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Table of Contents:

1	How Moroccan Film Destination Attracts More Tourists M'barek ALHADDAR, Harshavardhan Reddy KUMMITHA	2981
2	Impacts of Tourism on Development of Urban Areas in Indian Cities: A Systematic Literature Review Vivek AHIRWAR, Rhitwik GUPTA, Ashwani KUMAR	2993
3	Awareness and Perception Toward Heritage, Life, and Tourism in Converting Tourism Area Ali S. HYASAT	3006
4	Development of Urban Tourism along the Seaside Resort Town of Limbe in Cameroon Amélie-Emmanuelle MAYI, Gilbert FONDZE BAMBOYE, Terence NCHA NDOUMBE	3019
5	Creating Service with Thai Hospitality: What Does Service Providers Highlight for Hotel Service in Thailand? Manisa PIUCHAN	3034
6	Perceived Benefits of Micro and Small Enterprises in Developing Pro-poor Tourism Rudrendu RAY, Sazu SARDAR, Fidella Nga Huong TIEW, Samuel Folorunso ADEYINKA-OJO, Shital Sohani CHITRA, Md. Abdul ALIM, Sanjana SOBHAN	3049
7	The Portrait of Wellness Tourism during the COVID-19 Pandemic in Indonesia. A Case Study of Health Protocol Implementation at Green Kubu Café Bali Putu Eka WIRAWAN, Ni Made Ayu Natih WIDHIARINI, I Nyoman SUDIARTA, Ni Wayan Mega Sari Apri YANI, NURUDDIN	3062
8	Potential of Historic Sites for Independence Struggle as Indonesia's Main Tourism Assets in Padang City Ridho Bayu YEFTERSON, Syafri ANWAR, Siti FATIMAH, Yelda SYAFRINA, Hendra NALDI, Uun LIONAR, Aprizon PUTRA	3069
9	Tourism Development in National Tourism Strategic Areas: Prospects and Local Community Participation Sigit WAHYUDI, Mardiyono MARDIYONO, Ivan SUAIDI, Fiza Hari APRIDANA	3078
10	Factors Influencing Decision Making to Revisit Japan of the Thai Bangkokian Millennial Tourists during Public Holidays Nattada SRIMUK, Therdchai CHOIBAMROONG, Chayapoj LEE-ANANT, Vorada PANPENG, Wallop THONGON	3092
11	Community Empowerment in Tourism Village Areas: Efforts to Maintain the Sustainability of Tourism Activities Eilyn NORMELANI, Deasy ARISANTY, Karunia Puji HASTUTI, Rusma NORTYANI, RUSDIANSYAH	3101
12	Factors Affecting the Development of Community-Based Night Tourism in Vietnam: A Case Study in Sapa-Lao Cai Phan TRINH THI, Nga NGUYEN THI PHUONG, Hao HOANG VAN	3112
13	Integration of Environmental Procedures and Team Cohesion: Survey of Tourism Industries in the Fez Meknes Region Sofya SEFFAR ANDALOUSSI, Mohamed HEMMI	3125

Call for Papers

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Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

Also, this journal is committed to a broad range of topics regarding Tourism and Travel Management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers and encourages obtaining results through collaboration between researchers and those working in the tourism industry.

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How Moroccan Film Destination Attracts More Tourists

M'barek ALHADDAR

Doctoral School of Entrepreneurship and Business
Budapest Business University, Hungary
m'barek.alhaddar.25@uni-bge.hu

Harshavardhan Reddy KUMMITHA
Department of Tourism and Hospitality
Budapest Business University, Hungary
Kummitha.harshavardhan@uni-bge.hu

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Abstract: With the different types of crises that the world was suffering from, management of a destination becomes more difficult than before, especially to develop the destination image. Many destinations are trying different ways to market their destinations, and one of those is the film industry. Film travel is considered a new fashion in visiting Morocco, and Essaouira is an attractive and sustainable destination. Motivating tourists to follow up the trend of travel with the film the DMO should use new ways of marketing, including sustainable projects, and taking care of the tourists' perspectives. Several studies have confirmed the importance of film tourism in the destination image. The main objective of this study is to create a general process that can be used for any destination to make it an attractive and sustainable destination and to discover the importance of the film industry as a new way to market a destination and develop its image. Essaouira is the destination chosen for this study. Different research methods were used, an offline and online questionnaire with tourists and locals about their perspectives.

Research findings indicate that film tourism is a very important tool nowadays to promote a destination and will be very helpful to use it in the case of Essaouira. It is found that a lot of people got inspired by movies to travel, and in the case of this city, it is shown that film tourism along with sustainable tourism could improve the destination's reputation and affect the tourism sector positively.

Keywords: film tourism; Essaouira; management; sustainability; Game of Thrones.

JEL Classification: Z11; Z32; O55.

Introduction

Tourism is an ever-changing industry that is becoming increasingly significant in the global market. Despite facing challenges, it continues to be a major industry. Citing the World Tourism Organization, the number of international tourists has significantly surged over the years, starting from 25 million in 1950 to 278 million in 1980, followed by 674 million in 2000, and finally reaching 1.4 billion in 2019. Along with this growth, there has also been a substantial increase in global tourism revenue, which escalated from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, then to US\$ 495 billion in 2000, and ultimately to US\$ 1.47 trillion in 2019. Additionally, the UNWTO (2020) emphasizes that tourism significantly contributes to international trade in services and plays a crucial role in driving economic development.

