



FILM TOURISM AND THE SUSTAINABLE DEVELOPMENT OF DESTINATIONS: CASE STUDIES OF NEW ZEALAND AND DUBROVNIK

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Abstract:

Film tourism is a form of selective tourism that is gaining increasing importance in the global development of tourism industry. In addition to entertaining viewers, films and TV series contribute to the promotion of destinations, influence the shaping of a destination's image, and increase tourism demand. This paper examines the impact of the film industry on tourism, considering the economic, marketing, infrastructural, environmental, and social aspects of a specific destination. The paper also investigates the role of film in the development of tourism through its influence on a destination's image, tourist demand, and economic growth, and aims to identify the key factors that contribute to the sustainable development of film tourism. The research aim was achieved by applying methods of desk research, content analysis, and case studies of New Zealand (The Lord of the Rings Trilogy and The Hobbit Trilogy) and Dubrovnik (TV series Game of Thrones). The results showed that film tourism is an important form of tourism for the development of a destination, which contributes to the sustainable development of a destination if managed responsibly, with the involvement of the local community and the application of sustainable practices.

Keywords:

branding, community, culture, image, innovation.

INTRODUCTION

Under contemporary conditions of dynamic societal development, globalization, technological innovations, and the advancement of information and communication, technologies have significantly influenced the transformation of tourism industry. While mass tourism remains predominant, due to global integration, economic prosperity, technological development, and the increase in leisure time, the need for diversification of tourist products is becoming increasingly pronounced. In this context, there is an affirmation of selective forms of tourism, among which film tourism is emerging as a significant form. Selective forms of tourism represent a response to the contemporary needs and interests of modern tourists looking for authentic, thematically designed, and individualized experiences.

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The development of the film industry and film production significantly contributed to the development of film tourism. At the global level, a substantial number of films and series are released and broadcast yearly. The development of the Internet and social networks has further influenced the progressive development of the film industry, enabling a worldwide access to information about films, locations, festivals, film-themed tours, and other activities related to popular films. Due to digital streaming platforms, films and series have become accessible to global viewers, further boosting interest in film tourism.

Movies and TV series have a significant influence on viewers when choosing tourist destinations. Through compelling narratives and authentic characters, films and TV series effectively promote film locations in destinations. By watching movies and TV series, viewers develop strong attachments to narratives and characters, which can motivate them to visit filming locations. Popular films and TV series have become important tools for destinations, as they strengthen their image and generate economic, marketing, infrastructural, ecological, and social impact on the development of destinations associated with film locations and film tourism activities.

Destinations that represent the most significant examples of film tourism influence, and that, due to popular films and series, have achieved global recognition, include New Zealand and the city of Dubrovnik in Croatia. New Zealand stands out as an attractive destination for fans of such popular trilogies as *The Lord of the Rings* and *The Hobbit*, while Dubrovnik is recognized for popular TV series *Game of Thrones*. Both destinations have challenges and opportunities for sustainable tourism development management.

The paper is split into five sections. The *Literature review* section analyses the scientific and professional materials related to selective forms of tourism and the influence of film industry on tourism. Additionally, it outlines the economic, marketing, social, and environmental aspects of film tourism. The *Methodology* section involves the application of desk research, content analysis, and case study methods. The *Results* section includes a case study analysis: the first case study, New Zealand: *The Lord of the Rings* and *The Hobbit* film series, and the second case study, Dubrovnik: the TV series *Game of Thrones*. The *Discussion* section includes an analysis of economic, marketing, infrastructural, environmental, and social impacts of film tourism on New Zealand and Dubrovnik as tourist destinations. The Conclusion summarizes the findings, provides recommendations and directions for further research.

