moreover, they can be seen anytime and repeatedly which motivate tourists to visit film locations within destinations (Riley,1994).

Destination image has an effective role on tourist's perception of a destination. Induced-image is formed before travelling to a destination through various promotional methods. The studies illustrated that TV films and series have a highly effect on forming induced-image and encouraging a tourist to take his/her travel decision to a destination (Hudson et al.,2011). Recent studies assured that tour operators can promote destinations through series and movies (Vila et al.,2020). Portraying a destination through audio-visual patterns contributes to raise its tourist value and tourist awareness (McKean et al.,2017). Many studies assumed that destination awareness has a great role in perceiving destinations and raising its tourist value (Konecnik and Gartner,2007).

Many researchers (Beeton,2005; Vaginosis &loumioti,2011) outlined that film tourists care for visiting film destinations for many purposes; meeting heroes of TV series of movies, enjoying photographing in shooting locations and taking the opportunity to acting their favorable scenes of the film. Moreover, Lee et al., (2008) clarified the role of celebrities in perceiving destinations especially those with large popularity have a remarkable effect on tourist's travel perception. This establishes the third hypothesis of study:

H3: Celebrities positively affect destination perception and tourist travel decision

Table (1) determinants of perceiving a destination

Patterns of perceiving a destination	Authors
1.recommendations from family 2.recommendations from friends 3.TV shows and films	(Futurebrand,2018)
Destination image formed through TV films and series	(Tooke and baker,1996;Riley,1994)
Audio-visual products	(Croy&Heitmann, 2011)
Celebrities positively affect destination perception	(Lee et al.,2008)

(Source: author’s elaboration)

Table (1) identifies determinants of perceiving a destination which are :1. recommendations from family and friends ,2. T.V. shows and films ,3. Destination image formed through TV. Series ,4. Audio-visual products and 5. celebrities. The previous determinants contribute to placing a destination and affecting its perception.

2.1.2. Taxonomy of film tourists

Many researchers (Connell and Meyer ,2009; Macionis,2004) classified film tourists into several categories according to their destination perception and the motivation of their travel to a destination (Table :2). They are divided into serendipitous film tourists, general film tourists, specific film tourists and elite film tourists.

Table (2) Taxonomy of film tourists

Taxonomy of film tourists	Description
Serendipitous film tourists	Tourists who fortuitously traveled to a destination portrayed within TV films
General film tourists	Tourists who aren’t specifically drawn to a film location but they participate in film tourism activities within a destination
Specific film tourists	Tourists who search for shooting locations that they’ve seen within a TV film.
Elite tourists	Tourists who visit film-related sites and they don’t visit other tourist attractions. Moreover, they buy souvenirs from film locations and return to the destination in the future.

(Source: author’s elaboration)

2.1.3. The role of Destination Marketing Organizations (DMOs) in marketing destinations through film tourism

Destination Management Organizations have an outstanding role in highlighting destination attributes and attract tourists to visit a destination. Some destinations depend on facilitating film production to achieve a short -term economic impact. On the other side, other destinations encourage film production for a long-term tourism impact (Croy and Walker,2003).

According to Hudson and Ritchie (2005), destination management organizations should employ public relations specialists for destination placement within films to positively affect its perception. Moreover, they pointed out that DMOs should produce movie maps, advertising destination attributes during showing of film, develop film shooting tours and invite studios to a destination. Producing TV films will positively enhance destination perception as well as they cost less than traditional promotional campaigns (Riley,1994).

According to (Connell,2012; Vila,2020; VisitBritain research,2018; Kim &Wang,2012; Josiam et al.,2015;Hudson and Ritchie,2005; Rewtrakunphaiboon,2009;Hudson ,2011;Cervova &Pavlu,2018) destination marketing organizations should consider new techniques to enhance the role of film tourism .Moreover, they clarified destinations with successful film tourism marketing techniques (table:3).

