

Impacts of Filmmaking on Destinations: Perceptions of the Residents of Arcos de Valdevez

Authors : André Rafael Ferreira, Laurentina Vareiro, Raquel Mendes

Abstract : This study's main objective is to explore residents' perceptions of film-induced tourism and the impacts of filmmaking on the development of a destination. Specifically, the research examines resident's perceptions of the social, economic, and environmental impacts on a Portuguese municipality (Arcos de Valdevez) given its feature in a popular Portuguese television series. Data is collected by means of an Internet survey, in which resident's perceptions of the impacts of filmmaking are solicited. Residents generally agree that the recording and exhibition of the television series is important to the municipality, and contributes to the increased number of tourists. Given that residents consider that the positive impacts are more significant than the negative impacts, they supported the recording of another television series in the same municipality. Considering that destination managers and tourism development authorities aim to plan for optimal tourism development, and at the same time wish to minimize the negative impacts of this development on the local communities, monitoring residents' opinions of perceived impacts is a good way of incorporating their reaction into tourism planning and development. The results of this research may provide useful information in this sense.

Keywords : film-induced tourism, residents' perceptions, tourism development, tourism impacts

Conference Title : ICTM 2015 : International Conference on Tourism and Management

Conference Location : Lisbon, Portugal

Conference Dates : April 16-17, 2015