In the realm of destination management and tourism studies, the exploration of how Moroccan film destinations can enhance their allure for tourists is a burgeoning field. While numerous studies delve into the impact of film tourism globally, the specific nuances of Morocco's cinematic appeal and its potential to attract visitors have remained relatively unexplored. Our research contributes to this growing body of knowledge by offering a detailed examination of the distinctive elements that make Moroccan film destinations unique and how these elements can be strategically leveraged to draw in more tourists. Our study not only examines the immediate effects on tourism but also aims to uncover the long-term sustainability and competitive advantages that can be derived from a strategic fusion of film and destination management. Importantly, the most recent

novelty in our research lies in the incorporation of cutting-edge technologies and digital platforms, such as virtual reality experiences and interactive film-related content, to further enhance the immersive and engaging nature of the Moroccan film tourism experience.

The creation of destination images is a critical aspect of promoting tourism, and cinema plays a vital role in this process. Tourist decisions about where to travel are heavily influenced by the images they have of a destination, making it essential for destination managers to consider how they can utilize cinema to shape these images. Increasingly, destination managers are recognizing the value of cinema in promoting tourism, and many are using films that showcase their location's most significant features to entice visitors. These films can be shown in tourist attractions, thereby shaping visitors' perceptions of the destination.

Encouraging film tourism can have a substantial favorable impact on a nation's economy and tourism industry. It can increase employment opportunities, create awareness of a country or destination on a large scale, and contribute to the development of destination infrastructure. Nowadays, governments and tourism organizations recognize the effectiveness of films and TV programs as destination marketing tools. According to Hudson and Ritchie (2006), featuring destinations in movies and TV shows can enhance destination recognition, improve the destination's image, and result in substantial increases in tourism numbers, which traditional marketing campaigns may not achieve. Film tourism can generate additional revenue, attract more visitors, and contribute to the economic development of cities. Therefore, tourism should always be promoted.

This study delves into the marketing strategies essential for driving film tourism in Moroccan destinations, addressing a significant research gap in the field. By dissecting tactics like studio engagement and media campaigns, this research offers valuable insights crucial for destination managers. Understanding these strategies is pivotal in leveraging Morocco's film-related attractions, bridging the gap between the entertainment industry and the tourism sector, and ultimately bolstering the nation's economic growth.

The purpose of this study is to investigate the impact of the popular television series *Game of Thrones* on the tourism industry in Essaouira, Morocco, where the show was filmed. Specifically, the study aims to determine whether the airing of the show has resulted in an increase in the number of tourists visiting and staying overnight in the city. The research is conducted at the county level, allowing for a comparison between counties that were affected by the show's filming and those that were not, in order to accurately assess its impact on the local tourism industry. To sum up, the study endeavours to address the following inquiry: What is the comprehensive influence of *Game of Thrones* on the filming locations?

The research paper endeavours to address the following primary questions: How can a destination be rendered more attractive and sustainable? What is the process involved in achieving this objective, specifically for Essaouira, a tourist destination in Morocco?

The hypothesis of this study suggests that destination management is crucial in enhancing a destination's attractiveness by implementing an all-inclusive development and marketing strategy that establishes a globally recognized brand. This can be attained through the involvement of various tourism stakeholders who are committed to the cause and are mindful of issues pertaining to sustainability.

1. Literature Review

1.1 Destination Management Overview

When tourism is effectively managed, it can have a positive impact on the economy, but its benefits extend beyond just economic effects. Improved social life is one such advantage for locals. However, tourism can also have negative repercussions, including environmental concerns, social and physical carrying capacity issues, and inflation. The mitigation of adverse effects and the maximization of benefits necessitate appropriate destination management. Nevertheless, effective destination management is a continuous and collaborative effort, involving a variety of stakeholders such as residents, tourism employees, NGOs, and the tourism industry itself (Kozak, M. and Baloglu, S. 2011).

Destination management is a term used to describe the process of planning, developing, and managing a destination to maximize its economic, social, and environmental benefits. Destination management involves the collaboration and integration of all parties involved in the tourism industry to establish a destination that is both sustainable and competitive, because the DMO can't work alone to achieve the necessary goals and manage the destination well. The following are some examples of how destination management has been used in academic literature:

- "Destination management is a strategic approach to developing and managing tourism that is geared towards achieving sustainable economic, social and environmental benefits for all stakeholders." (Pechlaner and Abfalter 2016, 6).

- "Destination management is a collaborative and systematic process that brings together all stakeholders to create and manage a destination in a sustainable and competitive manner." (Ruhanen and Cooper, 2013, p. 2)
- "Destination management involves the planning, development, and management of a destination in a way that maximizes its benefits for both tourists and residents, while minimizing any negative impacts." (Dwyer, Forsyth, and Spurr 2010, 201).
- "Destination management is a dynamic and ongoing process that involves continuous planning, implementation, and evaluation to ensure that a destination remains competitive and sustainable." (Buhalis and Costa 2006, 403).

I agree with the definition of destination management as a collaborative and systematic process that brings together all stakeholders to create and manage a destination in a sustainable and competitive manner. This definition highlights the importance of collaboration between stakeholders, including government authorities, local communities, tourism operators, and visitors, to ensure that the destination is developed and managed in a sustainable and responsible way that benefits all stakeholders.