LITERATURE REVIEW

Selective forms of tourism

“Tourism is a social, cultural, and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal or business/professional purposes” (UNWTO, 2008). In the second half of the 20th century, under the influence of economic expansion, the development of transport infrastructure, the introduction of organized tourist arrangements, and the extension of leisure time, mass tourism has developed significantly (Jovanović, 2015; Rabotić, 2013). In addition to the economic benefits of mass tourism, due to the large number of tourists, hotels with large capacities and standardized tourist packages, mass tourism simultaneously exerts significant pressure on the environment, contributing to its pollution and degradation. During the 1970s, the awareness of the negative effects of mass tourism on the natural environment and local communities increased, leading to a widespread interest in sustainable and niche forms of tourism (Vučetić, 2023). As an alternative to mass tourism, selective forms of tourism provide personalized experiences to specific target groups. The term “selective tourism” is accepted by the Serbian academic community, while in the Anglo-Saxon area, “special interest tourism” and “niche tourism” are the most commonly used terms. In scientific literature on the subject, other terms that are frequently associated with “selective tourism” include “specific forms of tourism”, “thematic tourism”, and “alternative tourism” (Rabotić, 2013). Selective tourism is a specialized form of tourism that includes individual or group travel for people who want to pursue certain interests and visit locations and places associated with a certain theme (Lee & Bai, 2016). Tourists who opt for selective forms of tourism represent the minority of the traveling population; the most dominant are middle-aged tourists. Due to the widespread use of the Internet and digital tools, tourists participating in selective forms of tourism have developed a higher level of expertise and experience.



The characteristics of these tourists include sophistication, higher level of education, increased information, and a tendency towards adventurous experiences (Jovanović, 2022).

The development of selective forms of tourism affects the entire economy in the following ways (Živković & Brdar, 2018):

1. It enables local natural resources to gain economic value and become an important source of income for the local community.
2. It initiates economic activity and creates a new market for local products.
3. It increases tourist traffic in numerous economic activities, providing municipalities and the state with the opportunity to increase income from taxes and fees.
4. Tourist consumption affects the increase in income of local communities, municipalities, and the entire economy.

By analyzing tourists' interests, various selective forms of tourism are identified: ecotourism, cultural tourism, adventure tourism, health tourism, nautical tourism, rural tourism, congress tourism, religious tourism, sports tourism, youth tourism, city break tourism (short city break), accessible tourism, virtual tourism, dark tourism, educational tourism, gambling tourism, hobby tourism, space tourism, etc. (Živković & Brdar, 2018).

The influence of the film industry on tourism

At the beginning of the 21st century, intensive and extensive processes of globalization influenced the development of tourism industry. Globalization has contributed to making travel more accessible and financially acceptable to people around the world, which has led to a large increase in the number of tourists around the world and the diversification of tourism offers. During this period, film tourism developed rapidly and emerged as one of the most popular selective forms of tourism. It represents travels that are directed to the destinations known as filming sites of popular movies or TV series. Owing to the widespread popularity of films and TV series, such destinations have become immensely popular tourist attractions (Ateş *et al.*, 2024).

In the film industry, it is impossible to predict whether a film will be successful. A high production budget, the involvement of famous actors, and large investments in marketing campaigns and promotion of a film do not guarantee that the film will attract a large number of viewers or generate large profit (Lorenzen, 2008). The inability to predict success represents a major risk for the film industry, particularly those associated with financial losses. The film industry and films exert various economic, marketing, infrastructural, environmental, social, and cultural impacts on a destination.

Film tourism is a modern form of tourism that refers to visits to destinations that appear in films, but also trips that are motivated by films, and the involvement of tourists in experiencing film activities at the destination (Đorđević & Milićević, 2018). According to Roesch (2009, p. 6), "film tourism is a specific form of tourism that encourages visitors to visit screening locations during or after the production of a feature film or television production". Film tourism includes visits to locations featured in films and TV series, tours of film studios and film theme parks, film festivals, film premieres, and award shows (Rittichainuwat & Rattanaphinanchai, 2015).

Based on the type of location where a film or TV series was produced, two groups of film tourism are distinguished (Domínguez-Azcue *et al.*, 2021):

1. On-location film tourism – locations associated with films or series that take place in natural environments. Some of the locations become attractive to tourists even before they appeared in movies or series, while other locations became attractive after appearing in movies or TV series. It also applies to activities related to movies or TV series, as well as the construction of tourist attractions that recreate scenes from movies in order to increase the number of visitors.
2. Off-location film tourism – artificial locations created for the filming of movies and TV series, such as film studios and film-themed parks. The most famous film production companies associated with the organization of theme parks and film studios are Warner Bros, Universal Studios, and Fox. Also, film premieres and film festivals are important parts of the film world, which leads to an increase in tourists who visit the destination related to a popular film or series.