Table (3) Destinations with successful film tourism marketing techniques

Destinations	Film tourism marketing techniques
Britain	Movie maps campaigns (featuring films and TV locations through an extensive media coverage)
England	Launching promotional campaigns for film shooting locations
London	An interactive movie map where tourists can see movie map locations underground station
Spain	Audio-visual product of films and series
The United States	-Focusing on cinema in their promotional campaigns
South Korea	
Turkey	Focusing on TV series and movies to promote tourism
India	Producing TV series to spread awareness about Indian culture
California	Guided tours and film walks
Malta, Georgia, Singapore, Iceland	-Offering a cash incentive to TV films -Hosting press trips -promoting “film friendly” concept
South Africa	-Organizing visits to film shooting locations -Supplying film production staff with technical support and accommodation

Australia	-Promoting tourism through Disney animated films and Hollywood movie stars
Thailand	-launching promotional advertising campaigns after the release of TV films about Thai attributes
New Zealand	-launching “destination guides” after releasing TV films about New Zealand
Iceland	-Establishing a public-private partnership to promote Iceland attributes -Establishing an organization to support film industry and film - makers

(Source: Author’s elaboration)

The above table indicates successful destinations which has exploited film tourism as springboards of their promotional campaigns and their new techniques to enhance film tourism through; Movie maps campaigns (featuring films and TV locations through an extensive media coverage), Launching promotional campaigns for film shooting locations, an interactive movie map where tourists can see movie map locations underground station, Producing TV series to spread awareness about a destination, organizing visits to film shooting locations, supplying film production staff with technical support and accommodation, establishing a public-private partnership to promote destination attributes and launching “destination guides” after releasing TV films about a destination.

3. Research methodology

3.1. Data collection

This research adopts a quantitative approach of analyzing 300 questionnaires written and translated into different foreign languages (English, French, Germany, Chinese, Russian). The distribution process of questionnaires has been achieved by two methods. 1. the first was onsite distribution between tourists from different nationalities (Table:4) within various countries in Egyptian destination; Cairo (The pyramids area, different hotels, madinaty in new Cairo), Hurghada (labranda Makadi bay resort, Albatros resort, different hotels) and Sharm El Sheikh (Hilton shark bay resort, Albatross aqua park Sharm el sheikh). 2. the second was online distribution to make a survey on online travel advice platforms such as tripadvisor.com to realize tourists’ viewpoints and patterns of creating their perception towards destinations and identifying the role of film tourism in perceiving Egyptian destination.

The distribution process of questionnaires has been taken place between the period from 12 December 2020 till 25 February 2022. Due to the crisis of covid 19 and the remarkable decrease of tourists who traveled abroad and lack of direct contact with tourists to avoid any infection and the political war between Russia and Ukraine (which caused a remarkable decrease in their numbers), 250 questionnaires have been collected and have been capable to be analyzed for the study. Moreover, data was derived into

variables and categories. Sociodemographic factors were collected and measured to realize the average tendency of the sample.

3.2. Questionnaire design

The questionnaire design was adapted to different tourists from different nationalities as it was written and translated into various foreign languages (English, French, Germany, Chinese, Russian). In addition, the questions were obvious and easily understood. Moreover, the manuscript was written in a good order. There was a harmony between the questions to reach tourist's consciousness in an easy way.

The questionnaire was divided into seven sections; 1.the first section handled sociodemographic factors of tourists visiting Egyptian destination (sex, age, education, occupation, income, nationality), 2.the second section was a multiple choices question which outlined factors that affect tourist's perception towards Egyptian destination (friends, family, advertising, T.V. series, T.V. movies, celebrities, archeological channel websites and online websites), 3.the third section was a yes / no question titled (do films affect your travel decision to Egyptian destination ?),4.the fourth section was an open question inquiring about T.V. films or movies which affected tourist's perception and his / her travel decision to Egyptian destination.5.the fifth section was a multiple choices question about visiting a film location while travelling abroad ,6. The sixth section was an inquiring question about perceiving film locations in Egypt before and after the real visit to a destination, The seventh section was a yes / no question inquiring about recommending visiting film locations to the others.

3.3. Data analysis

This study adopted a *pull and push* strategy to analyze tourists' perceptions towards the Egyptian destination which encouraged them to visit Egypt. The pull factors involve destination attributes which encourage tourists to take the decision of travel. Meanwhile, the push factors involve destination perception and tourist awareness acquired from different means of promotion especially TV series and films which represent film tourism industry. (Fig. 1). The data collected were subjected to SPSS analysis. Cronbach alpha was chosen to measure internal consistency between variable and to determine significance of proposed hypotheses.