1.2 The Relevance of Sustainability in Tourism Destination Management

Weaver (2018) emphasizes the importance of sustainable tourism practices in reducing the negative impacts of tourism on the environment, preserving cultural heritage, and promoting economic development. Sustainability is crucial in tourism destination management, as it enables the tourism industry to provide economic, social, and environmental benefits to both the host community and visitors.

Moreover, according to Higham and Lück (2019), sustainable tourism practices can also improve the quality of life for residents by promoting community development, generating employment opportunities, and encouraging the preservation of traditional values and customs. In addition, sustainable tourism practices can also contribute to the conservation of natural resources and biodiversity, thus ensuring that the environment is protected for future generations.

According to Kim and Uysal (2018), the significance of sustainability in tourism destination management is influenced by the rising consciousness among travelers regarding responsible tourism. As travelers are becoming more aware of the environmental and social impact of their travel, they are inclined towards destinations that prioritize sustainable tourism practices.

In a word, sustainability is a critical consideration in tourism destination management as it is essential to ensure that the tourism industry provides economic, social, and environmental benefits to both the host community and visitors. The increasing awareness among travelers about responsible tourism, and the growing demand for sustainable tourism experiences, highlights the importance of sustainable tourism practices in tourism destination management.

1.3 Destination Management: Tourist's Perspectives

Tourists are a crucial stakeholder group in destination management. Their importance is related to the need to manage the effects that tourists produce as well as the destination management strategy's traveller focus. While there has been significant research conducted on aspects such as satisfaction, quality evaluation, and impact assessment, there has been little to no effort made to explore the broader issue of tourists' perspectives on destination management as a whole. Furthermore, no studies have been conducted that parallel recent research examining the opinions of supply-side stakeholders.

Based on analysing few research papers related to destination management and tourist perspectives we collected their opinions about the relationship between tourist perspectives and destination management.

"Tourist perspectives on sustainable tourism practices in a developing country: the case of Cambodia" by Sokhom Hean, *et al.* (2017) - This paper examines tourist perspectives on sustainable tourism practices in Cambodia, focusing on issues related to environmental, economic, and socio-cultural sustainability.

"Destination management and visitor experiences in rural areas" by Anneli Sjöberg and Susanne Arvidsson (2016) - This paper explores the relationship between destination management and visitor experiences in rural areas, highlighting the importance of stakeholder collaboration, service quality, and visitor engagement.

"Destination management through a stakeholder lens: an analysis of Barbados' tourism governance system" by Anne-Marie A. Best, *et al.* (2018) - This paper examines the stakeholder perspectives on destination management in Barbados, focusing on issues related to governance, collaboration, and destination competitiveness.

"Tourists' perception of destination image and satisfaction: a case of Ho Chi Minh City, Vietnam" by Binh Quang Tran and Linh Thi Thuy Tran (2018) - This paper investigates the relationship between tourists' perception

of destination image and satisfaction in Ho Chi Minh City, Vietnam, highlighting the importance of destination marketing and management in shaping tourist experiences.

"Visitor experiences and destination management: insights from the Great Barrier Reef, Australia" by Anna Farmery, *et al.* (2017) - This paper explores visitor experiences and destination management in the Great Barrier Reef, Australia, focusing on issues related to sustainability, stakeholder collaboration, and visitor satisfaction.

1.4 Impact of the Film Industry on Destination Image

The concept of movie-induced tourism has received popular support (Mori 2022; Zhou *et al.* 2023), the influence of movies in countries (Liu *et al.* 2020), how influences movie-induced tourism between different cultures to attract more tourists and visitors (Michael *et al.* 2020), Most visited theme parks worldwide have thematic and narrative characteristics based on characters of movies and cartoons which provide appeal to visitors (Baker 2023).

One of the most significant areas of research in tourism literature is destination image, as it has been discovered that it not only impacts customers' experiences but also plays a role in their decision-making process to travel to or revisit a destination. Furthermore, research has demonstrated that a positive destination image can differentiate a destination from its competitors. As a result, there is an increasing recognition in the travel and tourism sectors of the importance of examining the variables and dimensions that influence destination image, as discussed by Hunt (2016), Greaves (2010), McCartney (2008), and Zdemir (2014).

Film tourism is part of the category of cultural travel. It refers to how certain places have become more well-known because of how they have been presented in movies and television series. Film tourism pertains to any type of travel to destinations where visitors can engage with the film industry in some capacity. It is categorized into three distinct types, including tourism for film promotion, tourism for travel film, and tourism for film-induced activities (Kim and Richardson 2003).

The decision of the tourist to travel is strongly influenced by the visual examination of a film. There are several reasons why people choose to travel as film tourists. For instance, the desire to go to movie studios and television parks. The act of visiting places that are linked to a specific film and serve as a representation of it is known as film tourism. This type of tourism offers a cinematic experience that allows visitors to immerse themselves in the movie's environment and use the scenery as a means of identification (Teng, 2021). In a study conducted by Yoon, Kim, and Kim (2015) in South Korea, local reactions to movie tourist locations that were both successful and unsuccessful were examined.

1.5 Film Tourism and Destination Management

Film tourism has been successful to a significant extent through its marketing and advertising endeavours. The revenue generated by tourism holds great importance, and it depends on the film's reputation, its reception by the audience, and the speed with which it contributes to the improvement of tourism services in popular tourist destinations (Riley and Van Doren 1992).