The films that attracted a large influx of tourists to film locations in the 20th century are the following: *Mutiny on the Bounty* (1935), *The Third Man* (1949), *Niagara* (1953), *To Catch a Thief* (1953), *The Bridge on the River Kwai* (1957), *Lawrence of Arabia* (1962) and *The Sound of Music* (1965). (Roesch, 2009; Đorđević & Milićević, 2018)

The development of the Internet and the emergence of social networks significantly influenced the development of the film industry and film tourism. Due to the Internet, information about films, film locations, film festivals, tours, various film tourism activities, and experiences/recommendations of other tourists who had already visited the destination is available to tourists. Digital streaming platforms are an alternative to traditional television and cinemas. They enable movies, TV series, and other video content to be globally available to viewers (Ahmad *et al.*, 2025). Viewers can watch this content at any time and on different devices. Popular movie digital platforms are Netflix, Amazon Prime Video, Disney+, Hulu, YouTube, Apple TV+, and many others (Ahmad *et al.*, 2025).

Economic aspects of film tourism

The development of film tourism has various economic benefits for the destinations where various film activities took place. One of the advantages of film tourism is its non-seasonality. Film destinations are attractive to tourists throughout the year, regardless of weather conditions and the season. Great interest in such destinations throughout the year represents a huge economic benefit for the destination. Constant tourist traffic contributes to the local community in generating constant income (Hudson & Ritchie, 2006). The film industry has a significant impact on the economy of the production company's country and on the economy of the state and local community where a film is shot. Film production has financial costs, such as paying licenses to public institutions and renting equipment. During the shooting of a film, there is also the factor of temporary employment of local workers (actors, technicians, extras, etc.). Shooting a quality film often takes several months. During this period, the film crew spends funds on accommodation, food, transport, souvenirs, and other local services, which represents direct revenue for the destination. After broadcasting the film, the destination becomes attractive to film tourists, thus the destination achieves additional economic benefits (Mandić *et al.*, 2017). A destination that is attractive to film tourists can invest in the development of additional film attractions, such as film-themed tours, film events, souvenir shops, film museums, and other attractions in order to further extend the stay of film tourists. In addition to the positive aspects of film tourism, there are also negative impacts. An excessive number of film tourists can damage local infrastructure and pollute the environment, resulting in additional costs to the local community. A large number of tourists affects the increase in the prices of goods, services, and real estate, which further disturbs the life of the local population (Dražić, 2020).

Marketing aspects of film tourism

Movies, with their interesting plot, authentic characters, and unique atmosphere, allow viewers to become emotionally attached to some part of the story and to identify with the characters. To create an ideal environment which is fully in line with the plot of a film, various filming locations such as historical monuments, castles, archaeological sites, religious buildings, and authentic natural locations are used. Movies have a promotional role in showing these locations. To achieve the highest potential of film tourism in a destination, it is necessary to carry out promotional activities during three phases (Hudson & Ritchie, 2006; Domínguez-Azcue *et al.*, 2021):

1. Before the production of the film: The destination community shows its willingness to support the film project. It provides information on filming locations, legal regulations, taxes, and fees, as well as accommodation for the film crew.
2. During the production of the film: The destination community actively promotes the production of the film. During the filming, actors, directors, and other members of the film crew share videos via social networks, informing the audience about the filming, giving their impressions of the destination, and the local population.



3. After the production of the film: The destination uses various promotional tools to attract potential film tourists. It organizes film premieres at the filming locations, which can attract a large number of visitors and media attention. Websites and social networks are valuable tools for transforming film locations into tourist attractions by making a connection between the film and the destination. The destination creates visitor centers, information points and posters, film maps, tours, and museums to attract more visitors.

Movies are one of the key sources of information for tourists about the locations they want to visit. By creating an authentic plot and a unique atmosphere in movies, locations become more visually appealing or different than what they are in reality. As a result, film tourists create an unrealistic image of the destination, which can lead to their disappointment, because they did not get what they expected. In addition, a film can show the destination in a negative light (as dangerous, conflicting, etc.), which leads to prejudices of the audience and negatively affects the image of the destination. A negative perception of a destination leads to a reduced interest in visiting such a destination (Ahmed & Ünüvar, 2022). Social networks and global marketing campaigns play a key role in popularizing movie locations. Famous actors also play a big role in the promotion of films and film destinations. Interviews with actors, their recommendations, and opinions influence the growth of audience interest (Mahida, 2023).