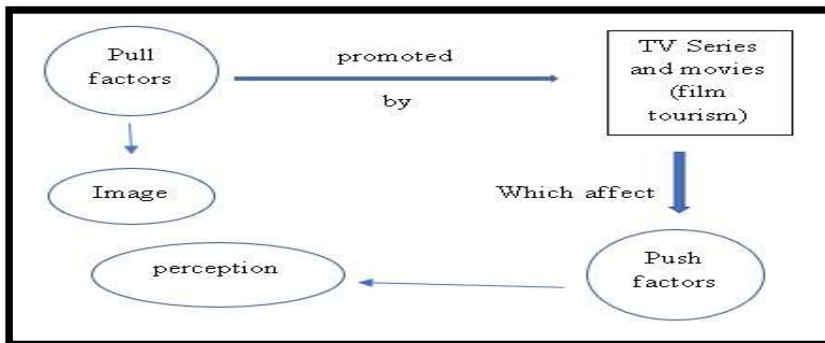


Figure (1) film tourism & destination perception (Author’s elaboration)

Figure (1) indicates that pull factors (which involve destination attributes that attract tourists and motivate them to take the decision of travel) are promoted by push factors (which involve factors that raise tourists’ awareness about a destination and played a crucial role in affecting their perception about a destination such as; T.V. Films and series).From this perspective ,pull factors have an important role in forming destination induced-image (which is formed before the real visit to a destination and promoted through push factors).Furthermore, push factors (T.V. films and movies) have a role in spreading destination awareness before the real visit to a destination. The pull and push strategy identifies factors that contributes to the effectiveness of film tourism and its effect on destination perception.

3.4. Results

Table (4): Sociodemographic factors of tourists

Factors	Percent%
Sex	47% male 53%female
Age	50% (25-35) 30% (36-50) 20% (up 50)
Education	75%Higher education 25% less than higher education
Occupation	48%Employed 32% studying 20%retired
Income (according to their country)	75%high income 25%moderate income 0%low income
Nationality	20% Russia 10% France 50%Germany 20% different nationalities (USA,UK, Korea, China, Italy, India, Brazil, Canada, Mexico, Ukraine)

The sample analysis clarified that the percent of female tourists travelling to Egypt (53%) which is higher than the percentage of males (47%). In addition, it outlined that the highest percentage of travelling tourists aging from 25-35 years old. Meanwhile, the lowest percentage of travelers aging over 50 years old. The analysis shed light into the

importance of education and its impact on travel awareness as 75% of the sample are highly educated and the rest have low education.

The analysis outlined that 48% of travelers are employed, 20% are retired and 32% of them are students who came to enjoy Egypt as a destination. Income plays an outstanding role in motivating people to travel. The analysis clarified that 75% of travelers have high income according to their country's economy and only 25% with moderate income and can afford financial costs to travel and visit Egypt. Furthermore, the analysis indicated different nationalities of the sample as 20% of them from Russia (their percentage have been decreased because of the Russian war against Ukraine), 10% from France, 50% from Germany and about 20% from different nationalities; Mexico, USA, UK, Canada, India, Ukraine and Italy.

Table (5) factors which affect tourist's perception towards Egyptian destination

Factors	(%)
Friends	18%
Family	15%
Advertising	5%
TV series	15%
TV movies	20%
Celebrities (writers ,actors ,actresses)	17
Archeological channel websites	5%
Online websites	5%

Table (5) indicates factors which affect tourist's perception towards the Egyptian destination according to the analysis of surveyed tourists. The sample analysis indicated that 33% perceived Egypt through friends and family word-of-mouth and recommendations. In addition, only 5% of them perceived Egypt from advertising. Furthermore, 35% of them perceived Egypt and form their image before the real visit from TV films and movies especially those which have been produced by foreign countries and transmitted through Netflix platform (table:9). In addition, they outlined that Jacobian book which portrayed in a film was amazing in describing different segments of the Egyptian society.