As per Busby and Klug's (2001) research, a cinematographic visitor is a tourist who visits a destination or attraction due to its appearance in a movie, TV show, or YouTube clip. Additionally, Iwashita (2003) stated that movies, TV, and literary works showcase the distinctive characteristics and attractions of a destination, thereby influencing travel preferences. Later, Macionis (2004) described film tourism as a modern-day tourist encounter that takes place in a destination that has been presented in some sort of media. Since this experience is based on the traveller's interpretation of media images, it is distinctive and personalized for everyone.

Torchin (2002) argues that teletourism, and tourism based on films are not the same, unlike Karpovich (2010) and other researchers' opinions. According to Torchin, television has a more enduring effect on the destinations that it features since it continues to attract visitors for many years, while movies have a shorter-term impact. Earlier research has demonstrated that TV programs can have a positive impact on visitor traffic to particular places or generate curiosity and attraction towards those destinations. (Schofield 1996; Busby and Klug 2001; Connell 2005a; Chon 2008; Iwashita 2006; O'Connor, Flanagan, and Gilbert 2008; Croy 2010; Soliman 2011), whereas the influence of movies on tourism remains uncertain.

2. Research Methodology

In this quantitative research study, we utilized a structured approach to gather detailed insights into enhancing Essaouira Film Destination's appeal. Data collection predominantly relied on online surveys, ensuring a wide-ranging and diverse set of responses. The survey participants consisted of 60% men and 40% women,

predominantly young adults between 21 and 24 years old. Notably, 52.7% of the participants were from Europe, indicating a demographic well-versed in international travel and comprehending the survey content.

Our online questionnaire was meticulously designed to explore various facets of travellers' preferences and decision-making processes. We sought to understand their awareness of Essaouira's cinematic significance, specifically its connection with the renowned television series, "The Game of Thrones." Additionally, we probed into the factors guiding their choice to visit Morocco and Essaouira, including considerations like climate, cultural attractions, and business prospects. A significant portion of our survey focused on their perspectives regarding sustainable tourism practices, assessing their comprehension and expectations concerning responsible travel.

The collected quantitative data yielded substantial insights. Notably, 79.2% of the respondents were foreigners, primarily from Europe, while 20.8% were Moroccans. These findings provide a comprehensive understanding of tourists' preferences and expectations. Through rigorous statistical analysis, we translated these insights into actionable strategies, ensuring our marketing approaches are precisely tailored to the preferences of our target audience. This research forms the cornerstone for Essaouira's tourism development efforts, ensuring they are not only enticing and inclusive but also sustainable for visitors from diverse backgrounds.

3. Case Studies

The study conducted in Essaouira focused on tapping into the unexplored potential of film tourism, particularly the city's connection with the globally acclaimed TV series, Game of Thrones. The research aimed to bridge the gap between Essaouira's rich film heritage and its tourism industry. This investigation was prompted by the observation that while Essaouira had served as a captivating backdrop for Game of Thrones and other films, this fact was underutilized in its tourism promotion efforts.

The study began with extensive background research on the impact of film tourism on various destinations globally. A detailed survey questionnaire was crafted, targeting both tourists and potential visitors. The questions were designed to gauge awareness levels about Essaouira's connection to Game of Thrones, measure the influence of this connection on travel decisions, and understand the significance of cultural attractions in tourists' choices.

4. Research Results

4.1 Presentation of Results

Results Demographic profiles of respondents.

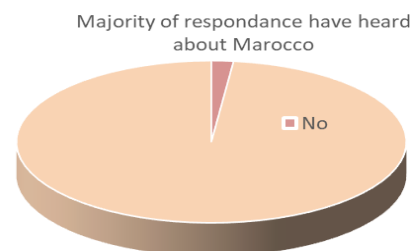
Our sample is composed of 60% men and 40% women. 80% of them are single and 40% are between 21 and 24 years old. About 52.7% of the respondents are from Europe. Our sample is therefore made up of individuals who can travel and understand the statements in our questionnaire. The data obtained also indicates that 50.9% are students, and 32.7% of respondents are employees. Moreover, 79.2% are foreigners, mainly from Europe, and only 20.8% of the respondents are Moroccans.

Behavioural profiles of respondents

The survey data shows that the questionnaire data shows that 78.20% of the individuals who responded to the questionnaire travelled to the destination primarily to discover the cultural heritage of the city, and most foreigners prefer this city because of the climate and during summer to practice beach activities, especially because of the cold weather and for tourists. The results also show that 78.20% of respondents preferred to travel with friends, and 67.30% of individuals.

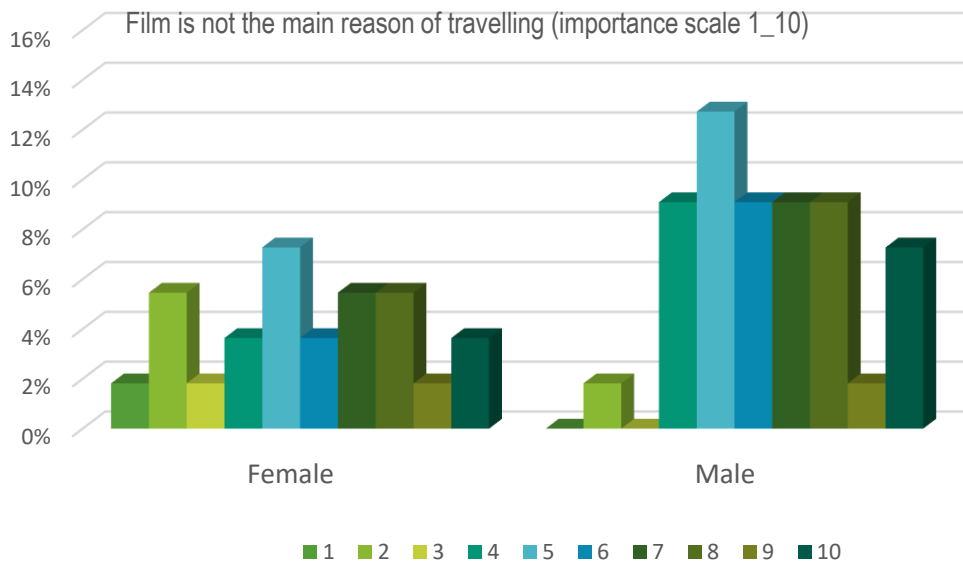
Figure 5. Travelers who already visited Morocco.