Infrastructure development and film tourism

The improvement of traffic, technical, communal, information-communication, and tourist infrastructure contributes to the great development of tourism. The development of road, rail, air, and water transport made travel accessible to a large number of people, which led to the development of mass tourism. The development of tourist infrastructure and superstructure is very important for the complete tourist experience (Jovanović, 2020). During their stay at a film location, tourists use accommodation facilities, catering facilities, public transport, parking spaces, visit film theme parks, film studios, film festivals and events, and locations known for shooting scenes from films. Film destinations attract a large number of film tourists. As such, in addition to investing in the promotion of films, large investments are needed in the development of infrastructure and superstructure at the destination.

Film locations that are in remote and underdeveloped areas do not have a developed infrastructure for many tourists. Such areas are not suitable for a large number of tourists due to insufficient accommodation capacity, poor traffic connections, inadequate signage on the road, and the unavailability of film locations. In such areas, infrastructure development can threaten natural resources and cultural heritage. A collaborative approach by the government, tourism organizations, film productions, and local communities can help with overcoming the shortcomings and challenges in these areas. Through sustainable practices, investing in improving infrastructure and protecting cultural heritage, the long-term development of film tourism is achieved without jeopardizing the authenticity and integrity of the destination (Mahida, 2023). The popularity of film tourism has been increasing. A large number of film tourists puts a lot of pressure on the infrastructure, contributing to the overloading of roads, public transport, accommodations, and catering facilities. Excessive tourism can lead to damage and pollution of the living environment and buildings (Dražić, 2020).

Environmental aspects of film tourism

Scientific research, books, reports, films, and TV series raise awareness of the importance of sustainable tourism development and environmental protection. These media emphasize the importance of recycling, sustainable use of resources, the dangers of air and water pollution, loss of biodiversity, and global warming. Films and TV series that deal with this topic and are attractive to a large number of viewers have a strong educational impact on viewers, encouraging them to think about their role in environmental protection (Mayumi *et al.*, 2005). The development of technology and film production also develops film tourism. The development of film tourism, in addition to economic, cultural, and social impacts, as well as the impact on the development of infrastructure and superstructure, has a significant environmental impact on the destination.



After the broadcast of films, the natural locations that are authentically shown on screens attract a large number of film tourists. The development of tourism in film destinations can lead to an excessive load on natural sites. Excessive tourism may lead to environmental pollution, degradation of local architecture, and endangerment of natural and animal species. The development of road, air, water, and railway transport, which influenced the growth of tourism, also influenced the increased emission of carbon dioxide in the air, pollution of water resources, and soil pollution (Dražić, 2020). Destination management establishes a balance between the economic benefits of film tourism and the preservation of endangered ecosystems. The implementation of sustainable practices at a destination crucial for reducing the negative environmental impact of film tourism. The cooperation of the film industry, local government, and organizations for environmental protection is critical in order to protect the natural environment, and at the same time promote film content. Sustainable branding and marketing of destinations in film tourism is of great importance for minimizing negative impacts on the environment of a destination and the local community (Srisangkaew, 2024).

Social aspects of film tourism

Film tourism has a significant impact on the economic development of the film destination, environmental impacts, impact on the infrastructure on the environment at the destination, as well as a huge impact on local communities. Film tourism contributes to the improvement of public health. Tourists are outdoors while visiting locations, and pedestrians are provided with time in the fresh air, which contributes to their physical and mental health. On the other hand, infrastructure improvement enhances basic life conditions in a local community. A local community at the filming location is involved in various new activities and projects that have arisen thanks to film tourism, such as film festivals and events, film theme parks, film tours, etc. By portraying film destinations in films, the culture, tradition, and history of the destination are also promoted. The production of films in destinations enables temporary employment for the local community (Ateş *et al.*, 2024). During the trip, film lovers, in addition to visiting film locations and participating in film attractions, learn about the culture, customs, gastronomy, and history of the local community (Haddad, 2023). The development of film tourism can also negatively affect the daily life of the local population, as excessive tourism causes traffic jams, noise, and an increase in real estate prices and basic services. The organization of events and festivals, film tours, and film theme parks enhances the economy of local communities and contributes to the preservation and promotion of tradition and cultural heritage. They attract foreign and domestic visitors, increase income, and encourage the development of the local economy (Jovanović, 2022).