17 % were affected by writers who wrote historic novels about Egypt and was portrayed within films like; Agatha Christie who wrote (Death of Nile ,1973), Hollywood celebrities who had a great effect in motivating tourists to travel to Egypt, visit shooting locations and enjoying the atmosphere of films portraying Egyptian destination. Besides, tourists named some actors and actresses who motivated them to travel to Egypt after their acting in TV films about Egypt; Robert Taylor, Eleanor Parker, Edmund Perdum, Peter Ustinov, Indian Jones, Alexander Siddig and Patricia Clarkson. 5% of the sample were affected with archeological channel websites with traditional

advertising campaigns and 5% of them have acquired their perception about Egypt through online websites of travel agencies which provided tourists with all information about Egyptian destination and its' attractive attributes.

Table (6) Reliability of factors which affect tourist's perception towards Egyptian destination

Cronbach's alpha	Number of factors
0.766	6

Cronbach's alpha estimates 77% which indicates that the factors are partly correlated to each other .as the acceptable values of alpha range from 0.70 to 0.79 as shown in table (7).

Table (7) Range of reliability and its coefficient of Cronbach's alpha

No	Coefficient of Cronbach's alpha	Reliability level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-0.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

(Source: Arof et al.,2018)

Table (8) Films and travel to Egyptian destination

Do films affect your travel decision to Egypt?	Percentage
Yes	65%
No	35%

Table (8) indicates that 65% of inbound tourists are highly affected with T.V. films (Table:9) before their actual visit to Egyptian destination as they clarified that T.V. films draw induced image within their fiction towards Egypt. Moreover, they supply them with information about the destination and motivate them to take the decision of travelling. Some tourists argued that watching TV movies before their visit to destinations of Africa and the middle east help them to avoid culture shock which is a result of different cultures and traditions.

Table (9) TV films which motivated tourists to travel to Egypt

TV films	Classification
Death on Nile (1978)	Historic
Valley of the Kings	Historic
Cairo time (2009)	Social (Romance)
Indian Jones: Raiders of the lost Ark (1981)	Historic, action

Prince of Egypt (1998)	Musical, drama
The Mummy (1999)	Historic, action
The Mummy returns (2001)	Historic
Heliopolis	Social
Whatever Lola wants (2007)	Social (drama, romance)
The square (2019)	Documentary about the 2011 Egyptian revolution
White lie (2018)	Comedy (Egyptian produced movie)
The Yacoubian Building (2012)	Social
Cleopatra (1963)	Historic

Table (9) indicated films which formed an induced – image and perception about Egypt and motivated tourists to travel to it. In addition, it clarifies a variety between their classification which involves: history, romance, drama, music, action, documentation of events, comedy and sociable icons.

Table (10) visiting a film location abroad

Have you visited a film location while your vacation abroad?	Percentage (%)
Yes	40%
No	22%
No but I'm interested to visit	38%

The above table indicated that 40% of the sample have travelled to destinations with film locations especially those from South Korea, China, India, Brazil, Turkey and Mexico and 38% of them didn't travel to film destinations but they are interested to travel to them. And 22% didn't travel to film locations.

Meanwhile, 35% assured that TV films have no effect on their travel decision to Egypt.

Table (11) Do film locations in Egypt match your perception after your real visit?

Film locations and tourist perception before and after the real visit	Percentage (%)
Yes, they are the same that I saw at movies	70%
No, there is a big differentiation between movies and real locations	30%

Table (11) indicated that 70% of tourists who visited film locations in Egypt found that they were the same as they perceived before their visit to Egypt. In comparison to 30% of them who felt differentiation between their perception before the visit and their experience in Egypt because of different cultures, traditions, Hygiene and local community.

Table (12) Do you recommend visiting film locations to those who aren't fans?

Recommending visiting film locations	Percentage (%)
Yes	65%
No	35%

The table indicated that 65% of the sample recommend visiting film shooting locations as a new pattern of tourism to enjoy their experience with something interesting and different. On the other side, 35% of them found that it's an ordinary thing and maybe they can tell their friends.