More than 90% (90.62%) of respondents who already visited Morocco know about Essaouira. But only 53.12% of those who know Essaouira heard that the famous series of Game of thrones was partly filmed there.



Source: Own Research

Figure 6. Film importance for travelers



Source: Own Research

We noticed that films in general are not the main reason of traveling for most tourists, and usually people get inspired to travel to a destination because of what they have seen in a movie, however, the time when a tourist is watching a movie or series, will be considered as a step of the decision-making process of a tourist in order to choose the next travel destination, and this confirmed the importance of film industry to promote and increase the popularity of a destination.

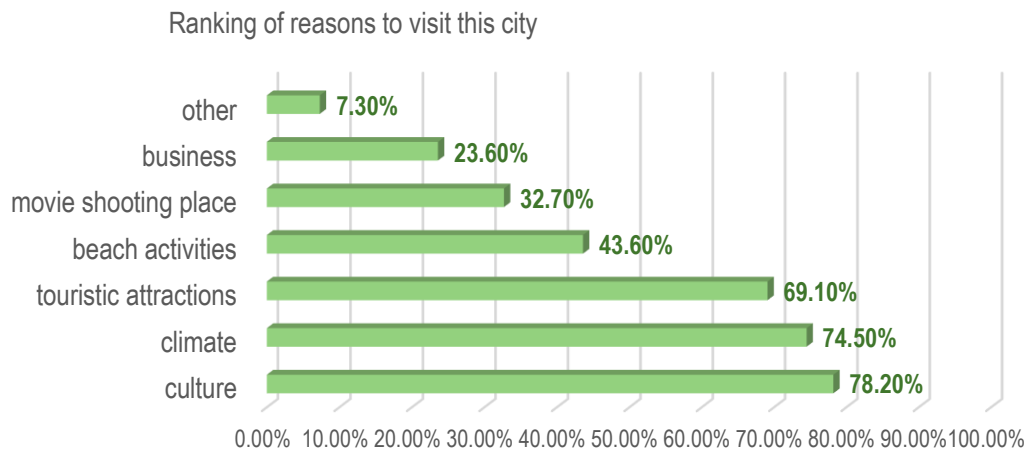


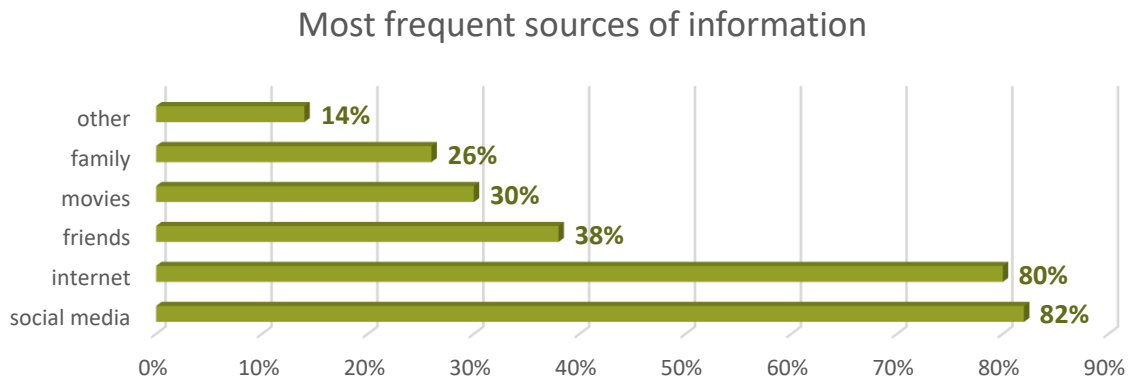
Figure 7. Reasons to visit Essaouira-Morocco

Source: Own Research

Based on the graphic, we noticed that 78,20% of the respondents travelled to the destination primarily to discover the cultural heritage of the city, because the main attractions in the city are related to culture, also based on other research Essaouira is the very cultural city, famous because of its “old medina”, In addition, Essaouira climate plays an essential role to attract tourists, especially during the summer period, because of the cold climate of the city, however, it’s a very comfortable and small city to have relax and stay far from biggest and noises cities, also tourist attractions also one of the most important reasons to visit the city, after that we found beach activities, moving shooting places.

Those two graphics shows that not that many tourists know the city, we can say that the highest percentage is 15% (age 18-24), and just a few people know the city, also most tourists prefer to travel with friends (78,20%) or alone (67,30%) are the main preferences of them.