METHODOLOGY

The Desk Research method was used to collect information from secondary sources, such as official statistics, published reports, websites, and articles. The Content Analysis method systematically studied the collected information and data within the documents collected using the desk research method. The analysed information and data were reviewed and formulated using the Case Study methodology. By applying this method, instead of statistical generalization, i.e., quantitative measures, a qualitative way of thinking was adopted, which is different in its approach to the research problem. In qualitative research, the research problem is investigated in a creative. Two case studies of New Zealand (The Lord of the Rings Trilogy and The Hobbit) and Dubrovnik (TV series Game of Thrones) were selected that correspond to the research problem and research criteria. The case studies were separately and analyzed in detail, discussed in comparison, and finally the conclusions and recommendations were drawn.



RESULTS

New Zealand: The Lord of the Rings and The Hobbit film series

New Zealand is one of the most influential film destinations in the world. The development of the destination was influenced by the popularity of films, which were shot on film locations throughout New Zealand. The most famous films in the world that were shot in New Zealand are the following: The Last Samurai, The Lord of the Rings, The Hobbit, King Kong, Avatar, Narnia, and others. According to Tourism New Zealand, due to the popularity of the films from the Lord of the Rings trilogy and The Hobbit trilogy, there was a 50% increase in the arrival of foreign visitors, which brought in about 33 million New Zealand dollars annually (Pinchefsky, 2012).

The Lord of the Rings and The Hobbit represent some of the most influential films in the history of cinema. In 1937, J.R.R. Tolkien published the book The Hobbit, and then between 1954 and 1955, he published the trilogy of fantasy novels The Lord of the Rings. The film were adapted based on the books and were directed by Peter Jackson. The Lord of the Rings trilogy (2001-2003) and the Hobbit trilogy (2012-2014) made a huge mark on the film industry. The films generated a total revenue from theatrical distribution, which at the global level at the end of 2018 amounted to about 7.7 billion dollars (Box Office Mojo, 2018a; Box Office Mojo, 2018b).

Tourism in New Zealand benefited from the global success of The Lord of the Rings and The Hobbit films by creating promotional materials using the images from the films in New Zealand advertisements and on the New Zealand tourism website called “100% Pure New Zealand”. In order to increase the number of visitors, Air New Zealand decorated their planes with images from the Hobbit films, and crew members were dressed in elf costumes (Croy, 2004).

The Lord of the Rings trilogy was filmed on more than 150 film locations in New Zealand: Tawhai Falls in Tongariro National Park, Wellington (Mount Victoria, Kaitoke Regional Park and Hutt River), Nelson Tasman, Mount Sunday, Mackenzie Country, Waiau River. Famous locations from The Hobbit trilogy are Piopio, Tūroa on Mount Ruapehu, Twizel, Aoraki / Mount Cook, Wānaka, Pelorus River, Fiordland National Park (New Zealand, n.d.-a). One of the most famous film locations is in Matamata, the Hobbiton Movie Set. It allows tourists to get to know the places where the movie scenes were filmed. Organized tours in Wellington and Auckland attract a large number of tourists. The Wētā Workshop Experiences tour allows tourists to get an up-close look at the costumes and film props that represent handiwork and provides an opportunity to see how the artists made the costumes and film props. The Wētā Workshop Unleashed tour includes a visit to Wētā Cave and a view of giant trolls and sleeping dragons (New Zealand, n.d.-b).

The Hobbiton Movie Set supports the Tiaki Promise and TIA Sustainability Commitment initiatives for sustainable tourism. It is dedicated to the environmental sustainability, restoration, protection, and enhancement of New Zealand’s environment. They planted 3000 seedlings around the film set. They are focused on improving water quality, coastal stability, and sediment control, and protecting biodiversity. The Hobbiton Movie Set has waste management and minimization programs. It promotes sustainable sourcing, local products, and ecological materials. It also involves the community through volunteer actions, educational sessions, and partnership programs (Hobbiton Movie Set Tours, n.d.).