3.5. Discussion and testing hypotheses

1. The results clarified that the effect of TV series and movies ($b=0.564$, $p<0.001$, $t=30.02$) on tourist's travel decision and promoting tourism to Egypt is significant and the coefficient is positive. This supports hypothesis 1 which states that:

H1: TV series and movies positively affect tourist's travel decision to a destination

This is consistent with (Azcue, 2021) who clarified that social media can be used to motivate potential tourists to travel to a destination. Furthermore, TV films play a crucial role in awakening the desire to visit a destination. In addition, the sound of music during shooting positively affects tourist's travel decision to a destination (Im and Chon, 2008).

According to (Macionis, 2004) TV series and movies are key drivers for highlighting pull factors of a destination. Moreover, they have a crucial role in perceiving a destination and motivating a tourist to take the decision of travel. Moreover, typical movies with international distribution can affect large number of tourists and motivate them to travel to a destination (Hudson and Ritchie, 2005; Yen and Croy, 2016). Portraying destinations through TV series generates destination awareness and travel motivation (Vila et al., 2020). From this perspective, destination marketers should benefit from TV series and movies as springboard for destination marketing campaigns (Hudson and Ritchie, 2005).

This is consistent with the VisitBritain research, 2018 that declared that most tourists from Argentina, Brazil, Canada, Egypt, China, India, Italy, Mexico, Poland, Russia, South Africa, South Korea, Turkey, United Kingdom and United States of America are interested in travelling to film destinations to visit real locations of film shooting. In contrast with that, most tourists from Japan, Australia, France, Germany and Sweden aren't interested in travelling film destinations. (VisitBritain research, 2018). There is another viewpoint which indicated that destination marketers may not be aware of the impact of TV films on tourists' preferences and perceptions. Moreover, they don't have enough expertise for interpreting them to a real experience after their visit (Bakiewicz et al., 2021)

2.The results also indicates that film tourism has a positive significant impact ($b=0.765, p<0.001, t=36.11$) on destination perception which supports hypothesis 2 which states that :

H2: Film tourism positively affects destination perception

This is convenable (Chen ,2018) who assured that Film-induced tourism can influence destination perception and visitation choice. In addition, Films and images shared on different platforms of social media have a decisive role in perceiving destinations (Vara,2020).Furthermore, It is consistent with Hudson and Ritchie (2005) who clarified tourist's push motivations to travel to a destination (fantasy, escape, status &prestige, self-identity, romance, nostalgia, novelty and learning)

3.The results show that celebrities have a positive significant impact ($b=0.812, p<0.001, t=34.67$) on destination perception and tourist travel decision .This supports hypothesis 3 which states that:

H3: Celebrities positively affect destination perception and tourist travel decision

This is adapted with Hudson and Ritchie (2005) who clarified push factors which affect destination perception and motivate tourists to travel to a destination: (scenery, storyline, characters, portrayal of lifestyles and icons). Moreover, Films and series positively affect tourist's perception and his/her travel decision to a destination (Hudson et al.,2011). As a result of that, destination decision makers should cooperate with producers and prestigious actors to employ TV films as effective tools for perceiving destinations (Mendes et al.,2017).

4.recommendations

Promoting film tourism has been regarded as a mutual responsibility between public sector represented by destination management organizations (DMOs) in Egyptian destination and the private sector which involves tour operators and travel agencies .Enhancing the effectiveness role of film tourism and its effect on destination perception requires a variety of pre-planned stages .a framework of action has been proposed identifying three stages which contribute to enhancing the effect of film tourism on destination perception (Table:13)

1.The first stage: Before transmitting TV film

- 1.1. Appointing public relation specialists to portray destination regions in TV films
- 1.2. Specifying financial budget for film maps promotional campaigns
- 1.3. Co-operating with prestigious actors and actresses to produce films about Egyptian destination
- 1.4. preparing Egyptian destination to be a “film friendly” by supporting co-operation between tourism sector and film industries
- 1.5. Updating official websites with film maps which contain films about Egypt with various classifications.