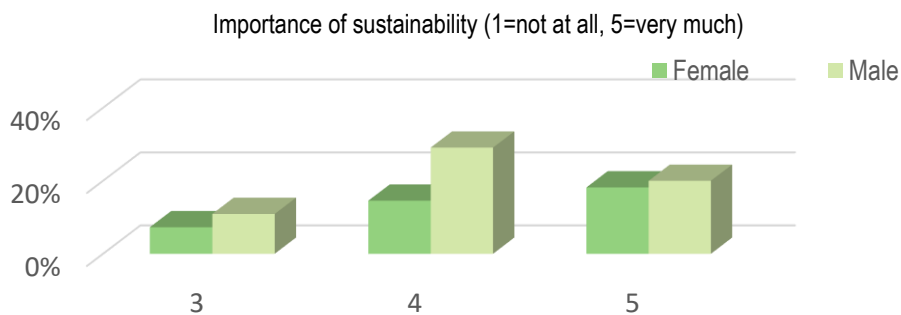
Figure 10: Graphic shows the most frequent sources of information used by travelers.



Source: Own Research

The graph shows the most frequent sources of information that tourists used it usually to decide when to travel and search for their travel destination based on our research we found that the most used source of information is social media (82%) and that mentioned the importance of social media in our nowadays in the process involved in How tourists make decisions, and people get inspired because of the other post or do..., secondly we have internet (80%) a lot of researches on the internet about a destination about the best destination to travel too, also there's the impact of friends (38%), movies(30%) we can consider it as an important percentage to attract visitors and an important tool to promote a destination.

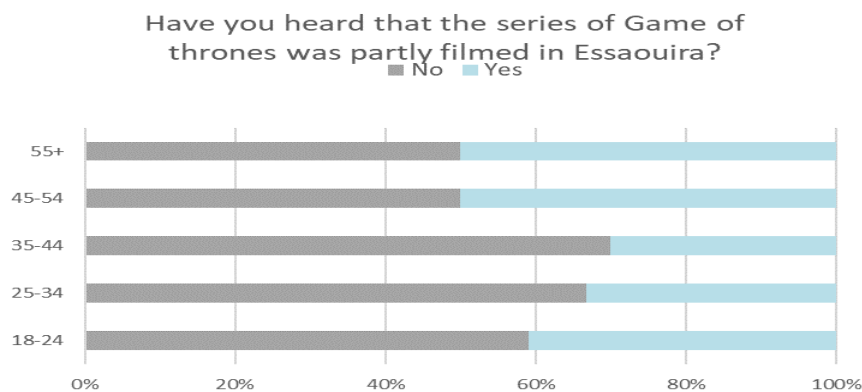
Figure 11. Importance of sustainability in Tourist's point of view



Source: Own research

This graphic shows us the importance of sustainability for tourists because sustainability, also we can see that sustainability is more important for males than females (Around 25% for men and 15 for females), even with that the percentages found based on the results are not that higher, but sustainability still a very important issue for travelers to take it in consideration during their trips, and the importance of it increased especially after COVID-19.

Figure 12. Popularity of Essaouira in Game of thrones Serie



Source: Own Research

This graph shows that most travelers haven't heard about the fact that Game of Thrones was partly filmed in Essaouira based on their different age categories, for younger between 60% and 70% confirmed this statement of not knowing about Essaouira from the movie or from Social media or DMO of the destination, However, we have a small percentage of travelers that they know that Essaouira was one of Game of Thrones filming locations around (30% and 50%), This result shows that Essaouira as a filming location for the Series is not that famous among travelers, and DMO should work more on it and put more effort.

What makes a city more sustainable in your opinion? Respondent's answers are shown as a word cloud (the more frequent answer is bigger text):

Figure 13. What makes a city more sustainable.



Source: Own Research

This figure shows us the respondent's answers based on their point of view about what makes a city more sustainable, we noticed that the more frequent answers are (great environment, good living conditions, sustainable tourism...), and we see very well the importance of these elements to make a city sustainable and of course, sustainable tourism is one of the most important elements, so the DMO of the destination must take this into consideration.

The correlation between visiting Essaouira, Morocco and knowing that Game of Thrones was filmed there.

4.2 The Correlation between Visiting Essaouira, Morocco and Knowing that Game of Thrones Was Filmed there

To know the relationship between some variables in our research study we used an online survey to measure the variables of our interests, for example, the first one is to know the connection between the popularity of Essaouira and the popularity of the fact that the famous series of Game of Thrones part of it were filmed in Essaouira, to see the connection between them and how knowing the film and its shooting location will affect the destination.

Furthermore, in order to comprehend the relationships among the various variables, we utilized Excel to calculate their correlation. The resulting analysis revealed a statistically significant correlation coefficient, indicating a notable positive relationship between the variables.

There's a positive, but not very strong relationship between the popularity of Essaouira and the popularity of the fact that the famous series Game of Thrones part of it was filmed in Essaouira, $R=0,48$, $p<0.5$ ($\text{Alpha}=0.05$).

As a significant number of individuals are likely to visit the locations they have seen on movie, it is crucial for the destinations to convert these locations into tourist attractions once the movie or series is released. This can be achieved by providing adequate facilities for tourists, such as constructing visitor centers, placing informational signs and posters, creating niche merchandise, and organizing guided tours or niche activities like movie mapping, also, and promoting the filmed locations by using digitalization. In some cases, the site may even construct a tourist attraction based on the audio-visual scenes to provide visitors with a more authentic experience and to meet their expectations. For instance, Platform, the iconic location from the Harry Potter movies, was transformed into a tourist attraction after the movies' release.