Dubrovnik: TV series Game of Thrones

The Game of Thrones series was filmed in many locations in Northern Ireland, Spain, Croatia (the city of Dubrovnik), Iceland, Malta, and Morocco (Statista, 2017). The city of Dubrovnik, founded in the 7th century, is on the UNESCO World Heritage List due to its cultural and historical importance. It was the main filming location for the imaginary city of King’s Landing from the Game of Thrones series. In the Old Town, several locations were used for filming the series, among them are the gates of Pila and Ploča, St. Dominic Street, Bokar Fortress, Lovrijenac Fortress, Lokrum Island, and Minčeta Tower (King’s Landing, Dubrovnik, n.d.).

During their stay at the destination, film tourists are attracted by organized tours such as the Game of Thrones Walking Tour of Dubrovnik, the Game of Thrones Tour with a visit to the island of Lokrum, the Game of Thrones Cruise and Dubrovnik Walking Tour, and the Dubrovnik Game of Thrones Tour (King’s Landing, Dubrovnik, n.d.).



In the period between 2012 and 2015, Dubrovnik achieved an increase in the number of visitors of about 10% due to the Game of Thrones series (Tkalec *et al.*, 2017). Research in 2017 shows that film tourism inspired by the Game of Thrones series generated a 38% increase in tourist visits and a 29% increase in the number of overnight stays at the destination (Šegota, 2018).

The use of locations for filming the series contributed to Dubrovnik achieving great popularity. The destination records a large increase in tourists during and after the broadcast of the series, which affects the economic development of the destination. The high increase in tourists at the destination has a negative impact on the city of Dubrovnik. Excessive tourism leads to infrastructure damage, increased traffic, and environmental damage. The increased use of cruise ships damages the environment. During the season, several times a week, there are four to 6 cruise ships at the destination. The International Association of Cruise Lines (*Cruise Lines International Association*) and UNESCO have made a decision that only two cruise ships can disembark each day, and that tourists can board after 8 hours. Arrival and departure times are arranged so that there is a better flow of tourists through the destination (Perkins, n.d.).

The cruise company charges a fee per passenger, which is used to maintain and improve the infrastructure. Dubrovnik implemented a set of short-term, medium-term, and long-term proposals as part of the “Respect the City” package. It is based on the great importance of visit management and the importance of cooperation between the state authorities, tourism companies, and the local population in order to make Dubrovnik a better place to live and to preserve its cultural sites and natural wealth (Perkins, n.d.).

DISCUSSION

Based on the previously analyzed case studies on the impact of film tourism in New Zealand and Croatia (the city of Dubrovnik), the findings indicate that film tourism had a significant economic, marketing, infrastructural, and environmental impact on the destinations.

Economic impact on the destination

The popularity of films and series has brought significant economic benefits to destinations. Their global exposure has influenced a significant increase in the number of film tourists, an increase in income from film tourism, the creation of new jobs, and the development of additional services and tourist products. Case studies of New Zealand and the city of Dubrovnik point to the significant role of themed tours (The Hobbiton Movie Set in New Zealand and a large number of Game of Thrones themed tours in Dubrovnik) in attracting film tourists and in the economic development of destinations. The popularity of movies and series is not long-lasting. Immediately after the broadcast of the film and during the broadcast of the series, the greatest interest of film tourists is due to the great media attention. After the broadcast of the films, interest in those destinations had gradually declined. That is why it is significant that the management of the destination does not focus exclusively on film tourism, but diversify the tourist offer and invest in the development of other forms of tourism at the destination.

Marketing influence on the destination

Destinations use the popularity of movies and series to promote destinations. Movies and series can be a global advertisement of movie locations in destinations, attracting movie tourists from all over the world. Organizing tours with a popular film theme, creating film studios and marketing campaigns related to films and series, encourage a large number of tourists to visit the destination. By using promotional materials and advertisements with motifs and images from movies and series, destinations improve their visibility and recognition, and the image of the destination is formed. For example, special buses with motifs from movies and series, which are used for thematic tours, significantly influence the promotion of the destination, its recognition, and the greater interest of tourists to visit the destination. Also, by investing in promotional materials, using images from the films *The Lord of the Rings* and *The Hobbit*, as well as the motifs, New Zealand enhanced



the destination's image. Apart from decorating their aircrafts, Air New Zealand used images from the films and introducing elf costumes for the flight crew, which contributed to the increased interest of tourists to visit this country.