2.The second stage: During the transmission

- 2.1. using social-media to make content on the film
- 2.2. produce “Behind the scenes” videos and interviews
- 2.3. Organizing guided trips to film shooting locations

3.The third stage: after the transmission

- 3.1. Promoting hotels and dinning places portrayed in TV films to attract tourists to visit them
- 3.2. Launching “destination guides” to promote shooting locations shown through TV films
- 3.3. Promoting film shooting locations as holiday niches
- 3.4. mapping films in promotional campaigns
- 3.5. referring to Egyptian films through online websites to help potential tourist perceive Egypt before his/ her visit
- 3.6. Launching familiarization trips to film shooting locations
- 3.7. photographing film shooting locations and sharing photos on the website of agencies
- 3.8. providing special offer to film tourism; film souvenir, guided tours to film locations
- 3.9. promoting film festivals
- 3.10. organizing Film awards ceremonies
- 3.11. Inviting celebrities to Egyptian destination.

Table (13) A proposed framework (stages of enhancing film tourism and destination perception)

stages	Description
Before transmitting TV film	<ul style="list-style-type: none"> 1.Appointing public relation specialists to portray destination regions in TV films 2.Specifing financial budget for film maps promotional campaigns 3.Co-operating with prestigious actors and actresses to produce films about Egyptian destination 4.preparing Egyptian destination to be a “film friendly” by supporting co-operation between tourism sector and film industries 5.Updating official websites with film maps which contain films about Egypt with various classifications.
During the transmission	<ul style="list-style-type: none"> 1.using social-media to make content on the film 2.produce “Behind the scenes” videos and interviews 3.Organizing guided trips to film shooting locations
After the transmission	<ul style="list-style-type: none"> 1.Promoting hotels and dinning places portrayed in TV films to attract tourists to visit them

	<p>2.Launching “destination guides” to promote shooting locations shown through TV films</p> <p>3.Promoting film shooting locations as holiday niches</p> <p>4.mapping films in promotional campaigns</p> <p>5.referring to Egyptian films through online websites to help potential tourist perceive Egypt before his/ her visit</p> <p>6.Launching familiarization trips to film shooting locations</p> <p>7.photographing film shooting locations and sharing photos on the website of agencies</p> <p>8.providing special offer to film tourism; film souvenir, guided tours to film locations</p> <p>9.promoting film festivals</p> <p>10. organizing Film awards ceremonies</p> <p>11. inviting celebrities to Egyptian destination</p>
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(Source: author’s elaboration)

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سياحه الافلام كأحد محددات ادراك المقصد السياحي

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الملخص العربى

تعتبر سياحه الافلام ذات دور فعال فى ادراك السائح للمقصد السياحي والتأثير على حافز السفر لديه وهذا يعد مطلباً للعديد من المقاصد السياحيه التى تسعى الى التنافسيه والتميز، فإبراز المقومات السياحيه خلال افلام التليفزيون وشاشات السينما شهد انتشاراً كبيراً فى الآونه الأخيره تحت مسمى (سياحه الأفلام). تهدف هذه الدراسه الى ابراز أهميه سياحه الافلام وتأثيرها على ادراك السائح للمقصد السياحي وكذلك على سلوك السفر لديه. وقد اعتمدت الدراسه على استراتيجيه الدفع والجذب لمعرفة العوامل المؤثره على ادراك السائح ووعيه قبل السفر الى المقصد السياحي من خلال التحليل الكمي لحوالى ٢٥٠ استمارة استقصاء موزعه بين مختلف الجنسيات والذى اوضح وجود ترابط بين العناصر المؤثره على ادراك السائح للمقصد السياحي المصرى وهى الافلام والمسلسلات، و ترشيحات الأهل والأصدقاء والمشاهير، والقنوات الأثريه وكذلك المنصات الالكترونيه لشركات السياحه والسفر. تكمن اهميه هذه الدراسه فى تقديمها مقترح عمل قابل للتنفيذ يوضح ثلاث مراحل رئيسيه تساهم فى فعاليه سياحه الافلام وتأثيرها على ادراك السائح للمقصد السياحي قبل بث الافلام واثناء البث وبعد عمليه البث. كما ناشدت الدراسه بأهميه التعاون الفعال بين منظمات القطاع الحكومى ومنظمات القطاع الخاص فى مصر.

الكلمات الداله: سياحه الأفلام ، ادراك المقصد السياحي ، الوعي السياحي ، المحتوى السمعي والبصري