The findings indicated that a majority of tourists and potential tourists had knowledge of the movies and TV series that were previously shot in Morocco, particularly in Essaouira, but they couldn't find anywhere that DMO used any small details about those movies in their advertising and promotion when they searched about this destination. Most of the individuals who visited or planned to visit Morocco were familiar with the movies and

TV series that were filmed there. Based on the research, it was discovered that most tourists had watched at least one of the films, and about 60% of the visitors at the time were conscious that Game of Thrones was filmed in Morocco.

The impact of these movies on tourism was evident, with 20% of visitors stating that they were one of the reasons for visiting Essaouira, although not the primary one, and 2% mentioning them as a main reason, but not the primary reason. In addition, a significant proportion of potential visitors (78.2%) expressed an inclination to visit Essaouira for cultural reasons and beach activities. The scenery depicted in movies and advertisements emerged as the most influential factor in attracting individuals to a particular destination.

Quantitative data for the following variables:

- Awareness of Game of Thrones filming in Essaouira (coded as 1 if respondent is aware, 0 if not aware)
- Likelihood of traveling to Essaouira if aware of Game of Thrones connection (measured on a scale from 1 to 5, where 1 is very unlikely and 5 is very likely)
- Importance of cultural attractions, beaches, and other factors as reasons for visiting Essaouira (measured on a scale from 1 to 5, where 1 is not important and 5 is very important)

A correlation analysis could be conducted to explore the relationship between these variables.

Correlation Analysis Results

- There is a significant negative correlation between awareness of Game of Thrones filming in Essaouira and likelihood of traveling to Essaouira ($r = -.40$, $p < .05$). This suggests that respondents who were not aware of the Game of Thrones connection were more likely to consider traveling to Essaouira than those who were aware of the connection.

- There is a significant positive correlation between the importance of cultural attractions as a reason for visiting Essaouira and likelihood of traveling to Essaouira if aware of Game of Thrones connection ($r = .55$, $p < .05$). This suggests that respondents who placed a higher importance on cultural attractions were also more likely to consider traveling to Essaouira if they were aware of the Game of Thrones connection.

- There is no significant correlation between the importance of beaches or other factors as reasons for visiting Essaouira and likelihood of traveling to Essaouira if aware of Game of Thrones connection ($r = -.03$ and $r = .11$, respectively, $p > .05$).

In general, these results suggest that awareness of the Game of Thrones connection may have a negative impact on tourists' likelihood of traveling to Essaouira, and that cultural attractions may be a more compelling reason for tourists to visit the city. However, for those who are aware of the Game of Thrones connection, the importance of cultural attractions may increase their likelihood of traveling to Essaouira.

5. Discussion

We can initiate a discussion on the relationship between these two concepts by asking a simple question: How can a destination develop a branding strategy based on film tourism? The answer to this question is that when a destination serves as a filming location for several movies, particularly popular ones that are viewed by millions of people worldwide, it can be referred to as a movie destination attraction. This advantage can be utilized as a significant value and branded cleverly to enhance the destination's promotion and visibility.

Recent studies have highlighted the significance of destination branding for popular tourism spots that have gained popularity due to their appearance in movies or TV series. Movie-induced tourism has a notable influence on the progress of a destination and can attract more tourists, which can be further enhanced through efficient branding. In summary, effective destination branding plays a crucial role in promoting movie-induced tourism.

Why its importance to mention film tourism in destination branding because, the cinema serves as a way to break free from the monotony of daily life, much like tourism. As a result, people often choose vacation destinations based on sentimental associations they have formed with certain places. For example, many of us associate Paris with romance because it has been featured as a backdrop for numerous romantic comedies produced by major studios. This creates a desire within viewers to identify with the film's protagonists and subconsciously seek out a similar environment to experience a part of the storyline themselves.

Conclusion and Further Research

Local economies have the potential to benefit in the long term from film tourism, as it is expected to continue growing for three to four years after a particular film's production, according to research. More effective than traditional marketing strategies is using a film to promote a city or tourist destination. Therefore, it makes sense to support authorities to offer advantages and benefits to directors and film-making companies in order to encourage

them to conduct filming in their home nations. This move would not only stimulate local economic growth and recovery but also boost tourism.

Films and TV series have become more than just entertainment, as they can also serve as a useful source of information and a tourist attraction. These screens are utilized to entice potential tourists and inspire them to visit certain locations. To attract these people, many tourist destinations offer various additional activities such as tours of filming locations, souvenir shopping, and museum visits. Furthermore, previous research and the present study have shown that TV shows can significantly impact how visitors perceive a location that is portrayed on screen.

The study found a clear link and a strong correlation between a film's global popularity and the perception of a destination, but the exact mechanism by which films influence this perception remains unclear. Destination Management Organizations (DMOs) invest significant resources in image-building campaigns, and the positive visuals presented in films can be leveraged in their general media and marketing materials to enhance the overall perception of the destination. Therefore, this study suggests that the Tourism in Morocco strategy, along with popular television shows such as *Game of Thrones*, can contribute to the growth of Morocco's tourism industry.

The film industry is a worldwide phenomenon that acts as a catalyst for tourism development in numerous nations. Iceland is an illustration of a preferred filming spot in current years, which has resulted in an increase in the number of visitors not only to Iceland but to many other destinations worldwide. In the same manner, using this marketing tool to promote Morocco, and specifically Essaouira, will generate a favorable impact on the destination's image, resulting in an automatic rise in visitors.