Infrastructural impact on the destination

Due to the development of film tourism, local authorities in destinations invested in the development and improvement of infrastructure, superstructure, and tourist infrastructure. This includes improving roads to make the destination accessible to tourists, improving signage, building new and renovating the existing accommodation facilities. A large number of film tourists at the destination has a negative impact on the infrastructure, causing damage to roads, cultural heritage, and other important localities. An example of the negative impact of film tourism on infrastructure is the city of Dubrovnik. After appearing in the series *Game of Thrones*, there was a sudden increase in tourists, which overloaded the infrastructure, increased traffic, and damaged the environment. In order to reduce the negative effects of tourism, Dubrovnik created the "Respect the City" program aimed at implementing sustainable practices. The city also implemented a strategy to manage the number of visitors to the destination and limited the daily number of cruise ships, which reduced the negative impact of tourism on the city.

Environmental impact on the destination

Films and TV series are a tool for raising awareness about the importance of sustainable tourism development and environmental protection. The large-scale development of film tourism can damage natural environments, endanger natural and animal species, pollute water and air due to increased traffic and waste. It is crucial that the management of the destination achieves a balance between the economic benefits of film tourism and the need to preserve natural ecosystems. A balance can be achieved by implementing sustainable practices, responsible destination branding, educating potential visitors, and limiting access to sensitive natural areas. One of the significant examples of the development of film tourism developed in accordance with the principles of sustainability is the Hobbiton Movie Set in New Zealand. Along with promoting the films *The Lord of the Rings* and *The Hobbit*, they used their global popularity to promote the importance of ecological sustainability, the importance of restoration, environmental protection, and biodiversity. Hobbiton Movie Set has waste management and waste minimization programs. It promotes the importance of using local products and ecological materials. Controlled and limited number of visitors encourages tourists to be environmentally responsible during their stay.

Social impact on the destination

During their trip, film tourists, in addition to visiting film destinations, also visit other important cultural sites, get to know the culture, traditions, customs, and local community of the destination. The large increase in the number of film tourists due to the popularity of films and series disrupts the daily life of local residents, causes noise, and increases in real estate prices and basic services. In order to improve the quality of life of local residents in the destinations, sustainable development strategies were launched, sustainable practices were implemented, and sustainable development programs were created. In Dubrovnik, due to the sudden increase in tourists and the dissatisfaction of the local population, the "Respect the City" project was implemented in order to improve the quality of life of the local population.



CONCLUSION

In the modern tourism industry, film tourism represents an increasingly significant and dynamic form of tourism. Its association with other selective forms of tourism, such as event tourism, cultural, urban, and dark tourism, brings an advantage to the destination and tourist experience. It enables diversification of the tourist offer, extends the tourist season, increases the attractiveness for different profiles of tourists, and contributes to the promotion of local history, culture, and tradition. More tourist attractions in a destination bring greater economic benefits and encourage the development of the local community and infrastructure. Popular films and series attract a large number of visitors to destinations, increasing the popularity of the locations where the films were shot, as well as the popularity of the country. The aim of this paper was to investigate the role of film in the development of tourism through its influence on the image of the destination, tourist demand, and economic growth, as well as to identify the key factors that contribute to the sustainable development of film tourism. The aim of the scientific work was achieved through the analysis of case studies of film series and TV series in destinations with developed tourism: New Zealand - The Lord of the Rings and The Hobbit, and the city of Dubrovnik - Game of Thrones. Films played a major role in the development of tourism in these destinations. They influenced the image of the destinations, increased their global visibility, and contributed to their infrastructural development. By attracting a large number of visitors year after year, they have influenced the economic growth of the destinations. The continued growth in the number of tourists interested in film-related activities, such as participation in the Hobbiton Movie Set themed tours in New Zealand, has had a significant impact on the economic development and tourism promotion of the destinations. In all stages of the production of films and series (pre-production, production, post-production and distribution, and broadcasting), the management of the tourist destination is advised to strategically plan and manage the sustainable development of tourism at the destination. Sustainable management in the context of film production enables planning of filming with minimal negative impacts, control of resources during realization, and responsible management of visitors after the film is shown. By applying sustainable practices and timely assessing the capacity of the tourist destination, the management of a tourist destination contributes to the preservation and improvement of the economic, social, and ecological aspects of the destination.

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