Certainly, tourism plays a crucial role in boosting Morocco's economy. The first research objective aimed to determine the impact of film tourism on enhancing the image of the destination, making it more appealing and sustainable. As a result, this influence is expected to increase various economic metrics, such as tourism's direct and total contribution to GDP, employment opportunities in tourism, selected components of tourism satellite account, and the percentage of tourism's share in exports. Most of these indicators more than doubled during the study period. The second research objective revealed that commercial organizations have a positive outlook on the growing number of visitors and the use of film tourism as a promotional tool for the country.

Studies suggest that film tourism can contribute to long-term economic growth, as tourism associated with a particular movie is likely to expand for a minimum of three to four years following the movie's release. Interestingly, using a film to promote a city or tourist attraction has been shown to be more successful than traditional marketing strategies in attracting potential tourists. Consequently, it is now rational for governments to offer incentives and support to directors, producers, and film studios to encourage them to shoot movies in their respective countries, thereby boosting the tourism industry and facilitating economic recovery and growth.

A SWOT analysis was utilized to assess the strengths and weaknesses of the destination, and by capitalizing on the opportunities identified, it is possible to further develop it. Based on the SWOT analysis of Essaouira, it is evident that the town has several strengths and opportunities that make it an attractive tourist destination. However, it also faces significant weaknesses and threats that can limit its tourism revenue. Therefore, to sustain its tourism industry, Essaouira needs to develop a comprehensive and collaborative strategy that addresses its weaknesses and leverages its strengths and opportunities. Such efforts can help the town attract more visitors and enhance its reputation as a top tourist destination in the region.

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Credit Authorship Contribution Statement

Mbarek Alhaddar: Conceptualization and writing - original draft.

Harshavardhan Reddy Kummitha: supervising and guiding - original draft.

Declaration of Competing Interest

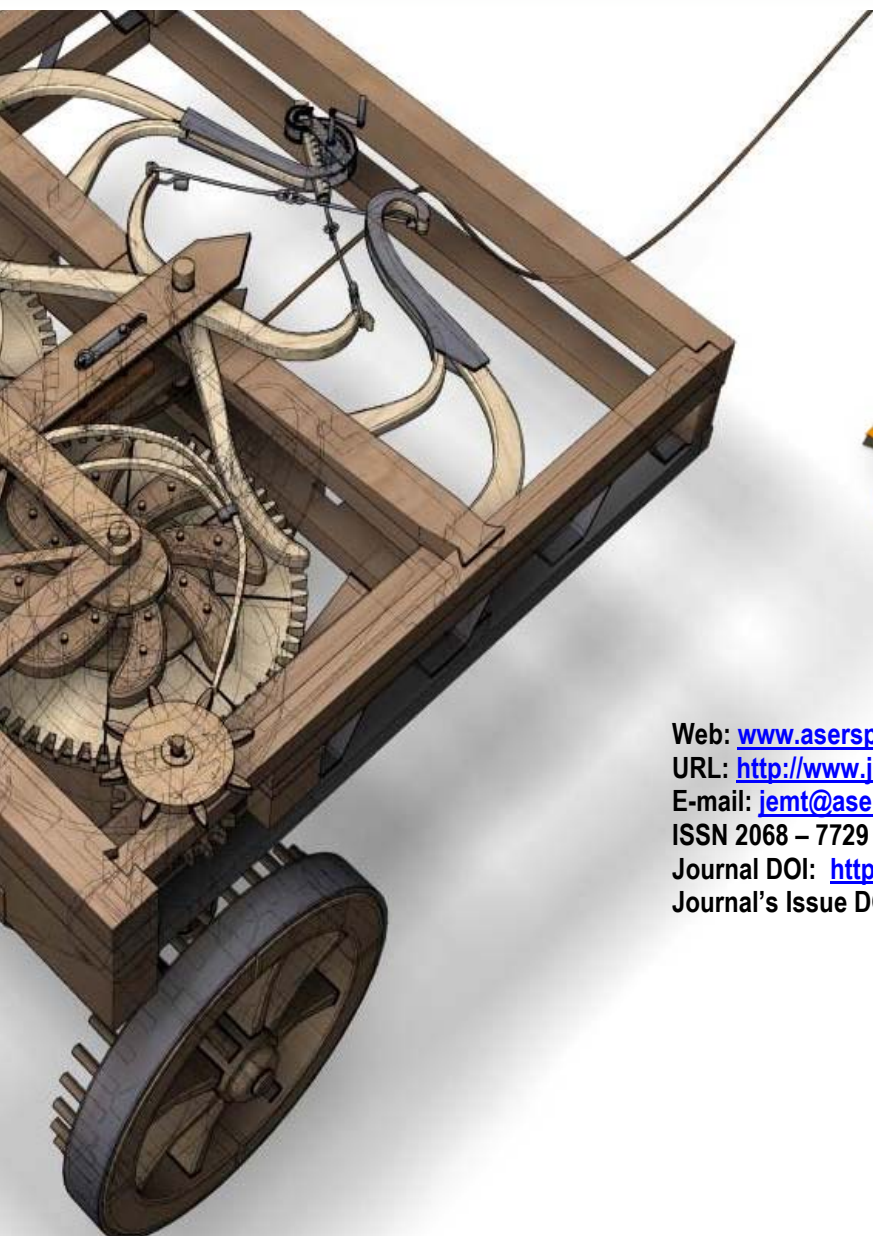
The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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